

# GROWTH SERIES



**DON'T JUST TELL IT - SELL IT!**

**BRAND STORYTELLING &  
CONTENT THAT CONVERTS**

# AGENDA

9:30 Networking

10:00 Welcome note and acknowledgments by Ian Hunt, Chief Experience Officer, RAKEZ

10:05 Introduction by Mark Hamill, CEO of ARCET Global

10:10 How Formulate Agency helps brands tell their story – Dan Brown, Co-Founder, Formulate Creative Agency

10:30 Al Wathba Insurance, Our Story – Zeeshan Haider, Al Wathba Insurance

10:50 Q & A

11:00 Networking

11:30 End of Programme



# ALL EVENTS ON COMPASS WEBSITE

[compass.rakez.com/events](https://compass.rakez.com/events)

Follow like and share:

**@mycompassrak**



A screenshot of the Compass Coworking Centre website's events page. The page features a grid of six event cards, each with a title, date, time, location, and a "GROWTH SERIES" logo. The events are: 1. "DON'T JUST TELL IT - SELL IT! BRAND STORYTELLING &amp; CONTENT THAT CONVERTS" on July 23, 2025. 2. "CELEBRATE EMIRATI WOMEN'S DAY @ COMPASS!" on August 28, 2025. 3. "SCALING SMART: OVERCOMING KEY CHALLENGES IN BUSINESS GROWTH" on September 24, 2025. 4. "CELEBRATE WORLD SMILE DAY @ COMPASS!" on October 3, 2025. 5. "WINNING CUSTOMERS FOR LIFE: RETENTION STRATEGIES THAT DRIVE LOYALTY" on October 22, 2025. 6. "CELEBRATE KNOCK KNOCK JOKE DAY @ COMPASS!" on October 31, 2025. The website header includes navigation links for Explore, Events &amp; Networking, Community, Contact Us, and Offers.

# NEXT EVENTS

24 SEPTEMBER 2025

Event 8: Scaling Smart:  
Overcoming Key Challenges in  
Business Growth

22 OCTOBER 2025

Event 9: Winning Customers for  
Life: Retention Strategies That  
Drive Loyalty



# TODAY'S SPEAKERS



Dan Brown  
Co-Founder  
Formulate Creative Agency



Zeeshan Haider  
Head of Marketing  
Al Wathba Insurance



# The Power of Brand Storytelling

Define | Elevate | Align

**Formulate**

The background is a solid red color with a repeating pattern of thin, white, wavy lines that create a textured, undulating effect across the entire surface.

# **Why Brand Stories Matter**



*“Marketing is no longer about the stuff you make, but the stories you tell.”*  
– **Seth Godin**



To unlock the full potential of  
brand storytelling, we must

**Define** the core,

**Elevate** the message,

and **Align** it across every touchpoint.

**Pillar One**

**DEFINE**

**Who You Are & Why You Exist**

# What is Brand Storytelling?



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A strategic narrative that expresses a brand's purpose, values, and reason for being.

Brand storytelling is more than messaging, it's identity in action.

**Pillar Two**

**ELEVATE**

**Make It Meaningful  
& Memorable**



**Humans are hardwired for narrative.**

**Stories drive memory, loyalty, and action.**

# What Makes a Great Brand Story?



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Clear narrative structure.

Authentic voice and tone.

Emotional resonance, not just information.

# Example



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## **Nike – “Just Do It”**

In the 1980s, Nike was primarily known as a performance running shoe company, but it was trailing behind Reebok in the fitness category. Nike needed to broaden its appeal beyond elite athletes and connect with everyday people.

# Overview



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## **The Brand Story:**

Nike launched the "Just Do It" campaign in 1988, telling stories of ordinary individuals pushing through challenges, regardless of age, fitness level, or background. These weren't just ads; they were emotional narratives that framed Nike as a champion of the human spirit, not just a shoe brand.

**JUST DO IT.**



AP Photo / Eric Rieberg

# Perception



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## **What did this do?**

Perception Shift: Nike went from being a niche performance brand to a cultural symbol of perseverance, grit, and personal empowerment.

Emotional Loyalty: Consumers didn't just buy shoes, they bought into the belief that they, too, could "just do it." The emotional resonance fostered deep brand loyalty.

# Results



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## **Transformation:**

Nike's sales grew from \$877 million in 1988 to over \$9.2 billion by 1998, and the slogan became one of the most iconic in advertising history.

This shows how storytelling, when rooted in values, emotion, and identity can not only change how a brand is perceived, but also create a loyal following.

**Pillar Three**

**ALIGN**

**Bring the Story to Life  
Across Channels**

# Brand Touchpoints

- 
- Website
  - Social media and content marketing
  - Product packaging and campaigns
  - Internal brand culture
  - **Every team, every channel should echo the same story**

# Common Mistakes

# What to watch out for



- 
- Inauthenticity
  - Inconsistency
  - Overcomplicating or centering the brand, not the audience

**Bringing it all together**



# Define

## **Define:**

Know your story and who it's for.

# Elevate

## **Elevate:**

Make it emotionally powerful and creatively told.

# Align

## **Align:**

Deliver it consistently across the brand ecosystem.



*"People will forget  
what you said,  
but they'll never  
forget how you  
made them feel."  
– Maya Angelou*



# Case Study



**THIRTY THREE**  
Real Estate





# AI vs Human

# Why not just use ChatGPT?



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## Emotional Intelligence & Nuance

Humans deeply understand cultural context, emotional tone, and subtle nuance. Brand storytelling often requires intuition, knowing how something feels, not just what it says. A human storyteller can capture this intangible magic in a way AI can't fully replicate.

# Why not just use ChatGPT?



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## Original Thinking & Lived Experience

Humans draw from real-world experiences, personal insights, and unique perspectives. AI works with patterns based on what already exists. A human can generate ideas that haven't been done before, making a brand story more authentic, surprising, or culturally resonant.

# Why not just use ChatGPT?



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## Voice & Soul

A powerful brand story needs to feel alive. It should have voice, character, and a soul. Humans are better at creating stories that feel warm, imperfect, and human. AI-generated content can often sound polished but flat, lacking the personality that makes a story stick.

# Examples



# AI

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## Vision

To redefine real estate as a force for good—building communities, empowering lives, and creating lasting value through every property we sell.

# Human

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## Vision

We see a world in which real estate doesn't just change hands - it changes lives. Where every deal fuels opportunity, every home empowers a future, and every client we partner with leaves a lasting mark on communities in need.



# AI

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## Mission

We are committed to delivering exceptional real estate services while dedicating 33% of our profits to meaningful charitable causes. Through ethical practices, client-focused solutions, and community investment, we strive to create positive impact—one home, one neighborhood, and one life at a time.

# Human

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## Mission

We make real estate work for everyone. For our clients, that means expert guidance, straight-talking advice, and a service that puts their needs first. For our community, it means 33% of our brokerage fees support UAE charities, turning every transaction into a force for good.

Dubai real estate doesn't just have to be about dream homes and building portfolios, it can build futures too.



# AI

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## Elevator Pitch

We're a real estate company that believes business can be a powerful force for good. While helping clients buy, sell, and invest in property, we give 33% of our profits to charity—turning every transaction into an opportunity to uplift communities and create lasting change.

# Human

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## Elevator Pitch

33 Real Estate is a boutique real estate brokerage with a big purpose. Sure, we guide clients through Dubai's property market with expertise and integrity. But what sets us apart is our commitment to giving back. We pledge 33% of every brokerage fee to support UAE charities. Whether you're buying, selling, or investing, you get the service you deserve while changing lives along the way.

Let's make a difference together.

# Overview

# Why is a brand story important?



- 
- Authenticity & Connection
  - Strategic Alignment
  - Adaptability & Depth
  - Trust & Loyalty

**Questions?**

Formulate is a Dubai based creative agency who work for companies big and small, offering clear, concise and creative design solutions.

For more information please get in touch:

**T:** +971 (0)5 6131 6020 | **E:** hello@formulatecreative.com

[www.formulatecreative.com](http://www.formulatecreative.com)



**Formulate**



## Brand Storytelling: From Heart to Market



# Insurance!

# From "Cheaters and Liars" to "Care Beyond Coverage!"



Cheaters and Liars

Care Beyond Coverage!

**Nikhil Hemnani** Local Guide · 17 reviews  
★★★★★ 2 years ago  
My wife has had an accident over 10 days ago. I have called Al Wathba Insurance more than 5 times. As the non-faulty, they still haven't approved the garage work that needs to be completed on my wife's car. And I haven't received a rental car for the period as well. Extremely frustrating and the mobile app is a pain.

**Esslam A. Saad**  
Ver bad customer service I had a dreadful experience with a company that charged exorbitant prices for subpar service. I strongly advise everyone to steer clear of them

**Ahmed Nabil** 6 reviews  
★★★★★ 2 years ago  
I had a very bad experience with Alwathba national insurance, I submitted a claim for an accident with a police report that states the damage and states that it is a single accident, surprisingly the company wanted to charge me double the excess because they ((assume)) that the reported damage result from two accidents rather than one. They don't stick to

**Mark Anthony Tan** Local Guide · 21 reviews · 3 photos  
★★★★★ 3 years ago  
It's been almost a week now since your policy hit my car and the processing is not responsive. I have visited my insurer yesterday for a follow-up (insurance house) . I need a car on daily basis the nature of my work. Now my car is in the shop for a week now.. no one contacted me to discuss comprehensive benefits such as a rental car. I am speechless on how this procedure is. I am fully aware that the procedure is not fair. The insurance company communicates with me, however, nothing is done. I haven't chosen your company as my insurer. My apologies, just imagine my frustration.

**Michael Tello** 3 reviews  
★★★★★ 3 years ago  
Their customer service is by far the worst customer care service in the whole U.A.E!  
They will reply with 1 to 3 hours interval just to answer simple questions. They will leave you hanging until you are forced to end the conversation because of frustration. They will never make your life easy and they will only add stress to your struggle when dealing with your insurance claims.

**Gary Bryden** 2 reviews  
★★★★★ 2 years ago  
Car insurance renewal and process great already left 5 star review. However, spamming my email every 30 minutes(6 so far) after I bought my policy for me to do Google review which I've already done is appalling practice so for that 1 star review added.

**baraa baraa** Local Guide · 45 reviews · 5 photos  
★★★★★ 2 years ago  
Can you asked your customer service to work on answering calls; currently i had a claim and it is not reflecting on your portal which opened in "Dynatrade Garage" and when called toll free number to follow-up on claim and while i am on the phone the agent closed line i don't know if he did it on purpose but he never called back and i am trying from 30 min and no hope????????

**Naveen Ravi** Top fan  
Go with Al wathba if you don't want repair your car not even after 1 year

**Kashif Khan** 5 reviews  
★★★★★ a week ago NEW  
I contacted Wathba Insurance for some information related to products offering and it's pricing. The staff was very helpful and I found what I needed.

**Rex** 6 reviews  
★★★★★ a week ago NEW  
I had a truly excellent experience working with Gehad on my insurance needs. From the beginning, he was incredibly professional, knowledgeable, and friendly. He took the time to clearly explain all the options available to me and helped me into making a decision.

**Muhammad Balushi** 2 reviews · 1 photo  
★★★★★ Edited a week ago NEW  
I would like to express my sincere gratitude to Ms. Joy DeSales for her outstanding assistance today. After a week of continuously sending emails and making follow-up calls without any response from ADIB, Ms. Joy's support has been a welcome relief.

**Zkiel Reyes** 1 review  
★★★★★ 2 months ago  
The Customer Care team at Al Wathba Insurance deserves high praise, especially Marnie. She was patient, well-informed, and truly helpful in solving my concerns. It's refreshing to have a representative who is not only efficient but also empathetic. Marnie made the process smooth and stress-free. I'm sincerely grateful for her recommendation and support.

**Jessa Ani** 1 review  
★★★★★ 3 months ago  
Al Wathba Insurance sets the bar high when it comes to customer service. They go above and beyond to ensure a smooth experience. A huge thank you to Marnie for her professional and helpful support. I could not have asked for a better experience.

**Marrie Lamera** 1 review  
★★★★★ 3 months ago  
I had a fantastic experience with Al Wathba. Their support team was always available to answer my questions, and my claim was processed without any delays. Special thanks to Marnie for assisting me, great service. Highly recommended!

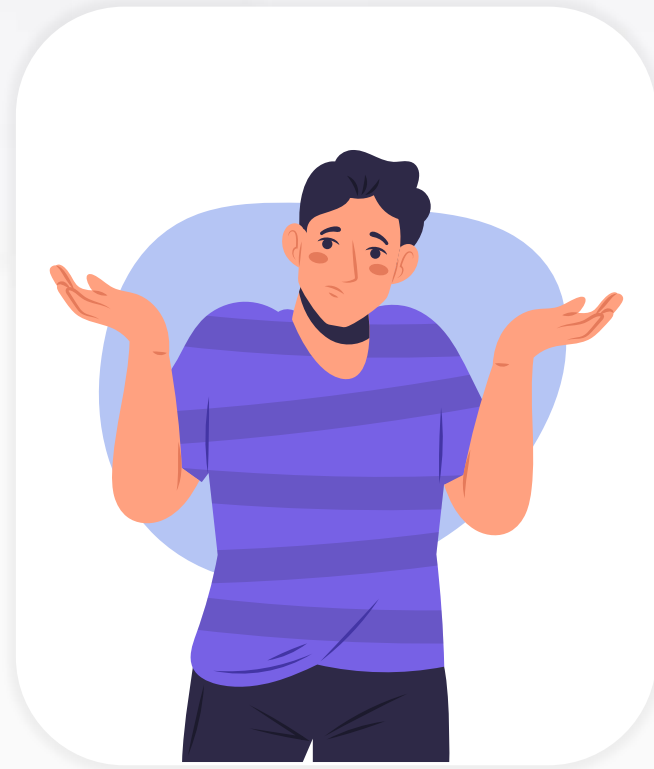
**rahul dev** 3 reviews  
★★★★★ a month ago  
I reached out to Mr. Mostafa Noor for assistance regarding a request to change my policy. He was exceptionally courteous and supported my request. I truly appreciated his action.

**Benedicto Gabisay** 1 review  
★★★★★ 3 weeks ago NEW  
Thank you, Marnie, for your full support with my claim. I truly appreciate your dedication in making sure I was updated every step of the way. You have been a great help.

**Abdulrman Almallah**  
★★★★★ 4 months ago  
Hello, I am rating this based on my experience with the call center. I give 5 stars for Mr Fahad and Mustafa Nooralhuda, excellent customer care skills and caring for clients. Your branch in airport street at alsunbalah st " claims department " is horrible. But the experience with the above two gentlemen from customer care is amazing. I hope your branch staff learn from them to develop customer care skills. Thank you Fahad and Mustafa ! Appreciate it.

# Why Storytelling Matters

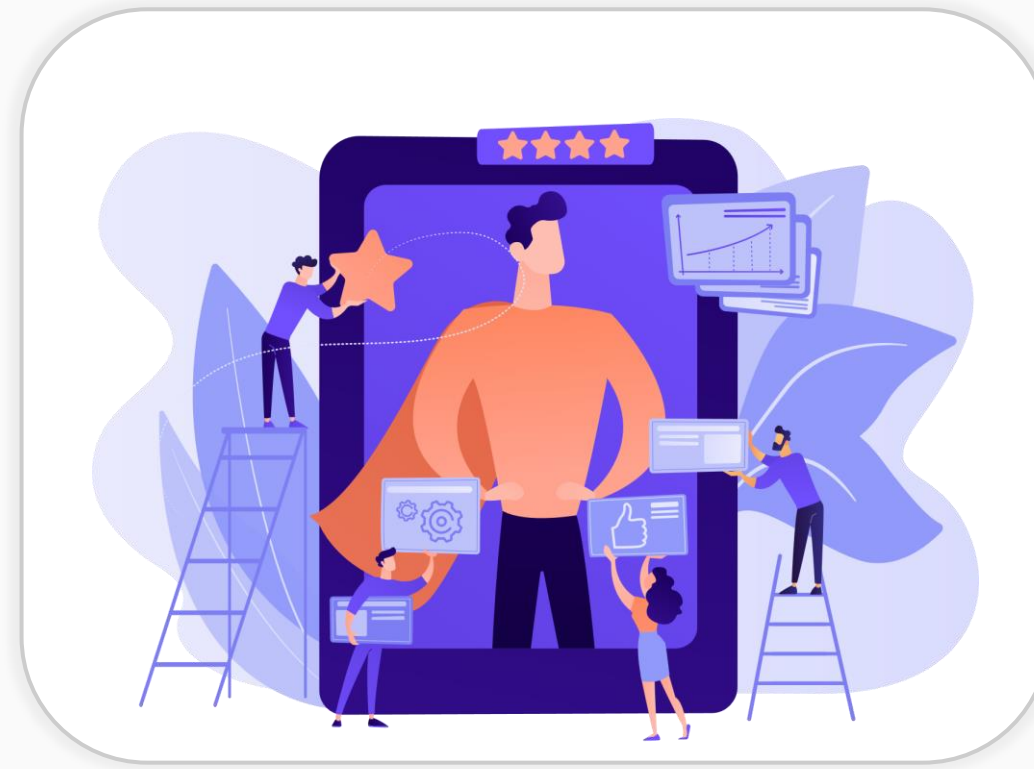
(Especially in Unloved Industries)



Insurance is a grudge buy, no one loves it.



But they'll remember how you made them feel.



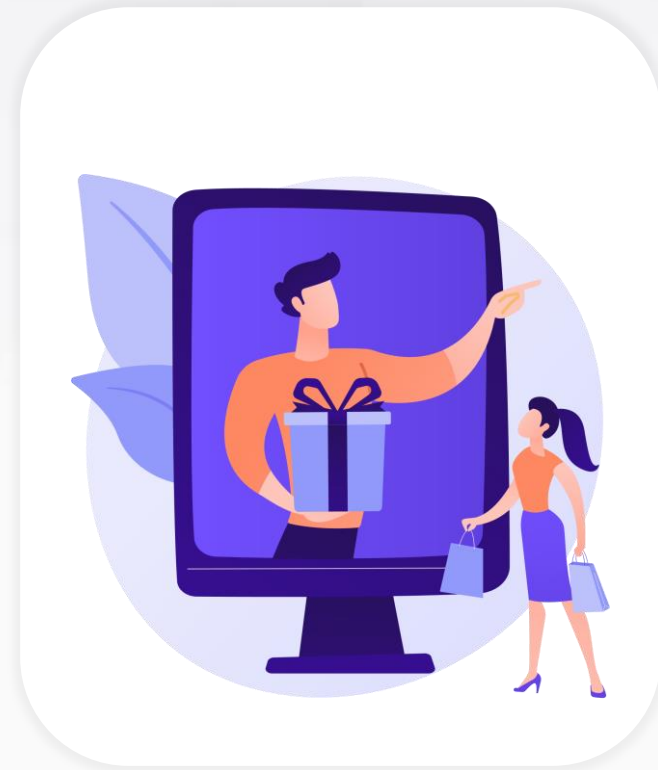
The best story isn't yours, it's your customer's.



From insurance to cupcakes, storytelling connects.

# Always on Sale. Always on Mute.

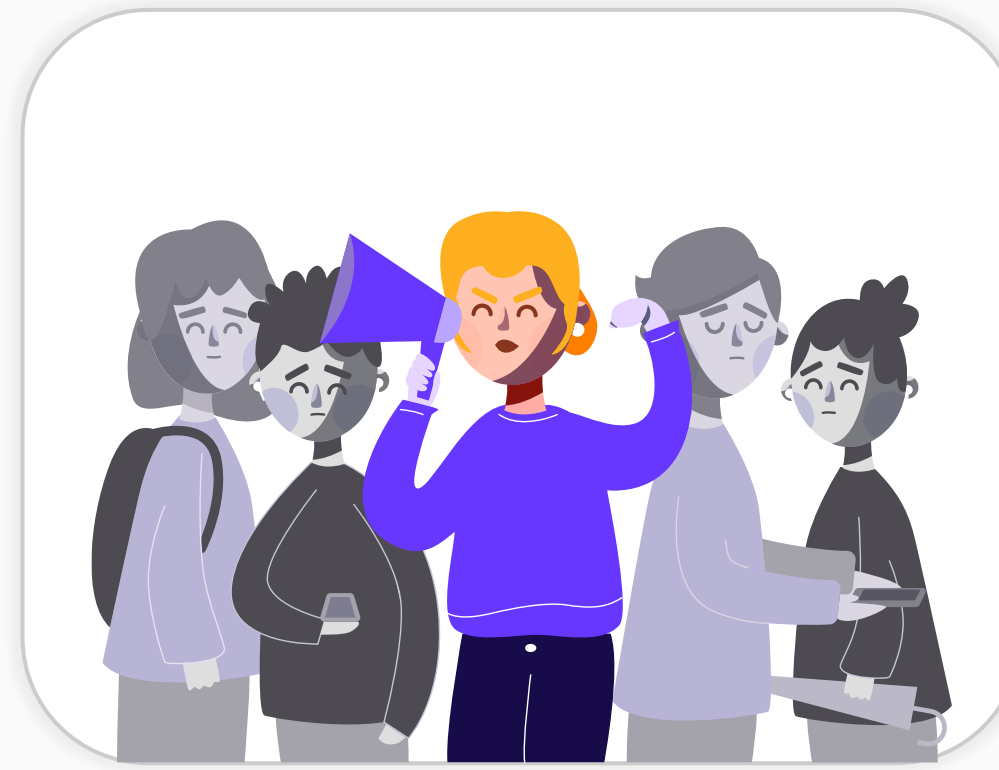
The problem with the old approach!



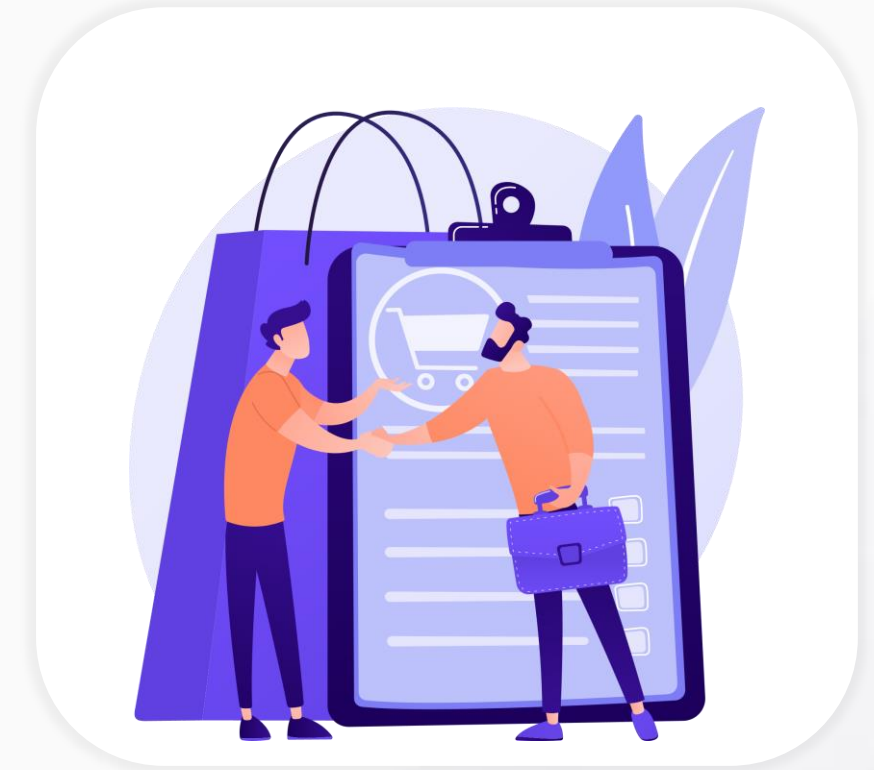
Discounts don't build loyalty.



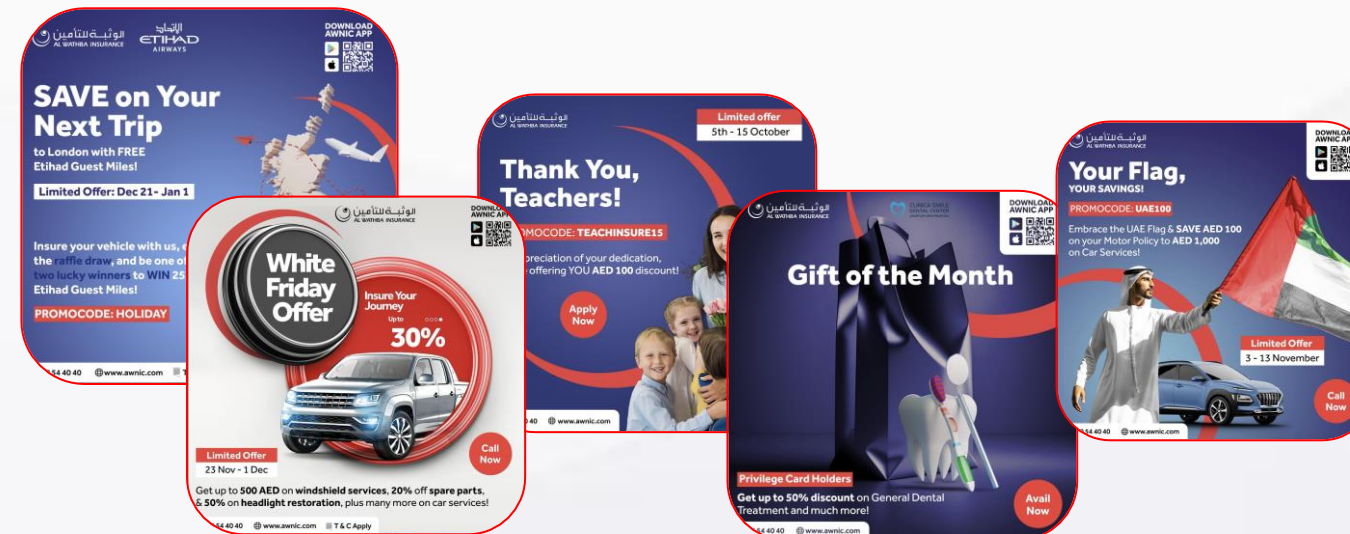
Low price = Low trust



Being loud ≠ Being heard.

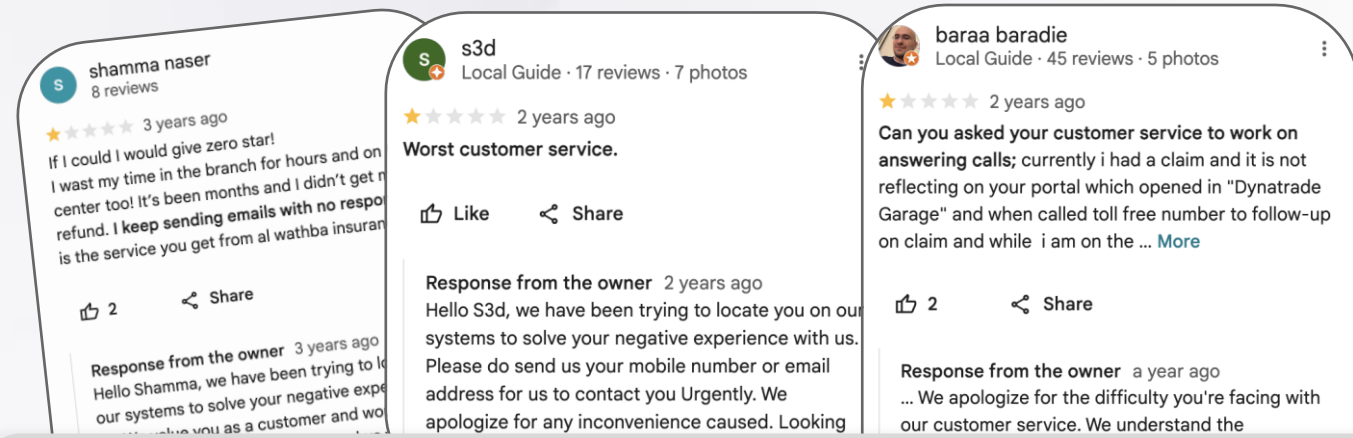


Stopped selling and started serving.

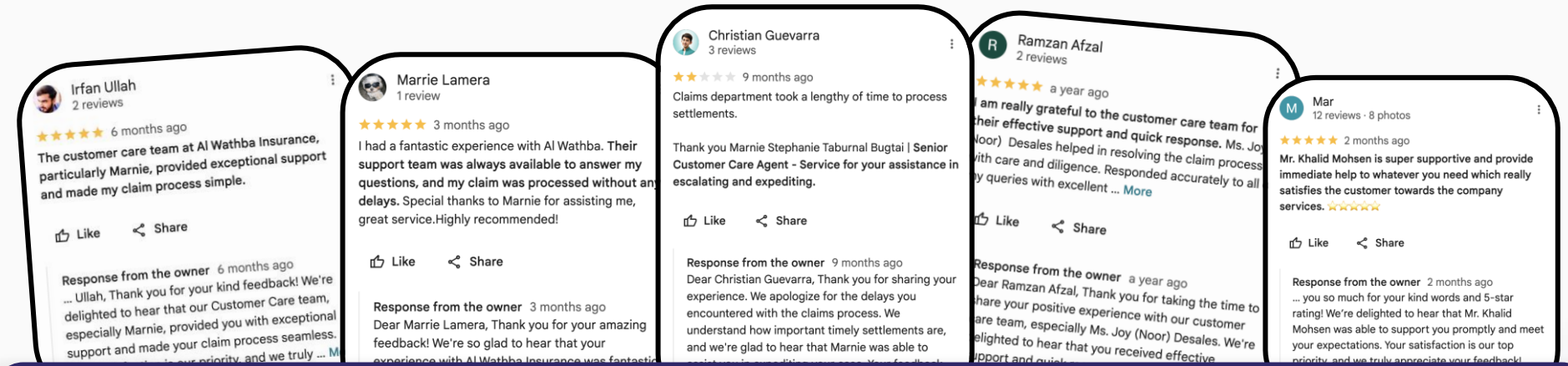


# Inside-Out Storytelling

## Becoming the Voice of the Customer



We listened to every bad review, every angry message.



Then we acted on them in operations, service, claims, and communications.

### Google Ratings

4.4

Al Wathba Insurance - Head Office,  
Abu Dhabi

شركة الوثبة الوطنية للتأمين  
4.4 ★★★★★ (1,287)  
Insurance company

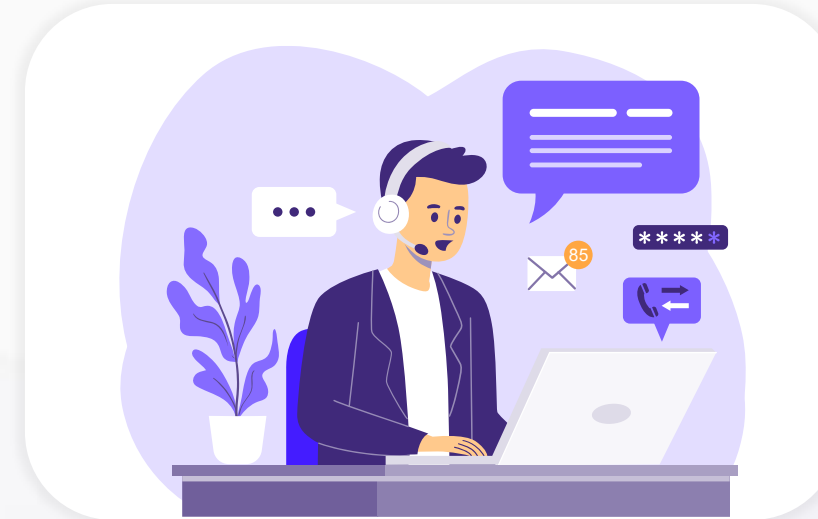
3.8

Al Wathba Insurance - Head Office,  
Abu Dhabi

شركة الوثبة الوطنية للتأمين  
3.8 ★★★★★ (997)  
Insurance company

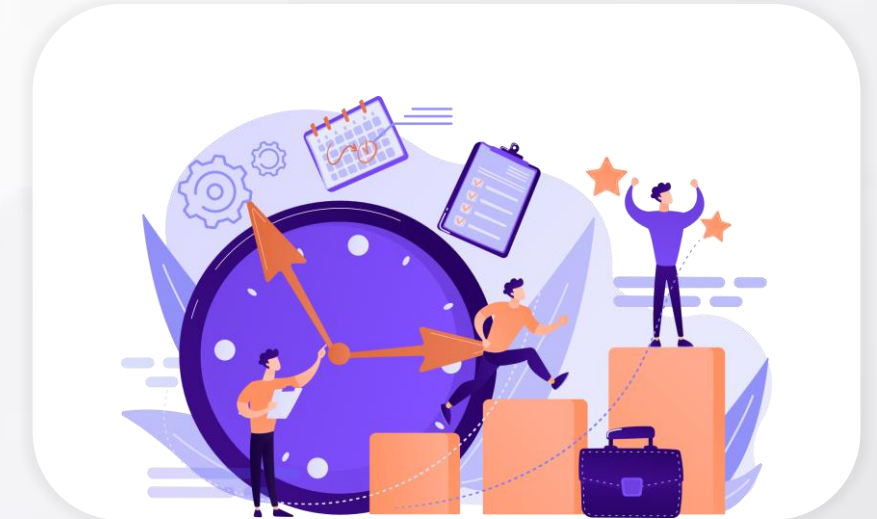


### Response Time



Response time improved by **38%**

### Claims Empathy Score



Claims empathy score significantly up

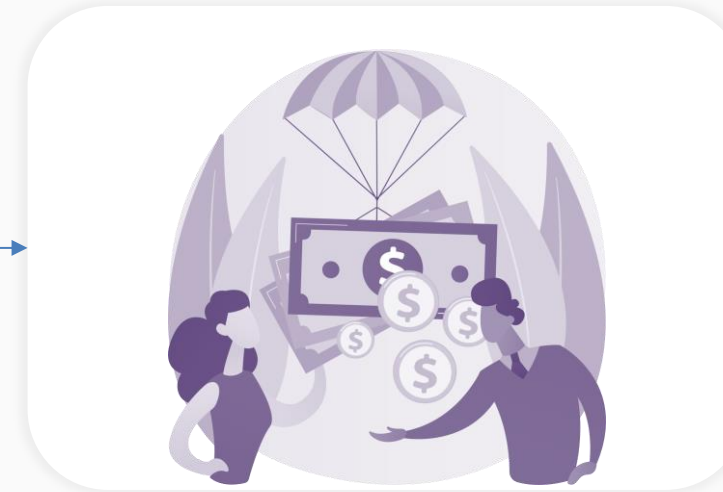
# Start With Why, Not What – (Inspired by Simon Sinek)

People don't buy what you do, they buy why you do it!

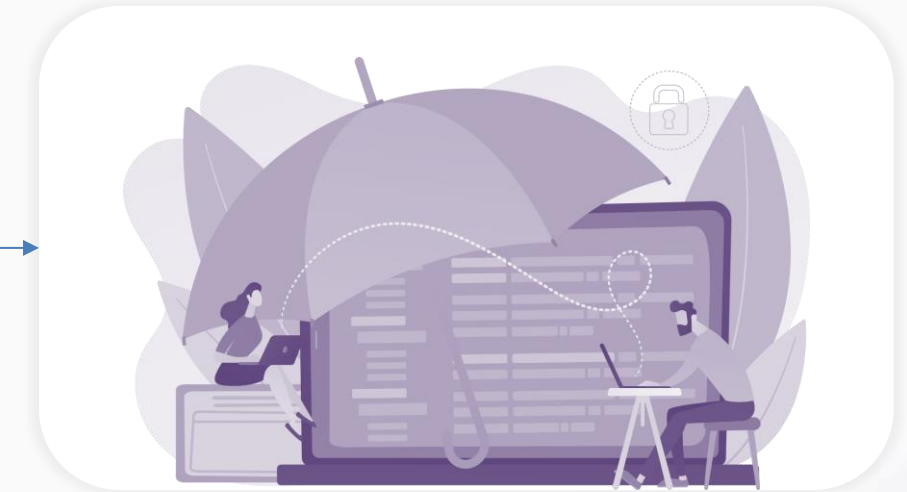
## Old Way



**What:** We sell insurance.



**How:** Competitive pricing, claim processing.

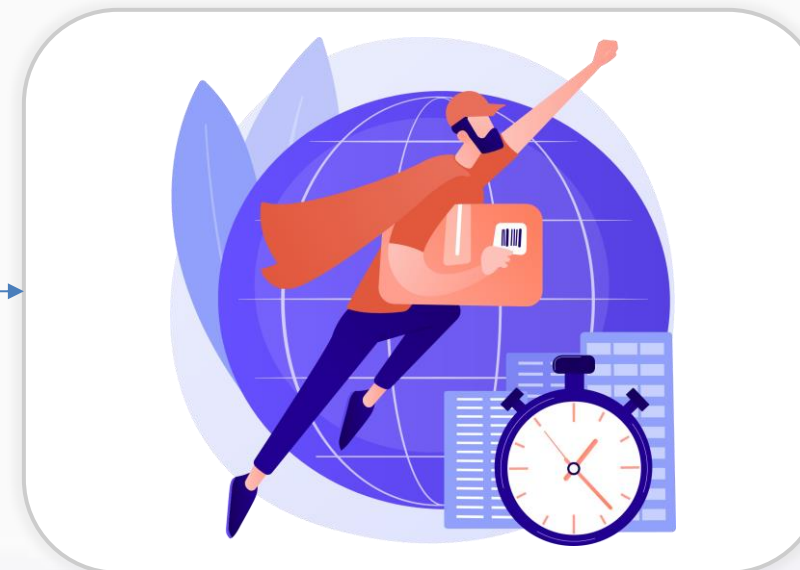


**Why:** Because we're an insurance company.

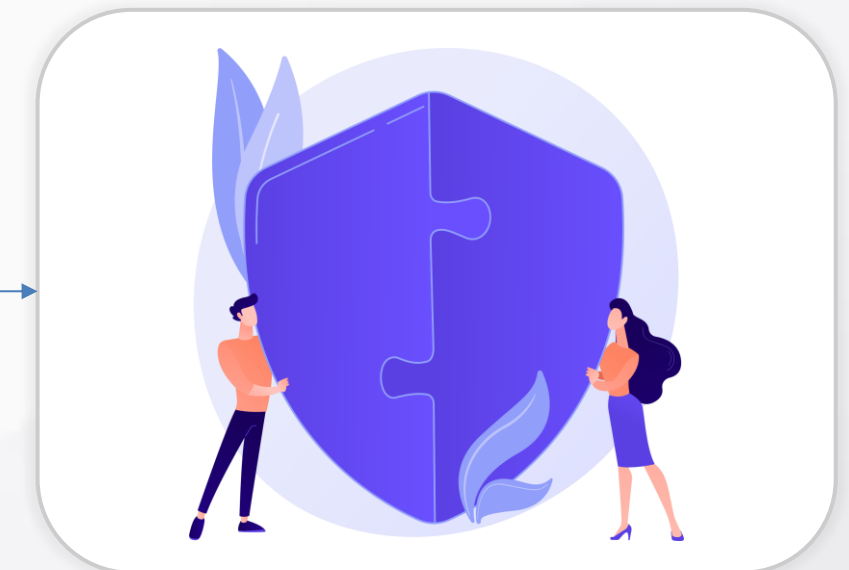
## New Way



**Why:** We believe people deserve to be cared for, not just covered.



**How:** Through empathy, simplicity, and speed.



**What:** We offer insurance.

# Care beyond coverage!

A Tagline That Became a Culture

A Promise

Empowered Claims Teams

**Changed how we marketed and  
how we behaved.**

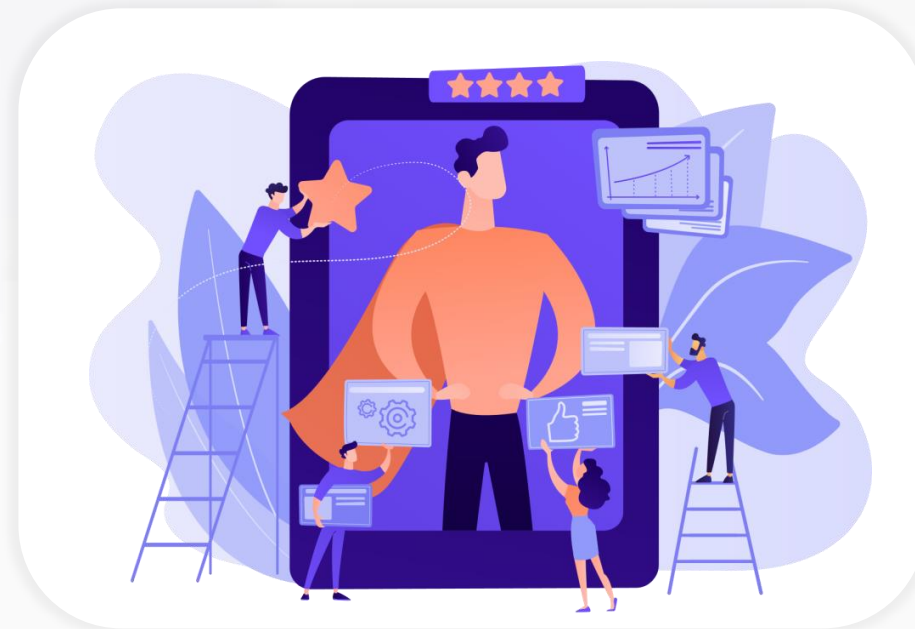
AI Avatars to Explain Jargon

Trained Agents

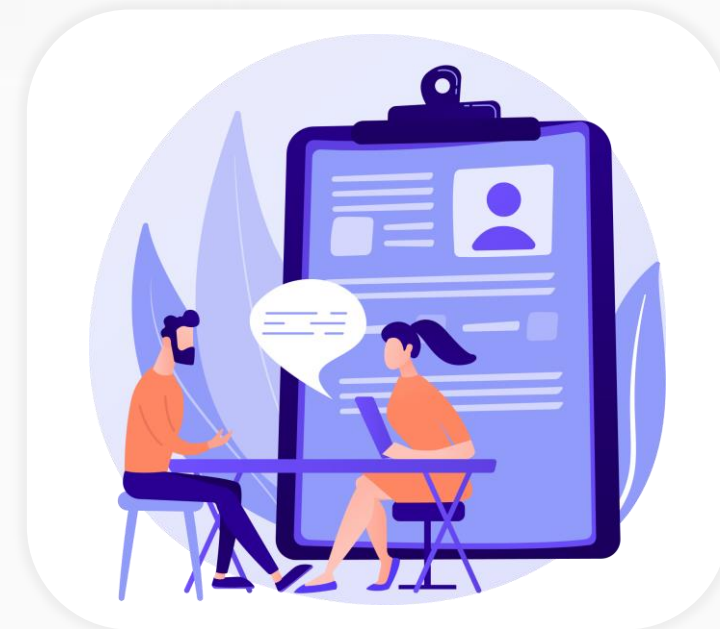


# Small Business? Big Story.

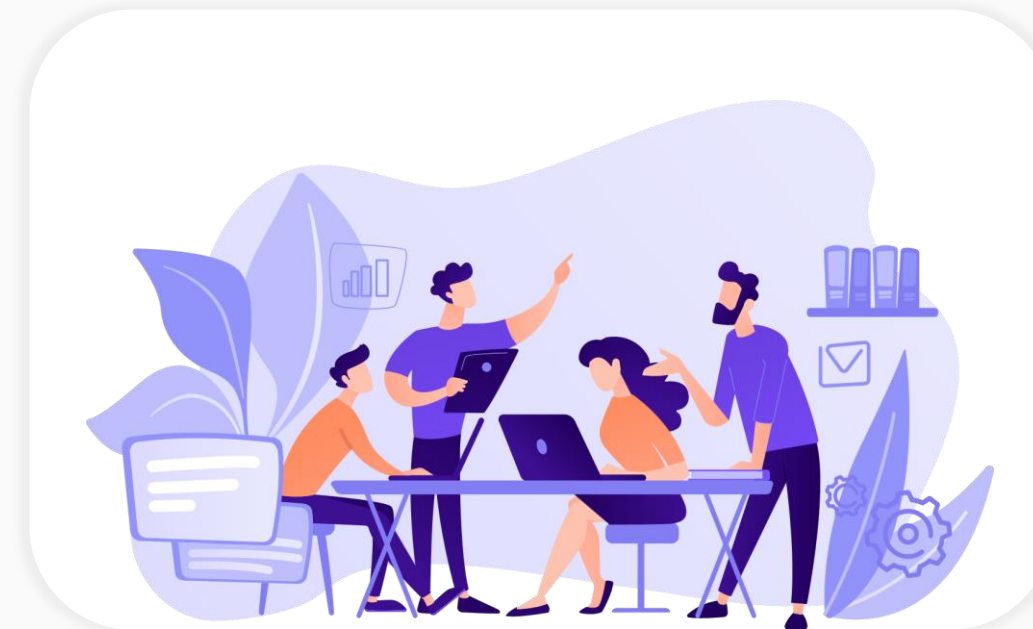
You Don't Need a Department. Just a Voice.



Share your founder's story  
e.g. SQUATWOLF



Do a short customer interview.  
Share their stories, their struggle.  
E.g. Nike



Show your team!  
Take your viewers  
behind the curtain.

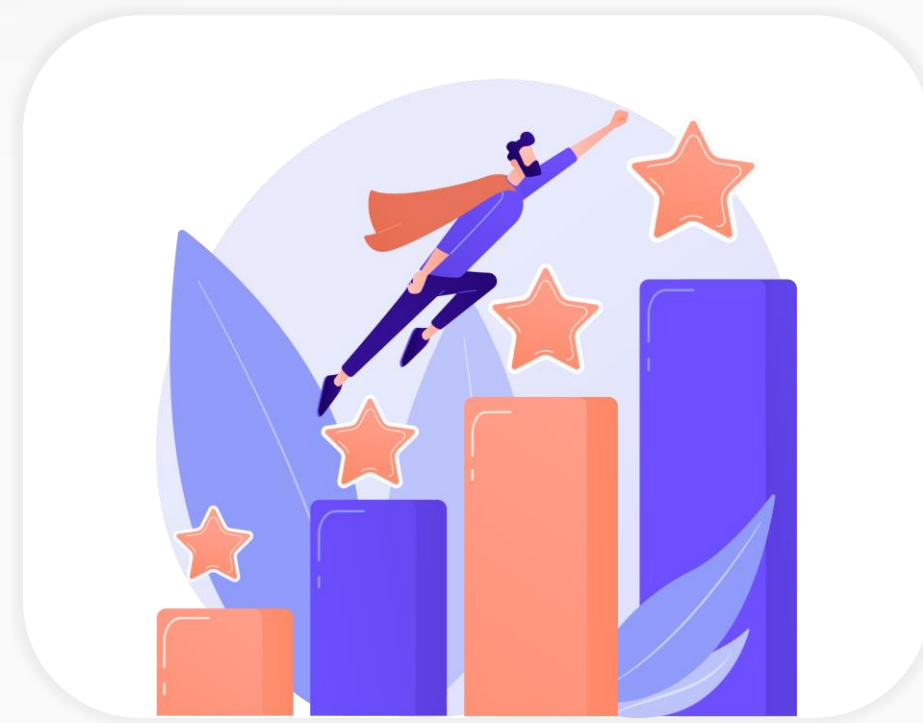


Answer FAQs as reels!

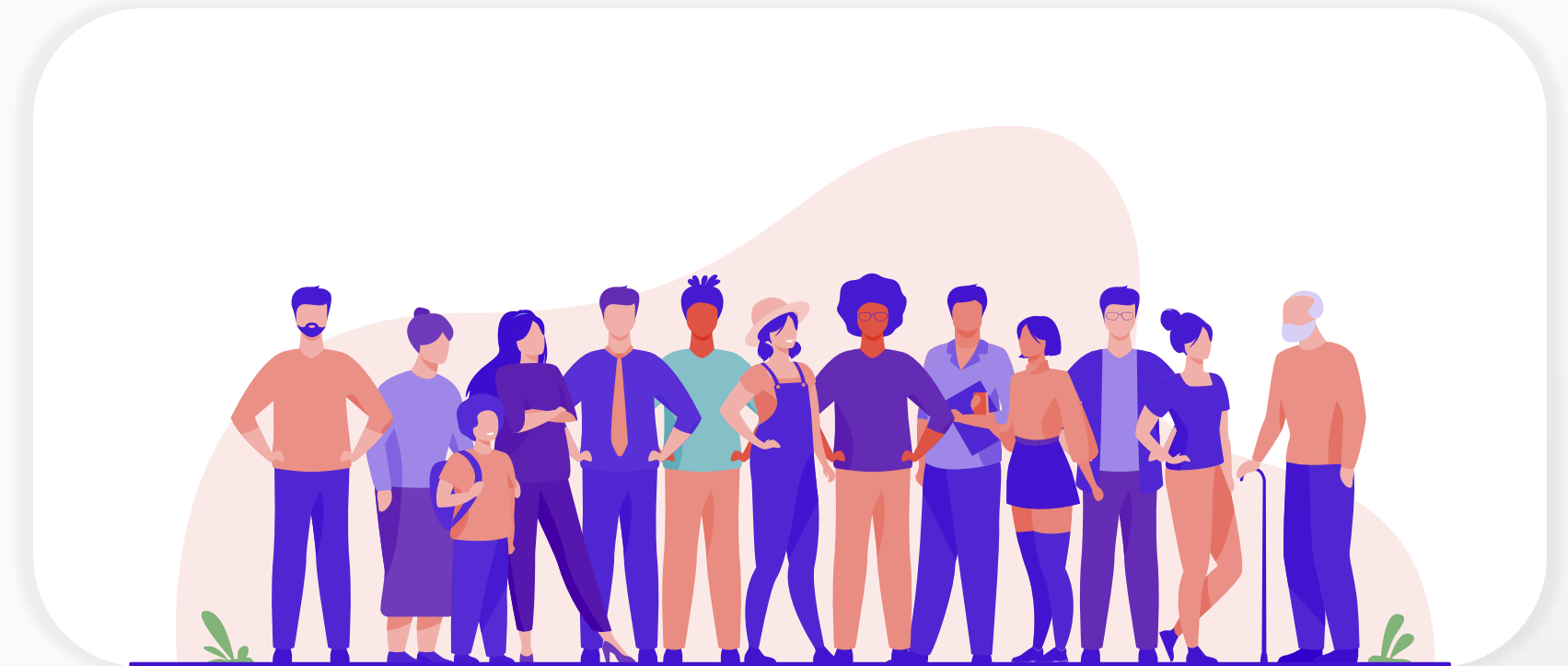
# Your Story is Your Moat From Transaction to Transformation



Price is easy to copy. Story isn't.



Brands fade. Stories last.



Marketing changes minds. Storytelling changes hearts.

# Change, if you must!



And our story changed, because **we changed!**

# Let's Talk About Your Story!

- What's **one story** only **your business** can tell?
- What do **your reviews say** and what are **they really saying**?



**THANK YOU!**  
شكراً على الحضور



*Scan me*

**Strategy | Disruption**  
**Digitisation | Marketing**  
**Results | Growth**

From obscurity to stardom,  
one brand at a time!

@GrowWithZee

**Muhammad Zeeshan Haider**

Storyteller | CX Leader | Podcast Host | Awards Judge |  
 Digital Sales Enabler | Making Insurance Un-boring |

Opinions Are Mine (and worth reading)

Dubai, United Arab Emirates · [Contact info](#)

[Instagram](#)

14,610 followers · 500+ connections

Al Wathba Insurance  
 Saïd Business School,  
University of Oxford

# GROWTH SERIES



THANK YOU!