



The Perception Firm

www.salcommunications.com



Perceptions can be altered.
And that's our Greatest Opportunity !

-Salin Amanda Louis
Founder - Perception Strategist

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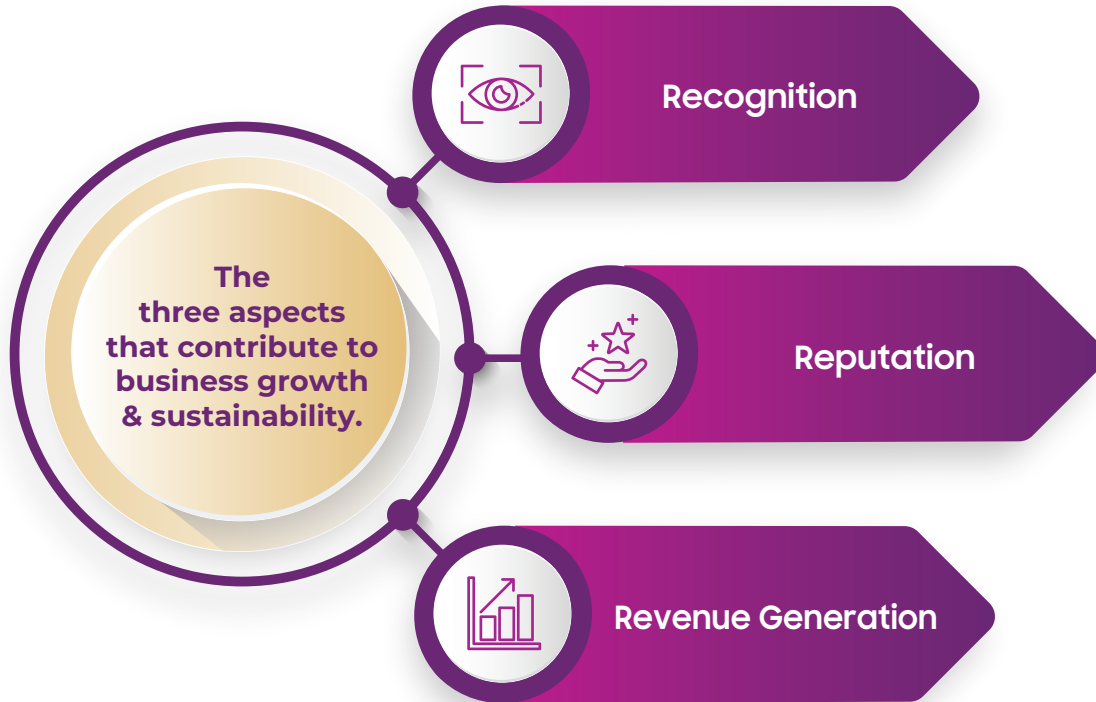
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Who are WE ?

SAL is a strategy powerhouse providing comprehensive perception strategy, branding and marketing solutions to individuals and institutions in the UAE and across the globe.



Our **Perception Management Consultancy** addresses the three most significant problems organizations are continually battling.



Why we matter?



OUR BELIEF

At SAL, we believe that right perception of a brand/business can attract twice as many customers than otherwise. We are extremely passionate about the value of perception in business and we see this as an opportunity.

OUR COMMITMENT

We love what we do and share our passion and commitment to constantly deliver value to our clients. Our focus fuels growth.



OUR APPROACH

Our qualitative and quantitative approach to perception management embraces the power of disruption. The least understood yet most effective aspect that aid development, growth and transformation.

OUR RESULTS

Our methodology is holistic and backed with data-so decisions are made with certainty and time is used efficiently.



The SAL Promise

Spread the Power of Optimism. Tell the Most Compelling Story. Implement Solutions to the Identity Crisis. Inspire Transformation. Build a Great Brand.

Critical Differentiators



Experienced Consultants



Multi - Market Advisory Capability



End to End Solutions Provider



Result - Oriented Approach

Team SAL

Salin Amanda Louis
Founder & Perception Strategist

Liza Yusuff
Business Catalyst

Rayar John Vinoth
Digital Transformation Specialist

Prabu Nataraj
SEO Analyst & Digital Marketer

Yashna Shree
Consultant Writer

Verdaliza Perez
Graphic Artist

Mariyam Abraham
Consulting Associate



Perception Audit:

We capture stakeholder and marketplace insights across platforms about your brand/business and enable you make fact-based decisions to resolve impending issues.





Our **Employee Perception Audit** is designed to examine internal factors that impact employee satisfaction levels and performance.



Our **Image Audit** is intended to identify the hidden perceptions of both internal and external stakeholders of a brand or business. This could ideally include every segment of the stakeholder value chain.



Our **Visual Brand Audit** analyses the identity and image of a brand across all communication platforms with a goal to ensure that the branding is consistent and conveys the right message.



Our **Brand Digital Audit** is an analysis of your brand's digital infrastructure. We guide you to start your digital journey by providing a comprehensive analysis of your online presence.

Perception Strategy Development:

We help define your image and craft a new competitive position to take your business to the next level, drive growth and create an impact.





Our **Perception Strategy Consultancy** ensures to incline your brand's marketing strategy to impact and improve stakeholder communication.



Our **Brand Consultancy** not only focuses on the creative representation of your brand but helps align your business strategy to your brand story.



Our **Positioning Consultancy** helps define and refine your brand's position in the marketplace thereby to ensure that your strategic intent is well perceived.

Perception Management:

We secure your brand's image and reputation amongst both your internal and external stakeholders through a curated perception exercise.





Our **Brand Identity Consultancy** is intended to create a fresh visual identity of your brand to break-through the clutter, craft a new competitive position to drive growth and refresh your brands promise and better communicate what you stand for.



Our **Strategic PR Consultancy** for both professional and personal brands is intended to assist the transformation of static news about your brand into mainstream conversations.



Our **Digital Strategy and Marketing** integrates your brand, marketing and business model in the light of digital disruption. We partner your development of technology solutions and facilitate increased customer reach and acquisition through an integrated campaign approach.

Market Entry Consultancy:

We guide and help companies through the process of setting up their business in international markets.





Our **Feasibility Study** is a complete analysis of the market & competition based on industry facts to help assess your chances of survival and sustenance.



We organize **Business Roadshows** with relevant industry stakeholders to help understand ground reality.

Crisis Communication Consultancy:

We harness the power of integrated communication to address issues, help create a positive climate for your brand and better communicate what you stand for.





Crisis Preparedness Workshop: It takes years to make a brand and a single crisis to break the legacy. Our workshop is intended to help client organizations be prepared to cope with immediate and future crisis situations.



Crisis Handling: There's no short of potentially business ending risks in today's world. Our expert crisis advisory and handling is centered around addressing various crisis situations (internal & external) businesses face.

Leadership Branding Consultancy:

We help refine your positioning as a leader in the marketplace and rationalize the voice and face of your brand to facilitate due recognition, reputation and revenue generation.





Corporate Branding: We help brands find new ways of promoting their business, increase market share and attract new customers.



Personal Branding: As a professional, your brand is your greatest asset. Our personal branding module is a comprehensive approach to help transform your image from a person to a brand.

Investor Relations:

We advise companies on their brand positioning, representation and ongoing engagement with the investment community, as well as through major transformations and special situations such as IPO's, leadership transitions and transaction communications.





Financial Communications: We help brands communicate through their transformations and special situations such as IPO's, leadership transitions and transaction communications.



Investor Identification: Investor communication takes a lot of skill that is often perfected by a select few. We help clients through the investor Identification regime and draw attention to the most important aspects of the brand we promote.

The SAL Way

“Your Image
is your value
to fuel growth.”

Our proprietary 6E CPM
(Curated Perception
Management) model crafted
with precision, highlights the
importance of perception in
enabling competitive advantage
for businesses and brands.





How we work?

We have a clear process of how it works with us. We give you a dedicated resource to guide you through the journey. Information is simultaneous and across borders.



Resource

- Appointment of direct spoc
- Appointment of account management team

Work Flow

- Initial induction programme
- Appointment of account management team
- Fortnightly operational meetings
- Quarterly ops plans, strategy meetings, reviews
- Semi Annual Reviews and perception audits
- Monthly & quarterly dockets, analysis, contact and activity reports

Information Flow

- Simultaneous and across borders

Partner with Us

If you are already one of those impact makers or if you are working towards creating an impact through your brand or business; write to us at letstalk@salcommunications.com



**Let's change
the worlds outlook.
One view at a time.**

If you **Brand** is positioned right;
it will be **perceived** right.
Period.

-**Salin Amanda Louis**
Founder - Perception Strategist





Connect With Us:

If you are interested in finding out more about how SAL can help your organization; please reach out to us:

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