# emirates Q

EMIRATES Q BRANDING

OUR LOGO

EVERY ELEMENT IN THE LOGO HAS BEEN METICULOUSLY DESIGNED TO CONVEY SPECIFIC MEANINGS. THEY SYMBOLIZE THE LETTER "E" FOR EMIRATES AND THE LETTER "Q" FOR "QUIZ," AS WELL AS INCORPORATE THE CHATBOX ICON AND THE QUESTION MARK TO SIGNIFY QUESTIONS. FURTHERMORE, THE COLORS EMPLOYED REPRESENT THE EMIRATES FLAG, WITH THE CIRCLE IN GREEN SYMBOLIZING THE GREEN LIGHT TO COMMENCE YOUR JOURNEY TOWARD WINNING AND MAKING MONEY THROUGH THE APPLICATION.
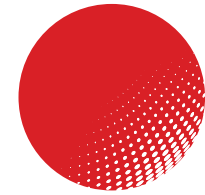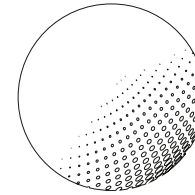
LOGO
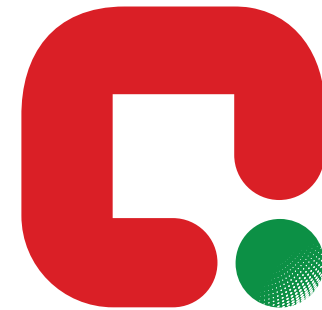
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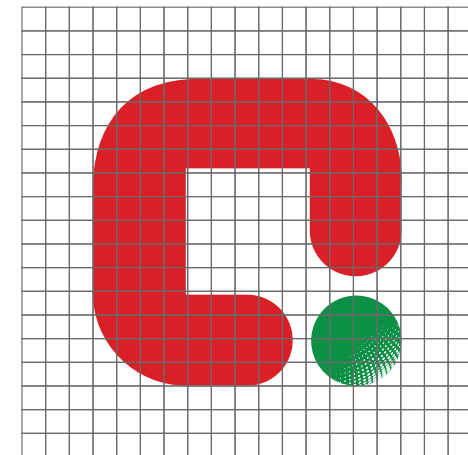
PRIMERY

USE THESE COLOR PROPORTIONS
IN ANY LAYOUT OR COLLATERAL DESIGN.
RED, GREEN AND BLACKCAN BE
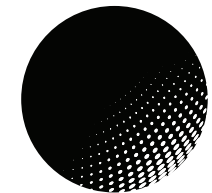USED AS ACCENT COLORS IN THE
PROPORTIONS SHOWN ON THE RIGHT.

RGB	FFFFFF	E00F17
CMYK	FFFFFF	E21113
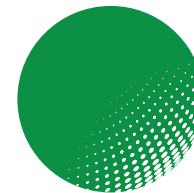
RGB	00963C	000000
CMYK	009839	010101

Headlines are set in metro.

When using metro to create headings on embedded or printed collateral for Slack, always typeset it with optical kerning, set the tracking to 2, and set in sentence case.

Do not set in all caps or all lowercase.
When using metro to typeset headings on the web,
set the letter spacing to -1px for smaller headlines and -2px for larger headlines.

METRO

a b c d e f g h i j k l
m n o p q r s t u v
w x y z

A B C D E F G H I J K L
M N O P Q R S T U V
W X Y Z

9 8 7 6 5 4 3 2 1 0

!@#$%^&*()+?»:><

TYPOGRAPHY: SECOND FONT

THIS FONT USING OVER
OUR COMMUNICATION

Poppins

a b c d e f g h i j k l m n o p q
r s t u v w x y z

A B C D E F G H I J K L M N o P
Q R S T U V W X Y Z

9 8 7 6 5 4 3 2 1 0

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emirates Q

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Bag
Mockup

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emirates Q

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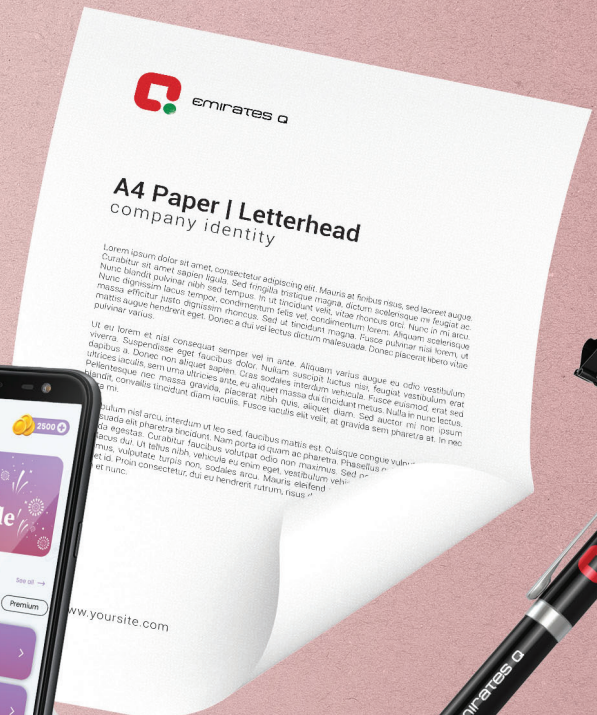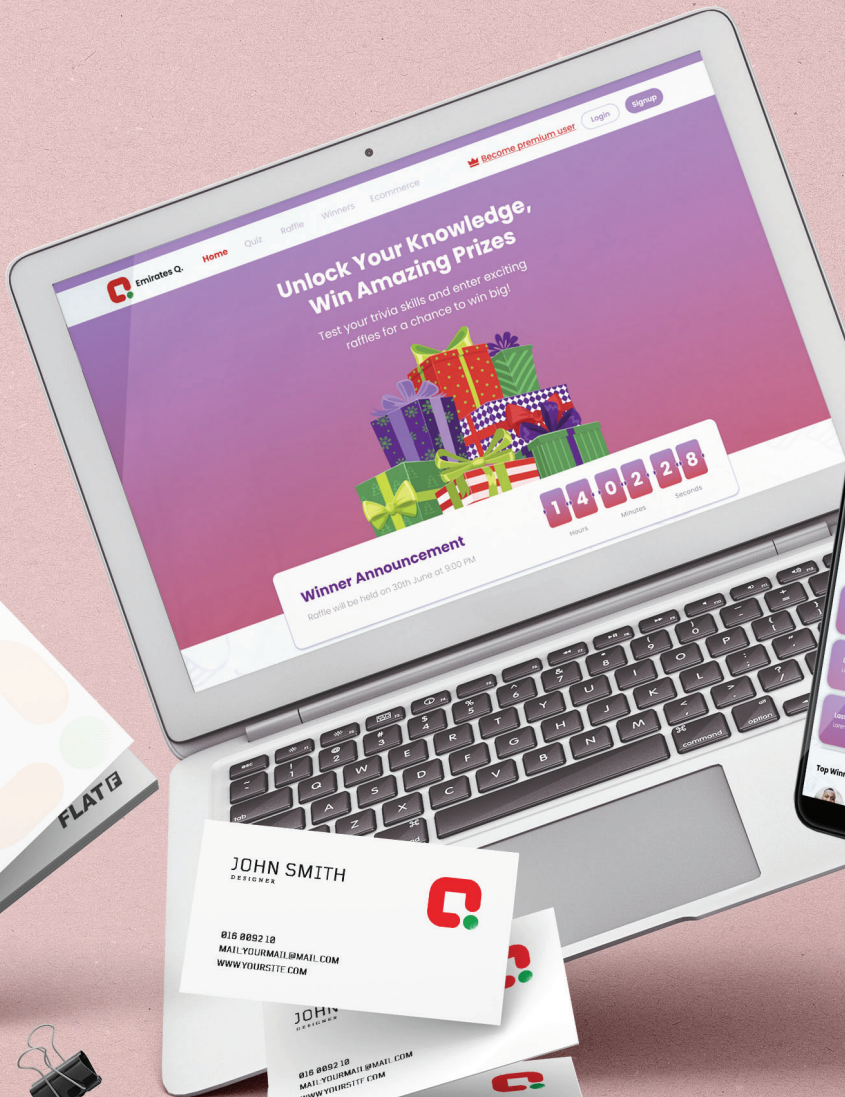
Social Media Platform

PLAY AND WIN

Take the quiz and win money
Download the app

Play and win ANY WHERE

Play and win ANY WHERE

WIN PRIZE

win
ONLT IN 3 STEPS!

Downloaded

TAKE THE QUIZ

GET THE CHANCE TO WIN

DOWNLOAD AND WIN

WIN PRIZE

MEET THE WINNER

E-QUIZ COMPETITOR ANALYSIS

Competitors									E-Quiz
Category									
Developer									
Size									
Customers Reviews									
Customers Ratings									
Target Audiance									
Time on market									
Version									
Last update									
Key User Experience									
Title tage									
Up time									
Downloads									
Description									
Paid/free									

APPS — UP TIME

APPS — DOWNLOAD

APPS — SIZE

DEMOGRAPHICS:

Age 18-40 years old. This age group is typically tech-savvy and open to mobile gaming experiences.

Gender Both male and female, as cognitive games appeal to a broad audience.

Occupation Students, young professionals, educators, or anyone involved in roles that require analytical thinking.

GEOGRAPHICS:

Location Urban areas in the UAE where there's higher smartphone penetration and internet connectivity.

PSYCHOGRAPHICS:

Lifestyle Enjoys puzzles, quizzes, and intellectual challenges. Likely reads books, attends workshops, or engages in activities that stimulate the mind.

Interests Brain teasers, competitive games, self-improvement, and personal growth.

Activities Participates in quiz nights, attends intellectual events or seminars, and engages in online gaming communities.

BEHAVIORAL TRAITS:

Usage Rate Regular to heavy mobile app user, especially during commutes, breaks, or free time.

Loyalty Status Open to trying new apps but sticks to those that offer continuous challenges and growth.

Readiness Stage Actively looking for new games or apps that offer cognitive challenges.

MOTIVATION:

Needs-Based Motivation

Primary Need Cognitive Enhancement - This individual believes in sharpening their mind and cognitive abilities.

Secondary Need Mental Stimulation - They seek activities that challenge their intellect and keep them engaged.

PAIN POINTS:

Boredom Dislikes repetitive games that don't offer new challenges.

Lack of Progress Wants to see measurable growth or improvement in their cognitive abilities.

BRAND STORY

emirates Q

EMIRATES Q: THE LANGUAGE OF THE AGE

Once upon a time, in the vibrant heart of the UAE, a vision emerged — an idea to create a place where fun and learning converge, where every individual keeping pace with the technological age can find a sanctuary to enhance their intellectual abilities and enrich their culture.

Thus, the seed of the **"Emirates Q"** was planted.
The journey began with a deep desire from a group of founders to offer a platform more than just a gaming app.

They envisioned it as a place where users could invest their leisure time developing their minds and reaping the rewards. After years of meticulous planning, the dream became a reality.

A business model was born that seamlessly combined entertainment and value, transforming people's time on entertainment into acquired knowledge and prizes.
In the early days, the path was fraught with challenges.

The team engaged in numerous discussions, striving to create a unique structure that catered to a diverse audience without any overlap.

The turning point came when they embarked on a new path, targeting individuals with varied objectives.

Some sought adrenaline-filled entertainment and excitement, while others were drawn to earning opportunities and ways to add value and knowledge.

The app became a part of daily life, promising future features allowing users to upload their products or game applications, fostering a community of professionally successful individuals.

What sets **"Emirates Q"** apart is its commitment to meeting user expectations with a unique blend of effort and passion.

The app promises to be a friend to its users, encouraging them to unleash their full potential through a series of puzzles and entertainment games that offer fun and represent a step towards self-improvement, both intellectually and financially.

Today, Emirates Q is not just an app; it's a phenomenon, a community of learners, thinkers, and players.

It promises a future where every day is a new opportunity, a challenge, and a step towards becoming the best version of yourself. It vows to be a beacon of innovation, a platform setting standards for others, and a benchmark for uniqueness and success.

Join the journey to be a part of our community!

Emirates Q

Slogan goes here

Log In

Register

A DIFFERENT VISION FOR INVESTING YOUR TIME

A vision was born in the bustling streets of the Emirates, where tradition meets modernity. An idea to merge the thrill of gaming with the joy of learning and mental exercise.

It is a dream to create a platform where every click is a journey through the rich cultural tapestry of the Emirates. This vision is called the **"Emirates Q."**
Several years ago, a group of pioneers came together, their minds brimming with ideas.

They envisioned a space where entertainment meets education, where time spent is not just for pleasure but holds intrinsic material and moral value. Respectful of the rich Emirati culture yet embracing the dynamic pulse of the modern world, it was a delicate dance to balance diverse elements to create a harmonious and enriching experience for all.

As the plans for Emirates Q began to take shape, the platform's creators faced challenges.

The market was saturated with apps, yet nothing was like their unique concept. They immersed themselves in Emirati culture, striving to craft an experience that was contemporary yet deeply rooted in tradition.

The discussions were endless, the nights long, and their resolve only strengthened with every hurdle, and their vision became more explicit.

At a pivotal moment in the journey, the creators realized that Emirates Quiz could be a canvas for many—a platform where users could play and contribute, creating a community thriving on shared experiences and knowledge.

It was a bold move that promised to change how people perceived gaming apps.

Then came the day the world met the Emirates Q. Every click was a step towards self-improvement and a deeper connection with the rich Emirati culture.

Today, Emirates Q is not just an app; it's a phenomenon, a community of learners, thinkers, and players. It promises a future where every day is a new opportunity, a challenge, and a step toward becoming the best version of oneself.

It promises to be a beacon of innovation, a platform setting standards and becoming the benchmark for the success of any other platform.

Looking ahead, we see a horizon filled with possibilities. Emirates Q aspires to be a daily companion, a platform that grows with its users, offering them not just games but opportunities, rewards, and a chance to connect with a community that shares their passion and curiosity.

Join the journey to be a part of our community!

![X Pixel — Non-Fungible Marketing]
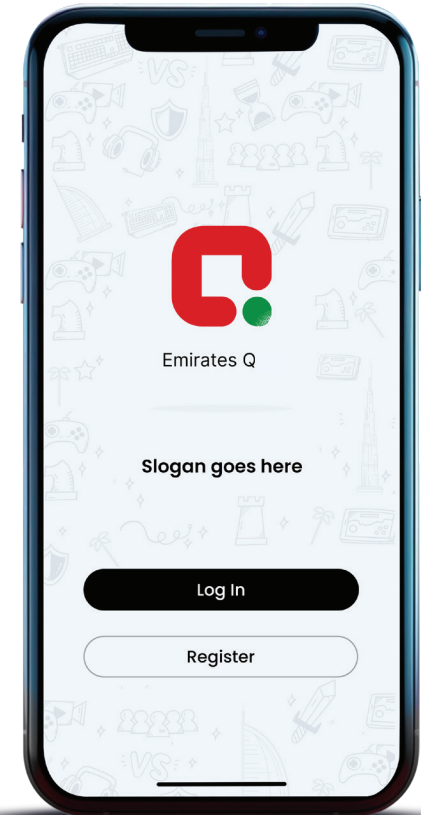
TONE
OF VOICE

emirates Q

TONE OF VOICE

1. Inspirational

Using a tone that inspires users to become the most productive version of themselves through cognitive enhancement. This is done through app notifications that highlight the importance of personal growth and self-improvement aspects.

Example: Every challenge is a step towards brightness. Are you ready to start a journey of self-discovery and development?

2. Respectful of Emirati Culture

Adopting Emirati culture as a central theme in the app through language deeply rooted in Emirati traditions and values.

Example: Experience the challenge that enriches your culture and immerses you in the UAE heritage with every click. Enjoy a journey where every challenge means learning more of the Emirates land.

3. Dynamic

Based on the unique feature of sudden question challenges, a dynamic tone can be created that suggests urgency and excitement. Using dynamic language to describe the challenges and potential rewards awaiting users.

Example: With the hurried questions coming at you, every minute is a chance to win. Are you ready to take on the challenge?

4. Friendly

Use a friendly tone to encourage many users to try the app.

Example: Hey, good people, anyone wants to play and think at the same time? Introducing a place where thinking meets play, and everyone is a friend. Download the app and let's have fun!

5. Educational and Informative

Using an educational tone to emphasize that an app is a valuable tool for intellectual growth by highlighting the educational benefits of the app.

Example: Come and join the world of fun and learning, where every game is a step towards developing your cognitive abilities. Download the app now and enjoy learning in every challenge!

APPLICATION OF THE TONE IN DIFFERENT CHANNELS:

Social Media: Use friendly tones to attract users in a comfortable and informal environment.

Example for social media posts:

Game On!
Claim Your Throne in the Emirates Q Puzzle Kingdom!

emirates Q

Train Your Brain the Fun Way with Emirates Q Games!

emirates Q

Take the Emirates Q in the Morning!

emirates Q

In-app Advertisements:

Use a dynamic tone to create a sense of urgency and encourage immediate response and play.

Voice Over or Direct Voice Communication:

Our direct voice communications or voice-over segments will use a white-neutral tone to maintain a consistent and professional auditory experience. This approach ensures that the core message reaches our diverse audience unbiasedly and straightforwardly.
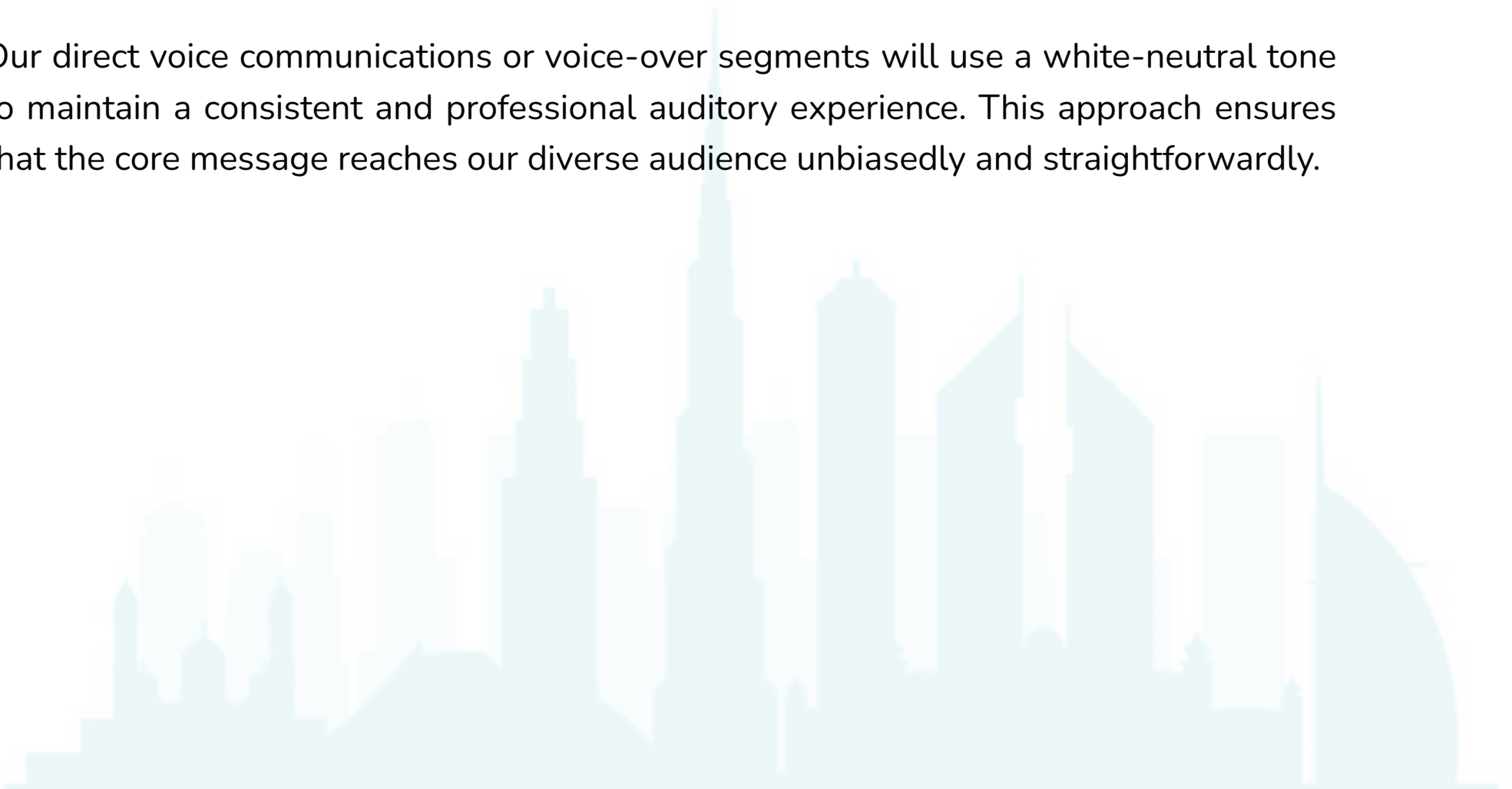
AUDIENCE ANALYSIS STUDY FOR

emirates Q

Buyer Persona (3) | Profile: Mohammed, The Emirati Enthusiast

Buyer Persona (4) | Profile: Sheikha, The Emirati Enthusiast

Emirates Q Webstie Content

Panel 1 (top-left):

Customer support · En

emirates Q.

BASECAMP CHALLENGEZONE TREASURES THELATEST BOARDINGPASS OURSTORY SAY HELLO

HOME QUIZ ECOMMERCE NEWS SUBSCRIPTION OUR STORY CONTACT US DOWNLOAD APP

DOWNLOAD THE GAME

IT'S ALWAYS A WIN
Get ready for surprises beyond your wildest expectations with Emirates Q!

WIN TRAVEL PACKAGES

Welcome to e-quiz. You can win prizes by playing quizzes

PARTICIPATE NOW

BE PRO → CHALLENGEZONE

Panel 2 (top-right):

Customer support · En

emirates Q.

HOME QUIZ ECOMMERCE NEWS SUBSCRIPTION OUR STORY CONTACT US DOWNLOAD APP

WHERE EVERY SECOND SURPRISES

Can you believe there's a place where every moment adds value to your life? Emirates Q offers the whole experience. You'll find it all: whether you're here to be entertained, sharpen your intellect, deepen cultural insights, or scoop up luxury rewards. Engage, enrich, and elevate—every second spent here is well-spent.

GET STARTED

BoardingPass

Panel 3 (middle-left):

Customer support · En

emirates Q.

HOME QUIZ ECOMMERCE NEWS SUBSCRIPTION OUR STORY CONTACT US DOWNLOAD APP

MEET 2024 SPECIAL ACHIEVEMENT WINNERS

WINNER

NAME	PROFILE	AWARD	RANK
AHMAD		DUBAI'S TRIP	BEGINNER

Panel 4 (middle-right):

Customer support · En

emirates Q.

HOME QUIZ ECOMMERCE NEWS SUBSCRIPTION OUR STORY CONTACT US DOWNLOAD APP

THE SCIENTISTS TAKE TASKS FROM LAB TO ENHANCE YOUR BRAIN SKILLS

Research has demonstrated that playing these games enhances cognitive abilities such as flexibility, executive functions, and problem-solving skills. A notable study in Computers in Human Behavior revealed that these games improve executive functions vital for complex tasks. Additionally, the SMART training program is widely recognized for boosting intellectual capabilities through games, with significant improvements in relational skills documented in scientific studies. For further exploration of these benefits, platforms like ScienceDaily and RaiseYourIQ offer extensive insights into cognitive enhancement through gaming.

DISCOVER MORE

News

Panel 5 (bottom-left):

Customer support · En

emirates Q.

HOME QUIZ ECOMMERCE NEWS SUBSCRIPTION OUR STORY CONTACT US DOWNLOAD APP

LATEST PRODUCTS

From Play to Payoffs

watch 123	200 Points
watch	
ADD TO CART	

sandle	20.99 Points
this is a pair of sandle	
ADD TO CART	

shoes	20.99 Points
this is a pair of shoes	
ADD TO CART	

sandle	20.99 Points
this is a pair of sandle	
ADD TO CART	

SEE MORE

Panel 6 (bottom-right):

Customer support · En

emirates Q.

HOME QUIZ ECOMMERCE NEWS SUBSCRIPTION OUR STORY CONTACT US DOWNLOAD APP
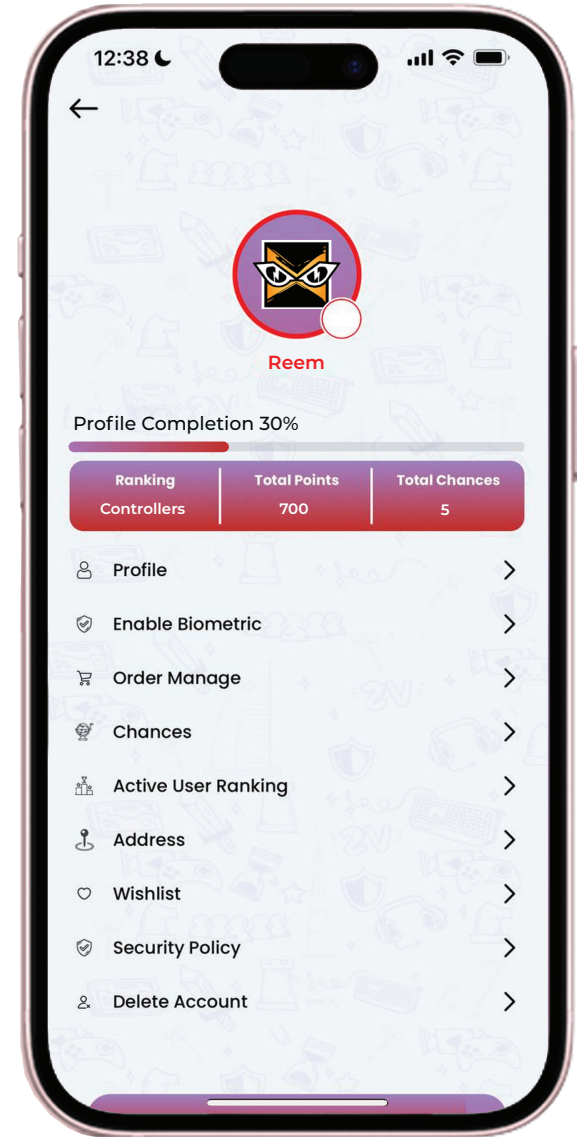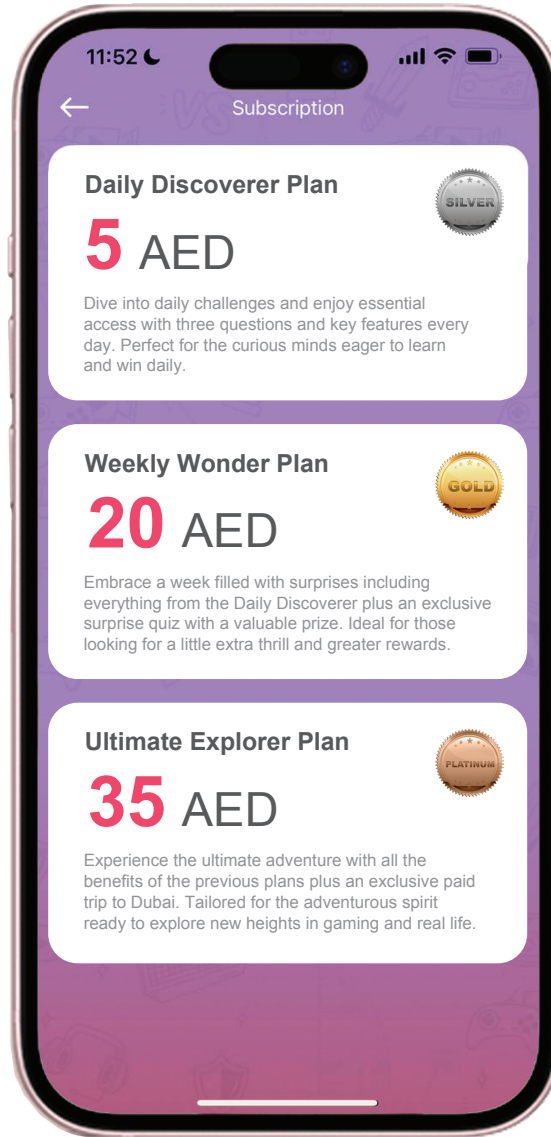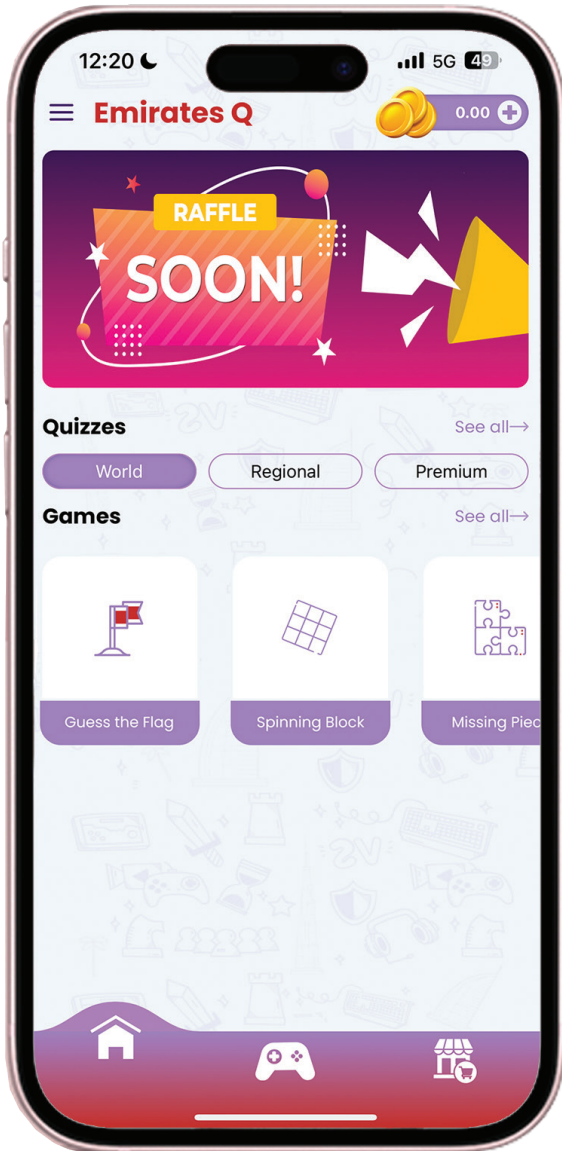
EMIRATES Q

It's your opportunity to challenge yourself.

Press that download button and let's embark on this exciting journey. Knowledge, money and fun are just a quiz (and a few clicks) away!
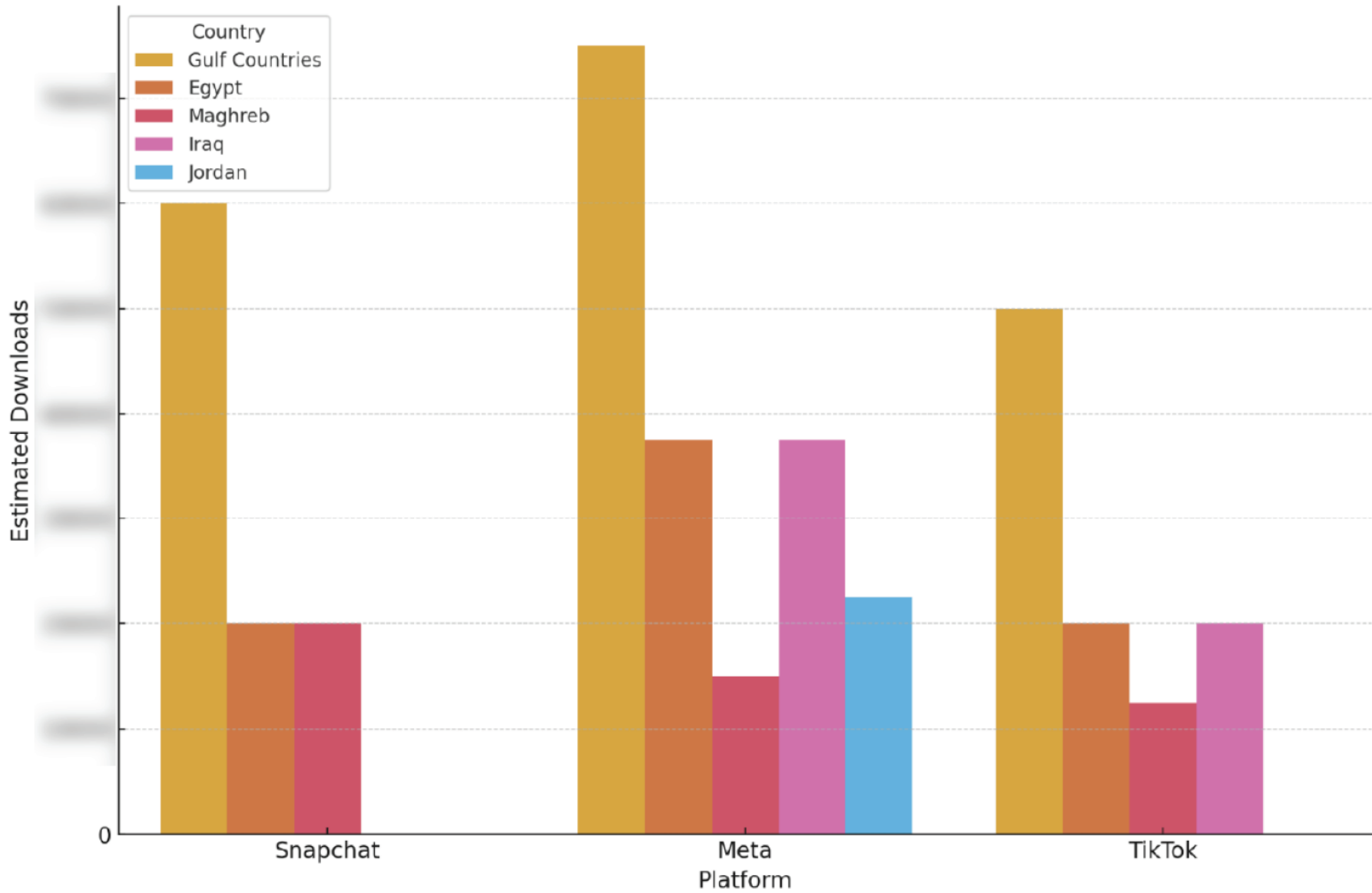
MORE

Our Story

Emirates Q App Content

Screen 1 — Emirates Q Home

Emirates Q

🪙 0.00 ➕

RAFFLE
SOON!

Quizzes
See all→

World | Regional | Premium

Games
See all→

Guess the Flag | Spinning Block | Missing Piec...

🏠 🎮 🏪

Screen 2 — Subscription

Subscription

Daily Discoverer Plan
SILVER

5 AED

Dive into daily challenges and enjoy essential access with three questions and key features every day. Perfect for the curious minds eager to learn and win daily.

Weekly Wonder Plan
GOLD

20 AED

Embrace a week filled with surprises including everything from the Daily Discoverer plus an exclusive surprise quiz with a valuable prize. Ideal for those looking for a little extra thrill and greater rewards.

Ultimate Explorer Plan
PLATINUM

35 AED

Experience the ultimate adventure with all the benefits of the previous plans plus an exclusive paid trip to Dubai. Tailored for the adventurous spirit ready to explore new heights in gaming and real life.

Screen 3 — Profile

Reem

Profile Completion 30%

Ranking Controllers	Total Points 700	Total Chances 5

- Profile >
- Enable Biometric >
- Order Manage >
- Chances >
- Active User Ranking >
- Address >
- Wishlist >
- Security Policy >
- Delete Account >

Summary Table

Platform	Country	Budget (AED)	Expected Reach	Estimated Downloads
Snapchat	Gulf Countries			
Snapchat	Egypt			
Snapchat	Morocco			
Meta	Gulf Countries			
Meta	Iraq			
Meta	Jordan			
Meta	Egypt			
Meta	Morocco			
TikTok	Gulf Countries			
TikTok	Iraq			
TikTok	Egypt			
TikTok	Morocco			
TOTAL				

Estimated Downloads by Platform and Country