



Tarsheed

Kahramaa, Qatar's Water and Electricity board selected ADabisc Agency to direct a major national initiative for the conservation of the country's water and electricity resources beginning with the forging of a bold, new, independent brand identity. We set out by creating a name and a new brand that united all the diverse initiatives managed by Kahramaa beneath one brand umbrella.

Our brand objective was to be patriotic, friendly and likeable but also trusted and assured. We developed the name 'Tarsheed' - meaning 'consume wisely' in Arabic and created an identity representing a water droplet, lightbulb and leaf, showing the connection between our utilities and the environment. The slogan, translated from the Arabic called on audiences to "Keep Qatar pulsing with life. Consume wisely." The campaign embraced an integrated mix of media including print, outdoor, social media, online advertising and radio moving seamlessly from a successful launch to tactical messaging. Tarsheed resulted in the consumption of electricity per capita decreasing nationally by 10% and water usage decreasing by 6%. The campaign recorded a massive awareness saturation of 89%.

