

CLIENT STORY

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ZURANI'S STRATEGIC
REBRANDING AND DIGITAL
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Zurani Art Investment, a leading advisory firm catering to the sophisticated needs of family offices and high and ultra-high-net-worth individuals, embarked on a transformative journey to redefine its brand and digital presence. With a profound understanding of the contemporary art market, Zurani has established itself as a beacon for clients aspiring to construct art portfolios that safeguard capital and maximise its utility.

Recognising the burgeoning appeal of the United Arab Emirates, particularly Dubai, for family offices due to its strategic advantages, Zurani leveraged its geographical positioning to enhance its service offerings. This narrative unfolds Zurani's partnership with Goldmine Media to orchestrate a comprehensive rebranding, website development, and digital initiative to amplify its visibility and engage with a global clientele. ●

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SOPHISTICATED AND DISCERNING CLIENTELE.

The collaboration between Zurani and Goldmine Media was ignited by a shared vision to elevate Zurani's brand identity, digital footprint, and client engagement strategies. The objective was clear: to craft a brand that resonates with the sophisticated and discerning clientele Zurani serves, while also laying a solid foundation for future expansion plans, including establishing a presence in Singapore. ●



EVOLVING THE BRAND IDENTITY.

The rebranding process commenced with an in-depth analysis of Zurani's market positioning, target audience, and core values. The aim was to develop a brand identity that reflects Zurani's expertise in contemporary art investment and its commitment to delivering holistic services. The new brand identity needed to encapsulate the essence of luxury, sophistication, and exclusivity while also being approachable and informative.



Goldmine Media's creative team collaborated with Zurani's stakeholders to conceptualise and refine the brand's visual and verbal language. This included creating a new logo, colour palette, typography, and imagery that aligned with the firm's vision and mission. The rebranding exercise extended beyond aesthetics, encompassing the articulation of brand messaging that clearly communicates Zurani's value proposition and differentiators. ●



CONSTRUCTING A DIGITAL EDIFICE.

With the refreshed brand identity as the foundation, the focus shifted to developing a new, mobile-friendly website. The website was envisioned as a digital showroom that showcases Zurani's proposition and serves as a knowledge hub for contemporary art investment. The design and development process was guided by user experience (UX) and user interface (UI) design principles, ensuring that the website is intuitive, engaging, and accessible across devices.

The new website features a clean, elegant design that mirrors the sophistication of Zurani's brand. It is structured to facilitate easy navigation, allowing users to explore Zurani's services, including individual and joint ownership, private and corporate art advisory, art management, appraisals, acquisitions, and education programs. Interactive elements enrich the user experience, making it an educational and inspirational journey. ●

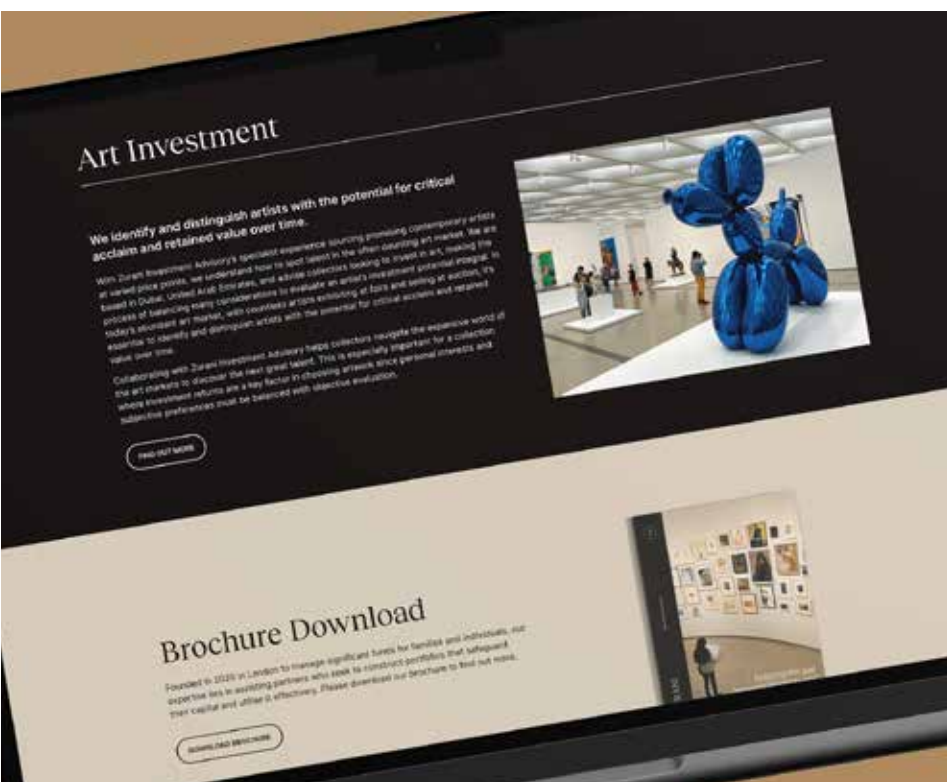
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AMPLIFYING CONTENT AND ENGAGEMENT.

Recognising the importance of content in engaging with clients and positioning Zurani as a thought leader in the art investment space, Goldmine Media developed a content strategy that includes the production of a regular investor-facing magazine. This publication covers contemporary art news and features artists, profiles, and insights into global art fairs, offering readers a comprehensive view of the art investment world.

Additionally, a series of contemporary art investment guides, including "Art as an Asset" and "The Art & Finance Evolution," were created to educate and inform clients about the nuances of contemporary art investment. These guides serve as valuable resources for clients seeking to deepen their understanding of art as a strategic investment avenue. ●



A VISION REALISED.

The collaborative efforts of Zurani and Goldmine Media have culminated in a reinvigorated brand and digital presence that not only reflects Zurani's expertise and values but also positions the firm for future growth. The new brand identity, website, and enhanced content strategy have set the stage for Zurani to expand its reach, engage with a global clientele, and continue leading the way in contemporary art investment advisory services. ●



NEED A BRANDING, WEBSITE AND CONTENT MARKETING SPECIALIST?

Goldmine Media have a process that has been perfected over the past two decades. Your brand is you. Your corporate identity and website and the content you generate are the part of you that gets you noticed.

**EVEN IF YOU ARE NOT READY NOW,
LET'S START A CONVERSATION.**

To find out more, contact Goldmine Media
by telephone: **0845 686 0055** or
email: **info@goldminemedia.co.uk**.

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