

THE OMNIUM

Q1 2025

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Welcome

What a phenomenal start to the year it has been for Omnia! As we head on through 2025, we're reflecting on some of the incredible milestones we've reached—groundbreaking projects, exciting partnerships, and inspiring events that have shaped our journey so far.

Over the past few months, Omnia has been collaborating with Globant, a world leader in digital and cognitive transformation with a presence in over 33 countries across 5 continents and over 29,000 professionals worldwide. Named as the fastest-growing IT brand and the 5th strongest IT brand globally (2024), Globant has an impressive line up of clients from F1, Google, La Liga, and Disney, to more recently Red Sea Global and Qiddiya in KSA.

This collaboration brings together our creative expertise and Globant's cutting-edge technology, enabling us to deliver even more impactful digital transformations for our clients. By combining our strengths, we're unlocking new possibilities and enhancing customer experiences in ways that were previously unimaginable. We're excited to see how our complementary capabilities continue to shape the future of innovation.

In other news, we continue to grow our presence in the Financial Services sector and our collaboration with the Central Bank of the UAE continues to flourish and even brought us the ultimate designer's dream which we hope to reveal soon.

Our long-standing partnership with NBO (National Bank of Oman) continues to grow, driving innovation and we see how AI is revolutionising creativity, influencing everything from art and music to design, with AI-powered enhancements across financial services creative excutions, apps and customer touchpoints. You can read more about this partnership [here](#)

It's thrilling to see how our work with our existing financial services clients like FAB, ENBD and National Bank of Canada, is helping transform the industry.

None of our success so far this year would be possible without our extraordinary team around the world. Your passion, creativity, and dedication make all of these achievements a reality—and for that, we are endlessly grateful. Here's to continuing our exciting year ahead!

Warm Regards
Team Omnia

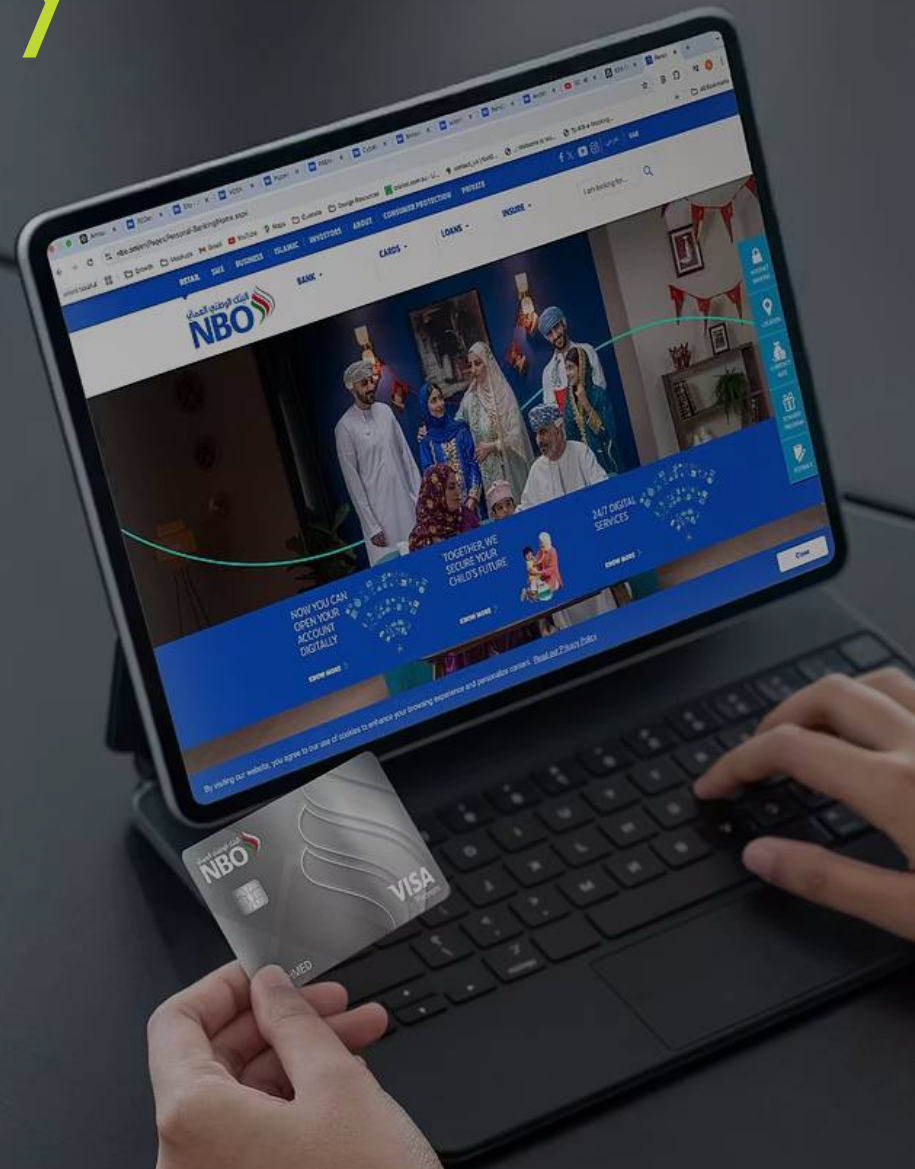


SUCCESS STORIES



The NBO Story

Omnia's Strategic Partnership Driving Market Leadership



National Bank of Oman (NBO) has been a long-standing client of Omnia. Our partnership has evolved from campaign-driven projects to a strategic collaboration. Initially focused on individual campaign driven marketing initiatives, our role has expanded to shaping NBO's brand positioning and performance marketing strategies.

Today, the emphasis is on long-term brand development, ensuring NBO maintains its leadership in Oman's banking sector.



Omnia's Focus in the NBO Partnership

Our collaboration focuses on:

Enhancing brand awareness

Reinforcing NBO's position as a leading financial institution in Oman.

Driving customer engagement

Strengthening relationships and attracting new customers through personalized marketing.

Increasing product adoption

Encouraging the use of NBO's financial products, including credit cards, digital banking, and investment services.

Strengthening digital banking presence

Promoting seamless, digital-first banking experiences aligned with evolving customer expectations.

Maintaining market leadership

Staying ahead through continuous innovation and adaptation to market trends.

By leveraging customer behavior analytics, market research, and industry insights, we develop strategies that resonate with NBO's diverse audience, including youth (18-25), mass-market customers, high-net-worth individuals, and corporate clients. Our integrated marketing approach spans multiple touchpoints, including digital, social media, outdoor, in-branch, and strategic partnerships.

Strategy Development and Implementation

Our strategic approach is rooted in a deep understanding of NBO's vision and evolving market dynamics. We implement data-driven campaigns that align with growth objectives, refining messaging and optimizing performance through quarterly market research.

Key strategies include:

Strengthening brand guidelines

Ensuring a cohesive identity across all communications while allowing flexibility for creativity.

Multi-channel campaign execution

Utilizing outdoor, digital, print, and in-branch touchpoints to reinforce brand presence.

Youth engagement initiatives

Campaigns like the NBO Youth Account to connect with younger demographics.

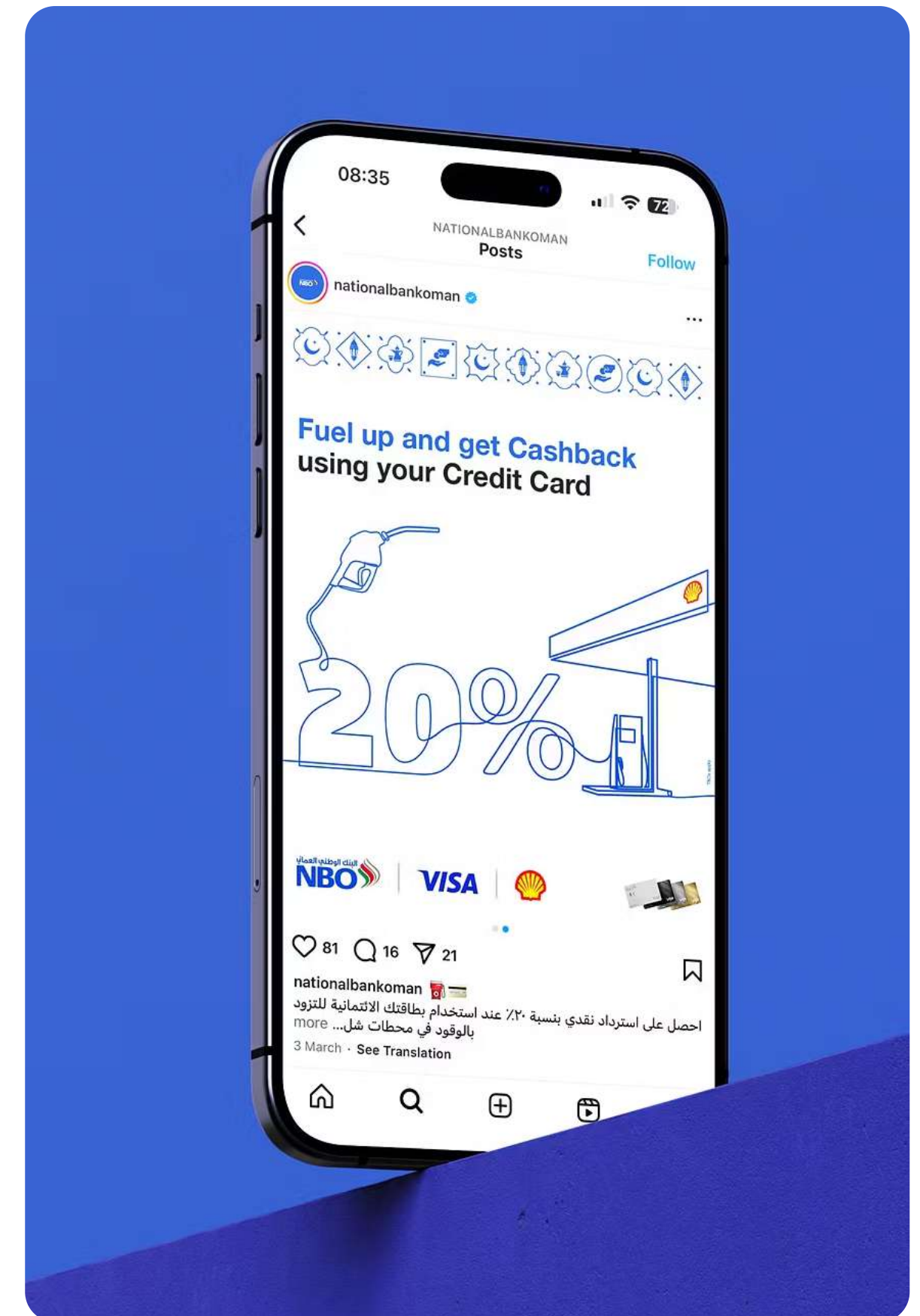
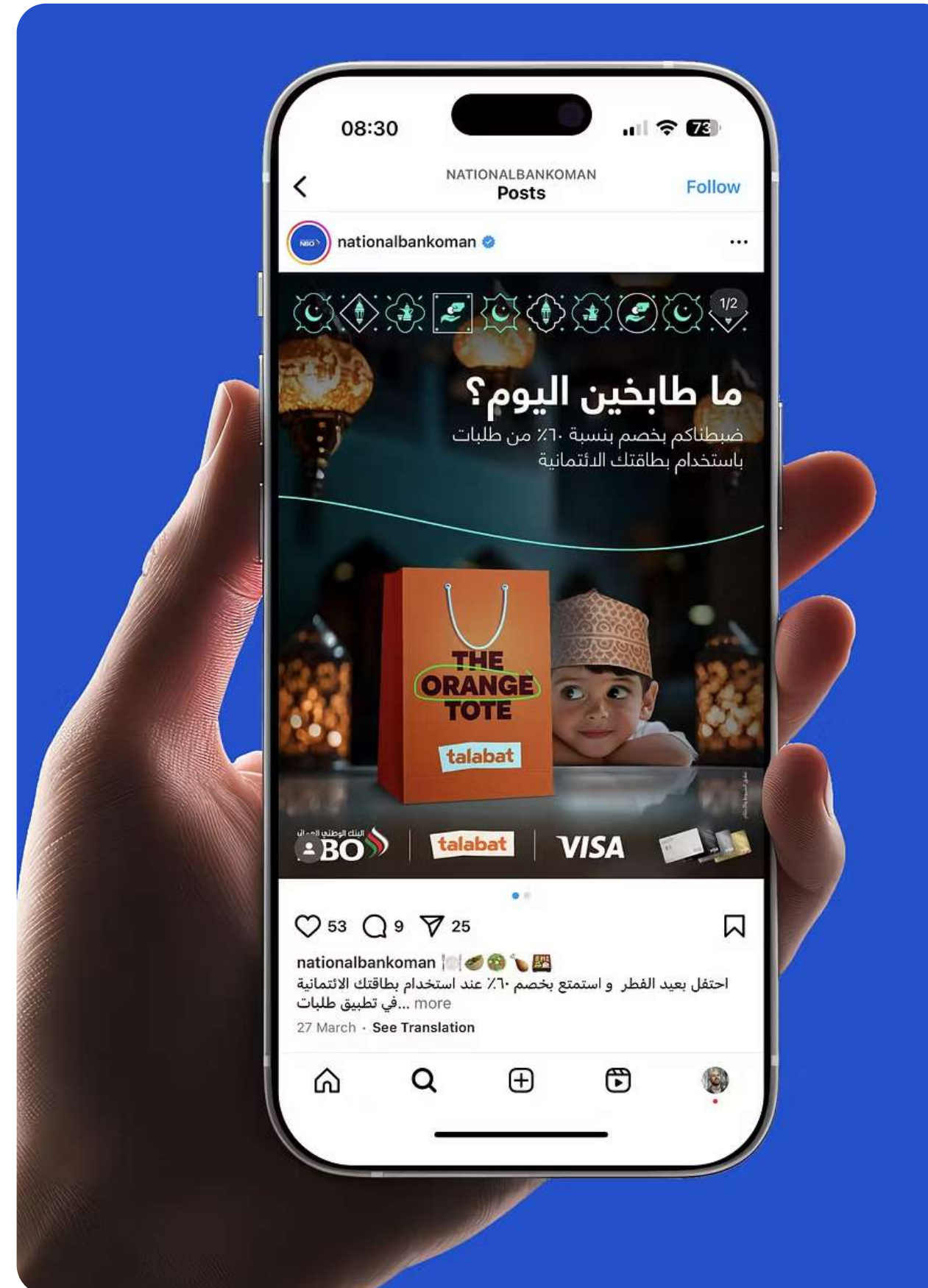
Product-specific promotions

Tailored campaigns for credit cards, savings accounts, and premium banking segments (e.g., Sadara, Muzn).

Partnership Marketing

Co-branded initiatives with key partners like Shell and Talabat to enhance engagement and offer exclusive benefits.

These strategies ensure customer-centric engagement, aligning with NBO's business objectives and leverage market research to remain responsive to evolving consumer needs and industry trends.



Addressing Challenges in any Partnership

One key challenge is balancing product-driven promotions with a consistent brand narrative. While specific campaigns drive immediate engagement, we integrate brand storytelling to reinforce NBO's overarching values and positioning.

Another challenge involves ensuring cultural relevance in visuals and campaign creatives.

With limited stock imagery representing Omani culture, we have adopted custom photography, AI-generated visuals, and localized creative adaptations, ensuring authenticity and deeper audience connection while maintaining visual consistency.

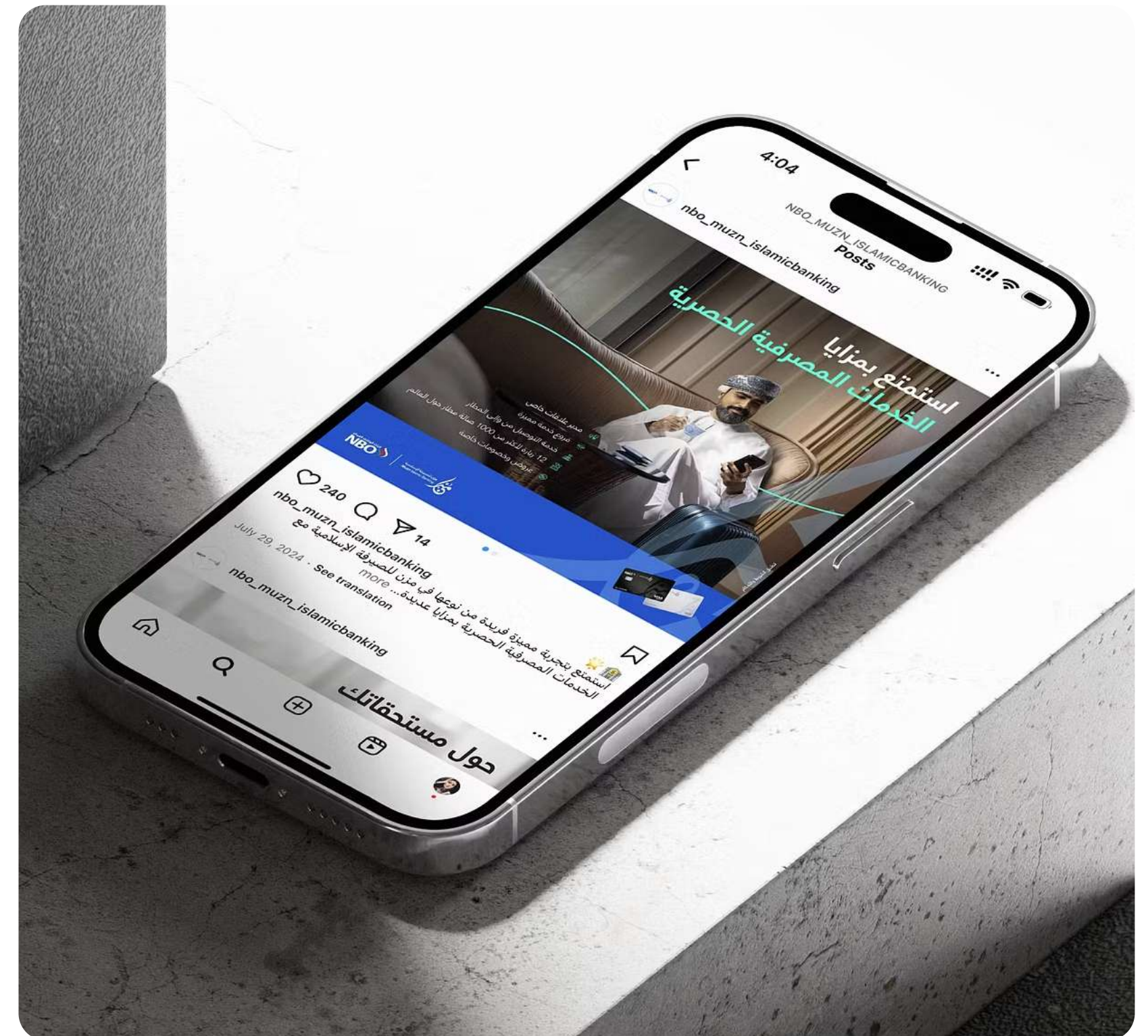
NBO Muzn rebrand

Omnia were tasked with refreshing NBO Muzn – NBO's Islamic Banking sector.

In its previous iteration, the brand embraced a traditional approach, characterised by the prevalent use of the Islamic-associated colour green.

This conventional approach conveyed a classical tone with traditional visuals.

The recent refresh of the Muzn brand brings a new and contemporary look and feel. The redesign cleverly integrates the Muzn logo's mnemonic, still in keeping with its own unique identity, while remaining connected to the overarching NBO brand. The introduction of the colour blue, not only stands out in the Islamic Banking sector, but it also adds a distinctive flavour to its appearance.



Fostering Innovation in Campaigns

For NBO, we seamlessly blend innovation, consistency, and forward-thinking design. While adhering to enhanced brand guidelines, we push creative boundaries by:



Introducing AI-generated imagery

Positioning NBO as a pioneer in AI-driven brand storytelling.



Embracing a digital-first approach

Creating impactful and sustainable content, from AI-enhanced visuals in newsletters to eco-friendly print solutions.



Bold visual and motion-driven storytelling

Reinforcing NBO's leadership in digital banking and innovation.



Fintech-driven aesthetics and design trends

Ensuring NBO stays at the forefront of the financial industry.

By balancing structured consistency with creative adaptability, we ensure NBO's brand remains dynamic, innovative, and future-ready.



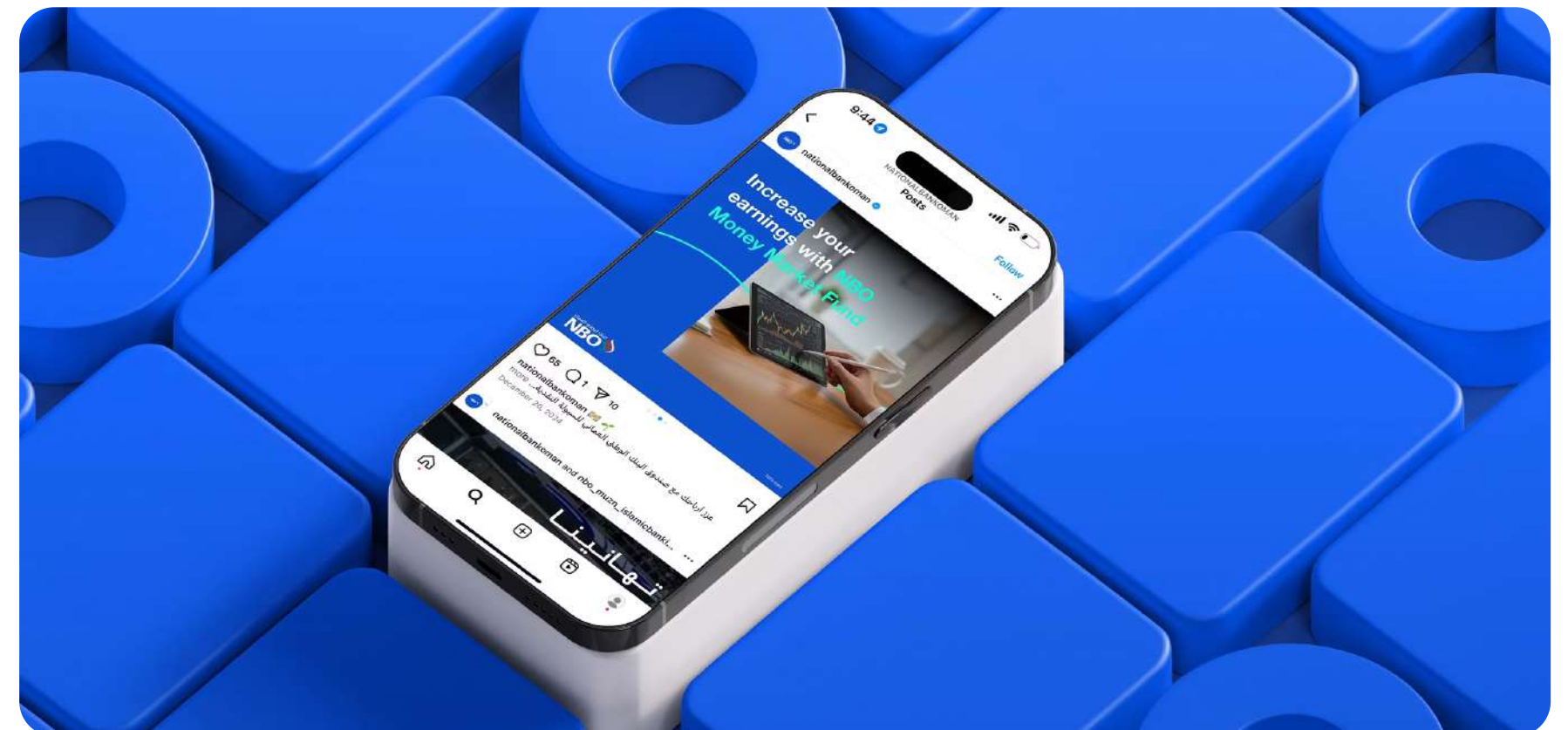
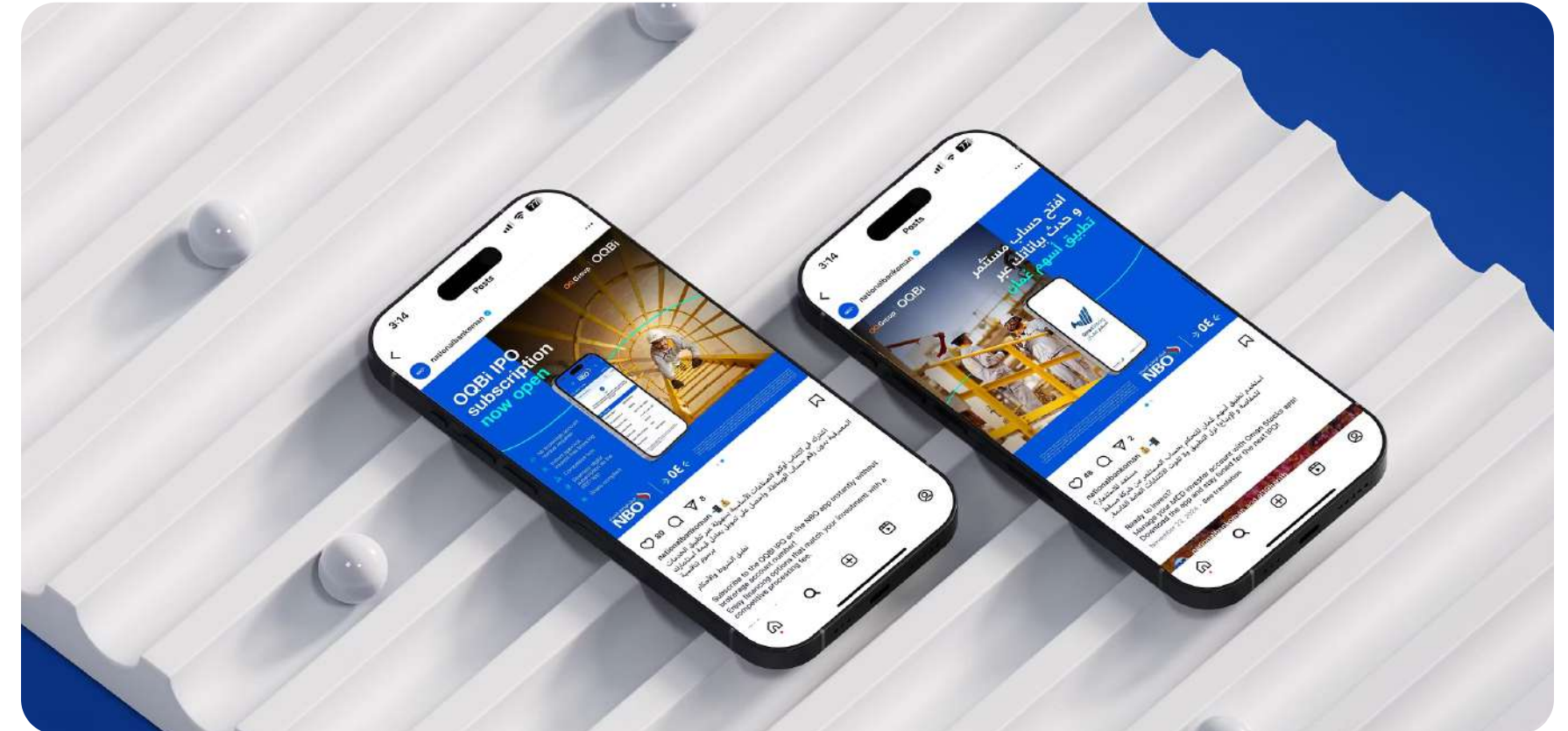
Future Forward Thinking for NBO

We continue to focus on strengthening NBO's market leadership while aligning with Oman's Vision 2040, Green Financing, and ESG commitments.

Key areas include:

- Expanding digital banking awareness – Driving higher adoption and seamless experiences across all touchpoints.
- Aligning with national initiatives – Ensuring compliance with regulatory mandates and market advancements.
- Innovative campaign development– Continuously presenting fresh ideas and forward-thinking strategies.

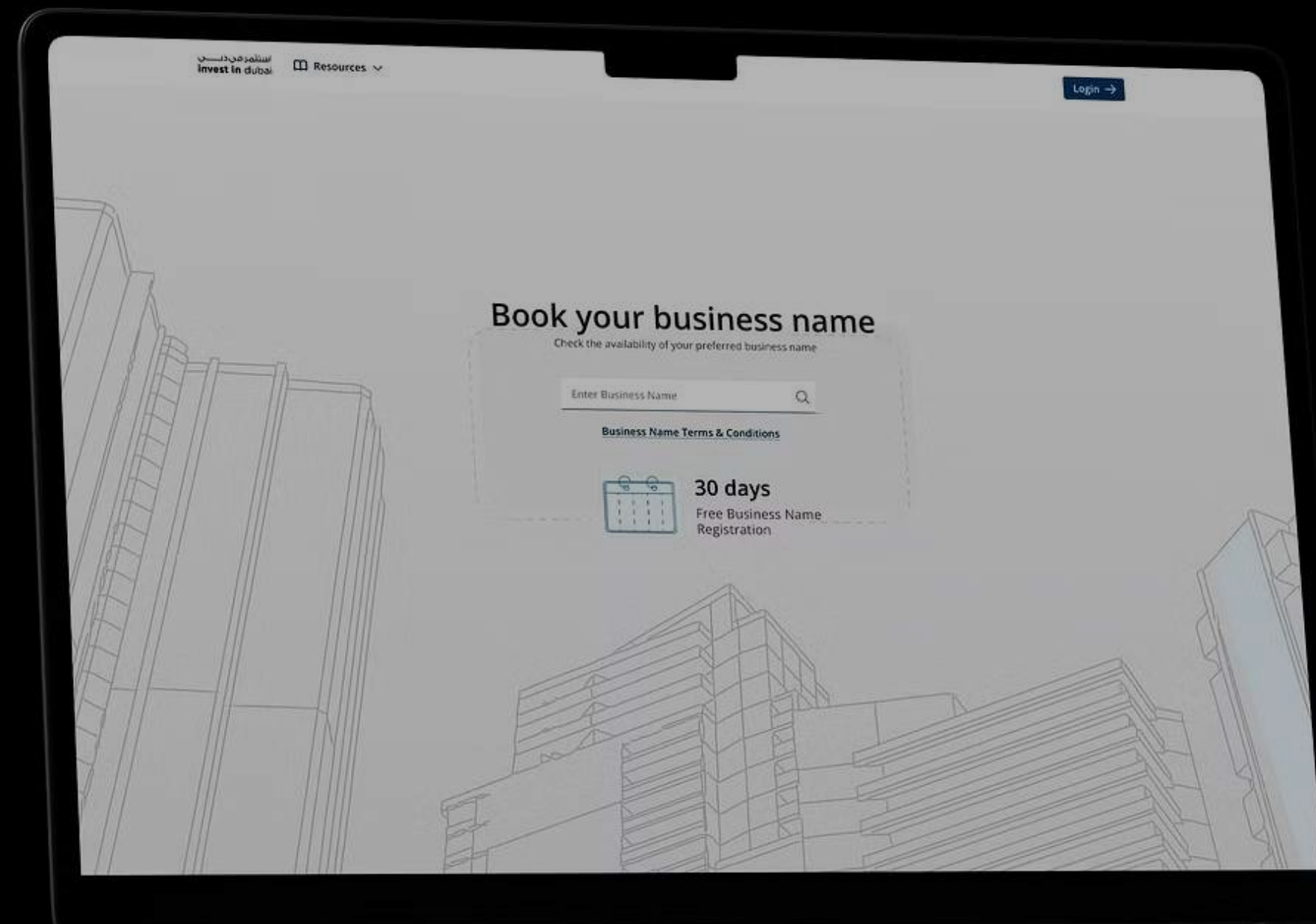
By maintaining consistency, efficiency, and innovation, Omnia remains an integral part of NBO's success, ensuring they stay ahead in their marketing goals and industry leadership.



DET

Department of Economy
and Tourism:
Invest in Dubai

Driving Efficiency



Our Approach to a Seamless Investor Licensing Experience

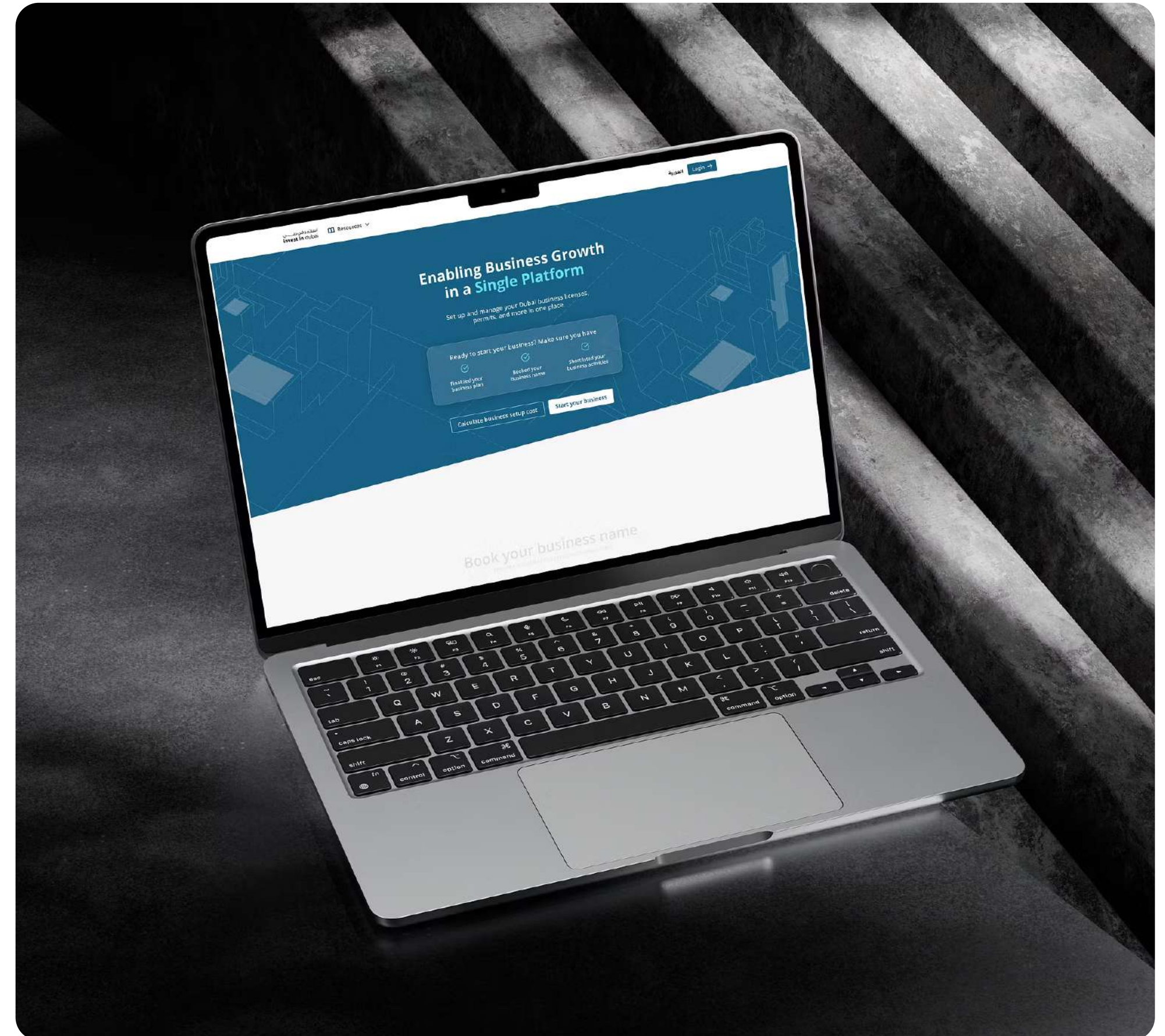
Omnia were chosen to revitalize and enhance the User Experience (UX) and User Interface (UI) of Invest in Dubai Portal - to optimize and enhance the Investor journey and improve overall user experience.

Invest in Dubai portal is a core platform for all investors' business and licensing needs. The core goal was to make setting up business in Dubai as easy as possible.

Stakeholder engagement and defining user personas

We ran stakeholder workshops and interviews as well as benchmarking studies to define the target audience, best practice and develop the personas for the revamped site.

We looked at the pain points of the user's journey to create a solution that provides ease of use across all touchpoints.



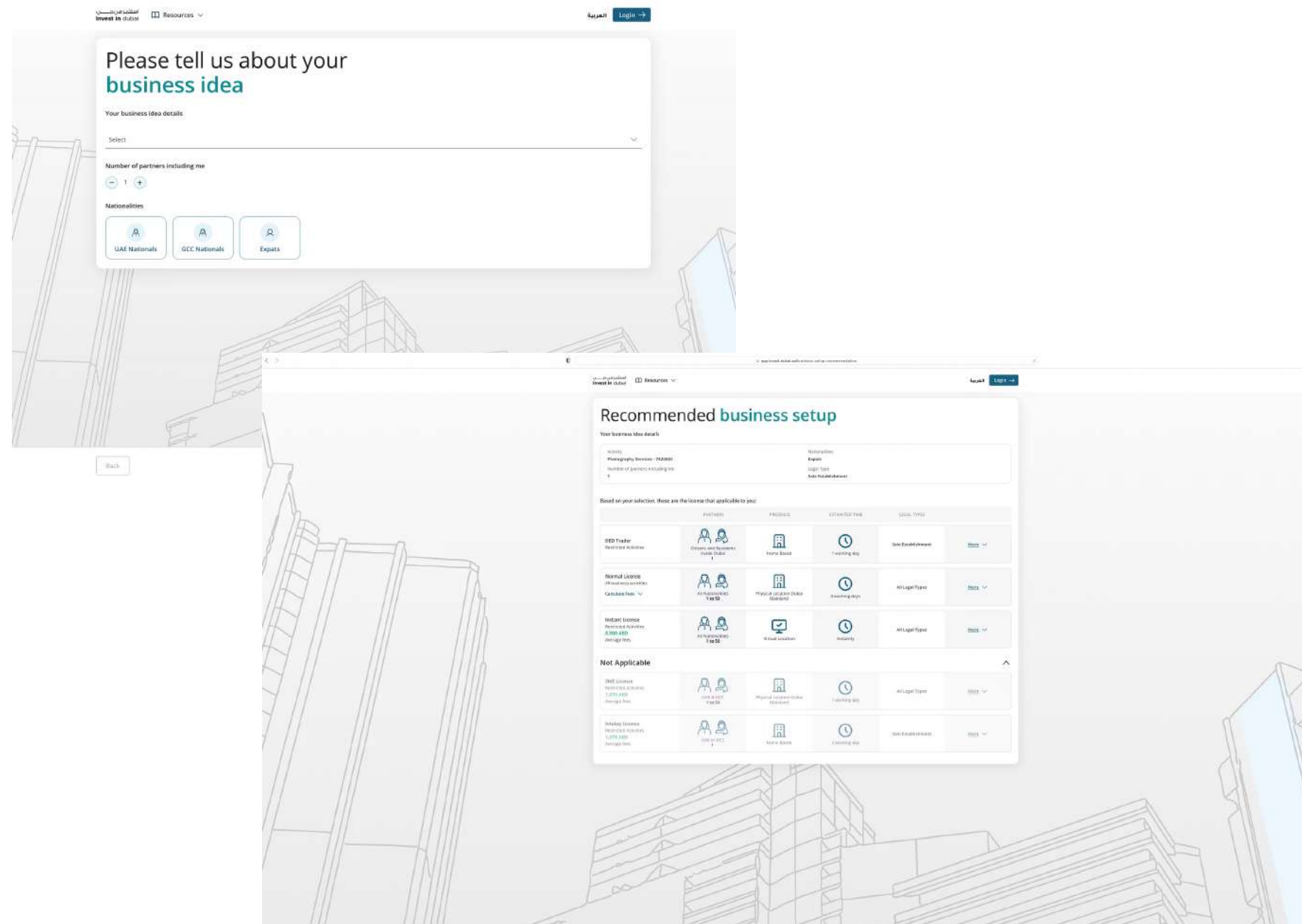
Creating a design system offering scalability across multiple sites

Omnia developed a Website Design System using predefined design blocks which can be easily scaled and personalised.

With the emphasis on simplicity and intuitiveness in both portal and mobile interfaces, we prioritized user engagement and retention through appealing visual design and interactive elements. Omnia also worked with DET to implement clear and intuitive navigation menus for easy exploration of content.

Some of the key outputs were:

- Reduction in the number of steps in the investor's licensing journey
- Illustrative look and feel of the new design. Provides a very attractive and unique look to the experience.
- Creating a solid design system to fit well with the complex nature of the journeys. Since the platform is huge, the design system created can be used to cover any case.
- The module we created for integration with government entities and will be used by various government sectors (e.g. RTA, CDA, Dubai Municipality etc). It will be great to see a solution devised by Omnia and used by Dubai authorities on regular basis.
- Working closely with key stakeholders and getting raw insights straight from the end user.
- Not just UX/UI revamp, but we created new solutions to simplify the investor journeys and attract more users, including post license experiences.



WGS

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A Seamless, Future-Ready Digital Experience for Global Leaders.



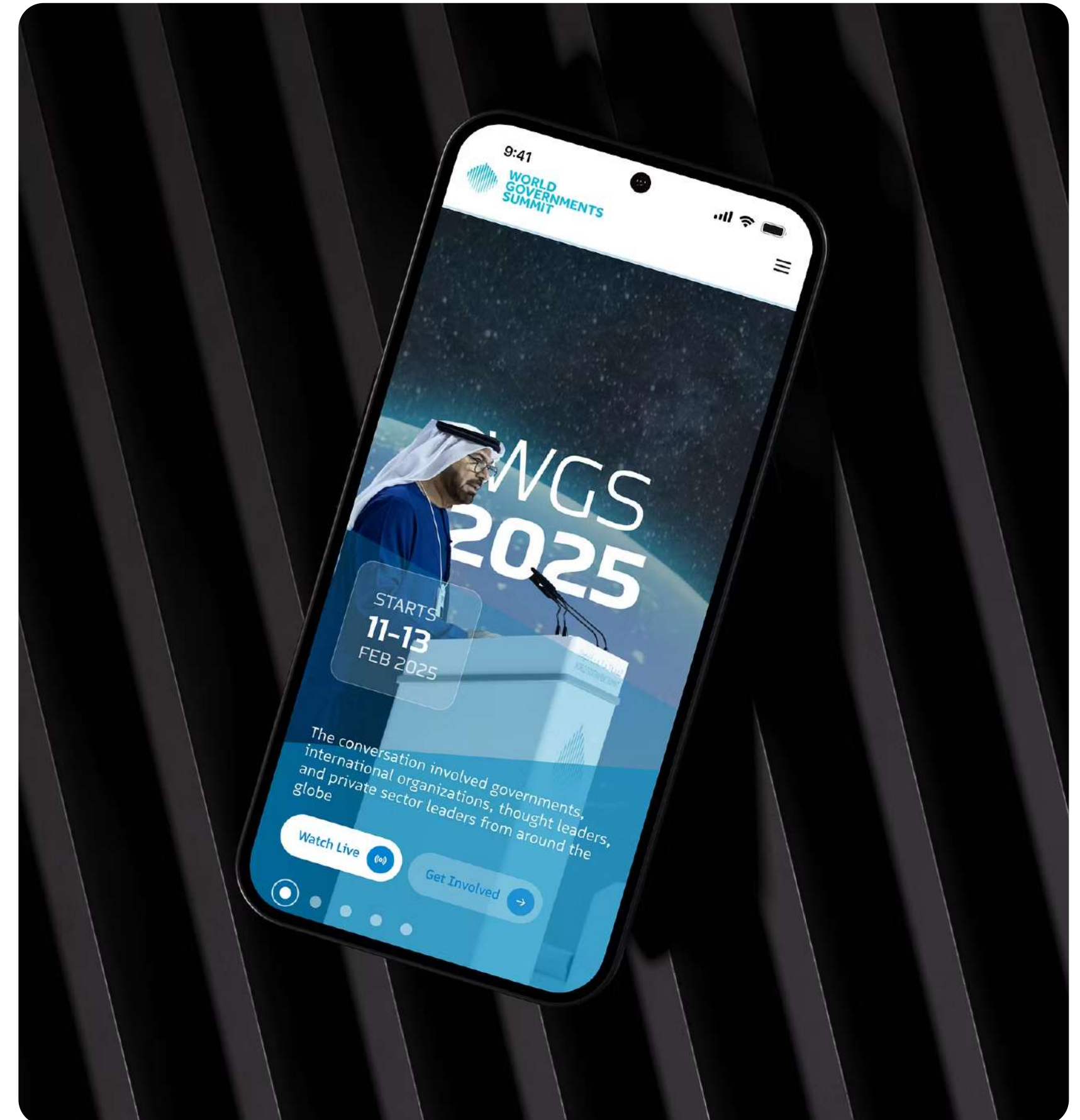
Omnia Transforms the WGS 2025 Website:

The **World Governments Summit (WGS)** stands as a premier global platform, bringing together leaders from governments, business, and technology to tackle pressing global challenges through innovation. The **2025 edition**, under the theme "**Shaping Future Governments**," sought to foster international collaboration and promote groundbreaking solutions, attracting policymakers, industry pioneers, and influential thought leaders. To match its ambitious vision, WGS needed a modern, user-friendly, and high-performing website—a challenge entrusted to the Omnia team.

A Digital Overhaul: Transforming the WGS Experience

Omnia embarked on a full-scale **revamp and rebuild** of the WGS website, beginning with an in-depth workshop to align on the project's vision, goals, and key user personas. While WGS holds historical significance, its previous website had become outdated, presenting challenges in accessibility, functionality, and content discoverability.

Our team conducted competitive benchmarking and analysis to enhance the design, navigation, CMS structure, and overall digital experience. While keeping the existing Sitefinity framework, we transitioned to a Sitefinity Headless CMS with a Next.js frontend, seamlessly integrating it with Salesforce for a more dynamic and efficient platform.





Delivering Innovation and Impact

From real-time integrations to crafting a modern, intuitive interface, our goal was to ensure a seamless browsing experience that engages and informs visitors.

The result? A powerful, future-ready website that reaffirms WGS as a premier hub for global collaboration and innovation.

Seeing the platform in action—supporting world leaders, innovators, and visionaries—was truly rewarding. We're honored to have played a role in this transformative journey!

Congratulations to our awesome team for their dedication and hard work, and to everyone who made [#WGS2025](#) a success!

Here are some snapshots from the final day of the event—capturing the energy, innovation, and collaboration that defined this year's summit 🧡

EVENTS



Conversations about AI innovation and digital transformation Saudi Vision 2030.

LEAP 2025 – KSA

February 8-12 Riyadh, KSA.



LEAP 2025

Omnia joined Globant at LEAP on a 4-day journey of AI, personalisation, Tech in Sport and the Future of Smart Cities, where we also witnessed the signing of the Red Sea Global Partnership that is progressing at pace in KSA.

The event was action packed, to say the least. We had AI activations in place with the **PIT STOP F1** playground activity, we were also proud to showcase the **"La Liga"** trophy for football fans to view and have photo opportunities / selfies.

Omnia proudly delivered personalisation at scale, with 2034 celebration football shirts available to our booth guests with on-stand personalisation. Some very happy children and teens receiving these from aunts, uncles, mums and dads attending biggest Technology event in the region.

On day 3, Omnia proudly signed a Reseller agreement with **Sitecore**, cementing the relationship we have built with the Digital Platform Solutions Provider for the future. With an extensive range of composable solutions offering clients the Power to Build, we are proud to continue this partnership and share these innovative solutions with our clients.



INSIGHTS

Digital AI Insights

Game-Changing Insights from the Minds Behind Our **Brand & Digital Teams**

"AI Strategy isn't Disruption
- It's Business Evolution"



Anthony Harrison

Head of UX Strategy at Omnia explores why AI isn't just a tech trend—it's a strategic shift, and how getting it right starts with rethinking the fundamentals

01 How do you move from individual experimentation to purposeful execution?

The rush to “do something with AI” is everywhere, but in working with clients across banking, government, destinations, private sector, and retail one pattern keeps repeating. Too many organizations jump straight into tools and tech without first asking

"What role should AI actually play in my business?"

One of the first - and most important - steps in developing an AI strategy is answering this question.

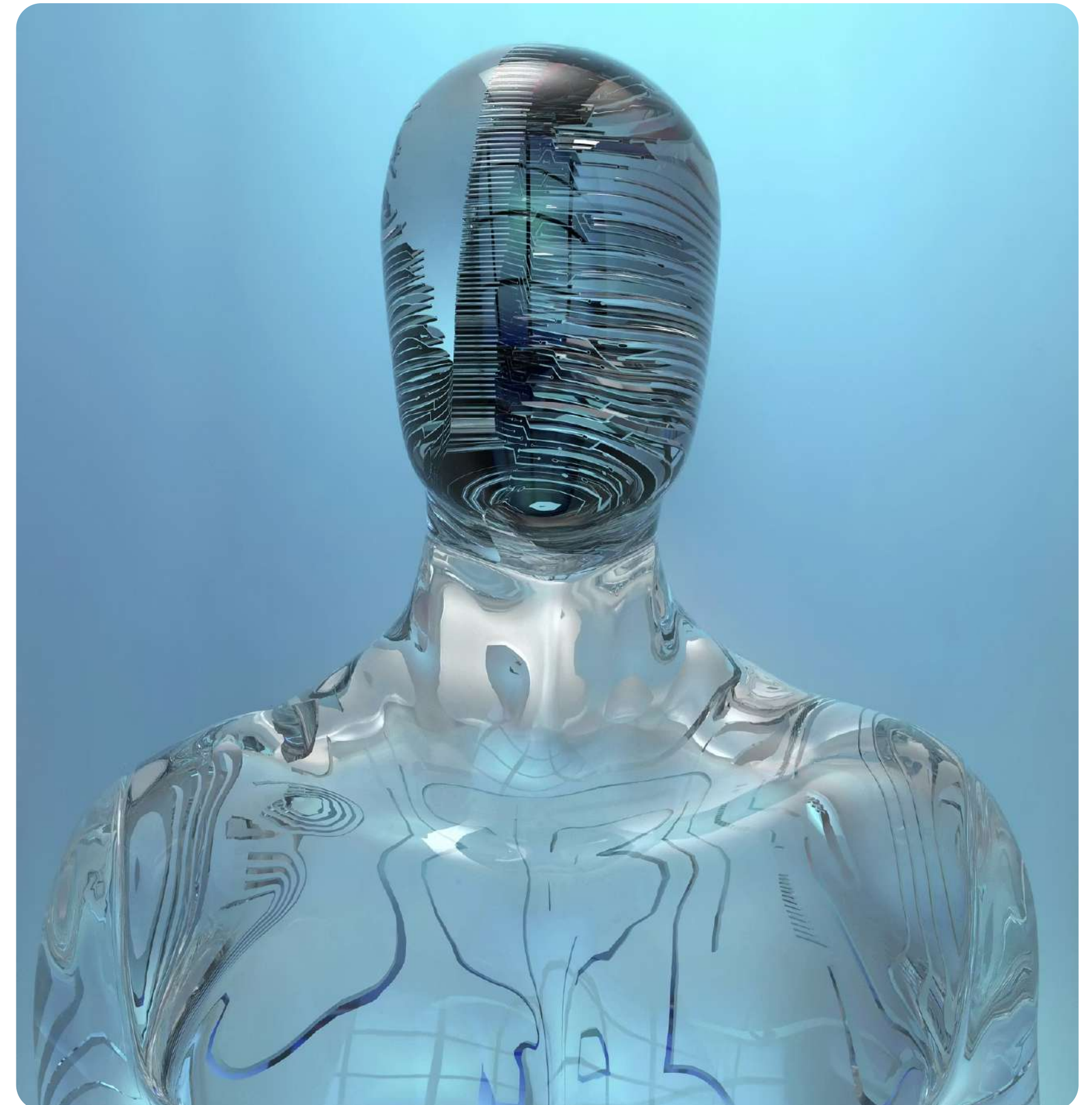
If your answer is “*with IT*” you’re only 10% right because...

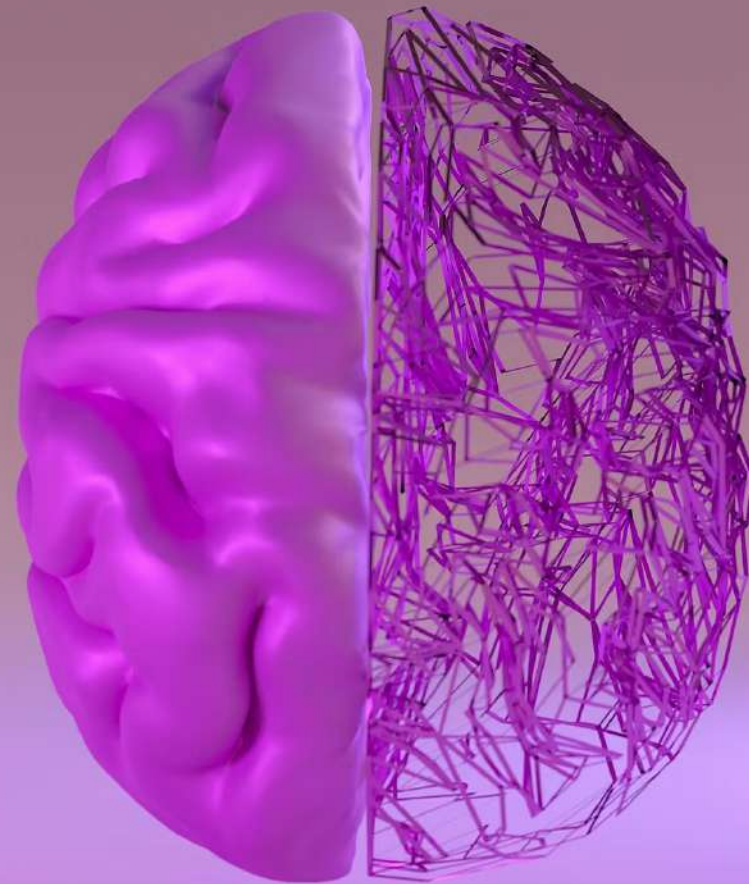
AI IS NOT...

- just another line item for the CIO/CTO
- just automation or a repeat of the digital transformation playbook
- just the chatbot you implemented X years ago
- just another tech upgrade or integration

AI IS...

- A strategic evolution in how organisations operate, learn and grow
- A cross-cutting capability with the power to reshape business models, customer journeys and internal operations





02

Here's how AI spans departments - and where you should be looking:

Business Function

> How AI Transforms It

- **CEO / Strategy**
Monetising data, innovating business models, defining long-term AI vision
- **CTO / CIO**
MLOps, infrastructure, responsible AI practices, vendor/platform selection
- **CMO / CX**
Hyper-personalisation, intelligent segmentation, real-time customer engagement
- **COO / Ops**
Intelligent automation, predictive routing, fraud detection
- **CHRO / HR**
Talent analytics, skill mapping, AI literacy and change management
- **CDO / Innovation**
AI CoEs, governance frameworks, experimentation pipelines

03 So Where Does AI Belong?

That depends on your **intent**.

- Are you aiming for **cost reduction**? ...it may start in operations
- Looking to **enhance CX**? ...then it sits within marketing and/or digital
- Planning to **transform your value proposition**? ...then it's a boardroom conversation

The best strategies align AI with **business priorities**, not just tech capabilities

04 The risks of misplacing AI

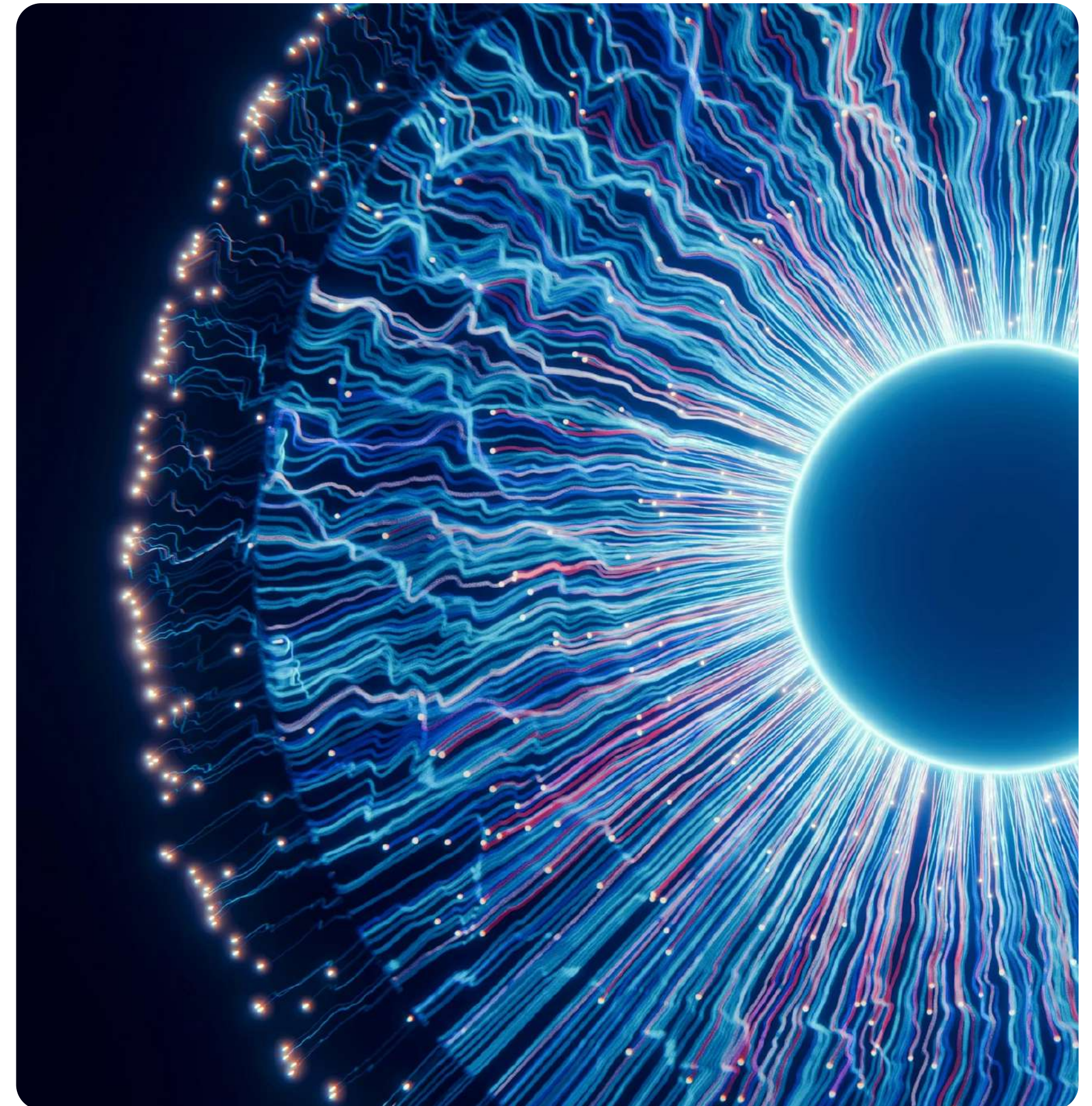
Many organisations assign AI to a silo - often IT - and then wonder why both adoption and ROI stalls.

So what was missing?

- No clear **governance or ownership**
- No **cross-functional collaboration**
- No **business value metrics** beyond "model accuracy"

The Result?

...disconnected pilots... growing AI fatigue / disillusionment... orphaned tools / software / apps / processes etc, etc. Sound familiar?





05 Advice to Leaders

When crafting your AI roadmap, ask yourself:

- Who owns AI in your business *today*?
- Who should own it *tomorrow*?
- What **real-world problems** are you trying to solve?
- How will AI support your competitive advantage?
- Who gets to write the rules to the game?
- Who is set to benefit?

...and most importantly:

Don't chase models, craft outcomes instead

If you're a business leader thinking about how to:

- Create, shape or refine your AI strategy
- Connect AI to business outcomes
- Drive internal adoption and literacy
- Navigate regulation, governance and ethics

Let's create something transformative, grounded in reality and steered by human intelligence.

Get in touch to see how we can help clients like you.

Creative Insights

A Culture of Kindness - the Foundation for Creative Innovation

Following a recent debrief from one of our clients, it became clear to us that kindness is fundamental to how we deliver exceptional work at Omnia. In product and design teams, creativity is the engine that drives innovation, shapes user experiences, and ultimately determines the success of a product.

However, fostering creativity in these teams requires more than just brainstorming sessions and skillful design work. It requires a culture built on kindness — one where individuals feel supported, respected, and encouraged to freely contribute ideas without fear of judgment. Creativity can be a fragile thing, easily stifled by criticism, judgment, or an environment that fosters competition rather than collaboration.



What is Kindness?

"Kindness is a state of mind, where we show compassion, empathy and consideration without expecting anything in return."

"We let go of our ego and selfish behavior when we show kindness. It is not being nice and talking nicely; it is an act. The opposite of kindness is fear, control, and enforcement".



Nurturing ideas, embracing kindness

The foundation of any creative team lies within the organization's culture.

Leaders and managers set the tone for how creativity is nurtured, and it is critical that they intentionally foster a culture of openness, inclusivity, and empathy.

When product and design teams feel that their creative processes are supported, they are more likely to take ownership of their ideas and push boundaries. This is where the magic happens and the best ideas come to life.

By fostering kindness at the organizational level — through open communication, respect, and transparent feedback loops — teams feel safe to innovate and explore unconventional solutions.

By nurturing creativity with kindness, organizations can create an environment where collaboration thrives, ideas flow freely, and products emerge that resonate with users and the market.



Ideas That Spark Joy: How Kindness Fuels Endless Creativity

One of the most powerful aspects of kindness in the creative process is its ability to unlock continuous idea generation. In many teams, the first step is often the hardest — putting an idea forward, no matter how raw or incomplete it may seem. When people feel they will be met with kindness, they are more likely to throw out bold ideas without fear of being immediately shut down.

Turning Teamwork into a Creative Powerhouse

Creativity is rarely a solitary endeavor, especially in product and design teams, where diverse perspectives lead to the most impactful solutions.

At Omnia, we have a diverse team of different nationalities, speaking different languages and experience of a variety of cultures, even based in different parts of the world. Fresh ideas are regularly brought to the table. When a team member shares an idea, a culture of kindness encourages others to ask questions, suggest improvements, or add to the idea rather than critique it harshly. This helps create a sense of collective ownership over the creative process, where everyone has a stake in the outcome.

Team members are more likely to engage in open, honest, and productive discussions as kindness ensures that all voices are heard. We encourage everyone — regardless of their role or seniority — to contribute their thoughts and insights. This not only leads to more ideas being shared but also enhances the diversity of perspectives, which often sparks new and innovative thinking - different minds coming together to shape an idea.

Kindness also fosters trust. Team members can challenge one another's ideas in a respectful way, knowing that the goal is to improve the product or experience, not to criticize or undermine one another. It encourages a spirit of growth and refinement, rather than fear of rejection or conflict. This, in turn, fuels the team's collective creativity, as everyone feels safe to share, iterate, and evolve ideas together.

A Safe Harbor for Ideas: Building Trust and Freedom in Creativity

A safe space is paramount in nurturing creativity within product and design teams. Without a safe space, team members may withhold their ideas for fear of ridicule, rejection, or failure. The team environment is one where individuals can express their ideas freely, knowing they will be met with respect and constructive feedback.

A safe space is more than just a physical environment; it is a mental and emotional one, too. Team members should feel comfortable sharing not just their polished ideas, but also the rough sketches, incomplete thoughts, and "out-there" concepts that often serve as the seed for innovation. Kindness ensures that these ideas are taken seriously, listened to, and nurtured.

Not every idea will be a game-changer, but every idea has the potential to spark a conversation or lead to something greater. By showing appreciation for all input, a team encourages an ongoing flow of ideas, which eventually leads to breakthrough innovations.



Practical ways to foster kindness and creativity

01

Share Feedback with Empathy and Encouragement

Focus on what works in an idea and offer suggestions for improvement. This approach motivates the person who contributed the idea to refine and enhance it, rather than feeling disheartened.

02

Celebrate Diversity in Ideas

Make it clear that diverse ideas are welcome and valuable. When everyone feels that their unique experiences and viewpoints are valued, creativity thrives.

03

Create Moments for Open, Unstructured Conversations

Set aside time for informal conversations where team members can freely share thoughts, discuss challenges, and explore new ideas without the pressure of deadlines.

04

Recognize Every Contribution

Recognizing contributions, no matter how small, helps build confidence and shows appreciation for the effort put into the creative process. A little praise can go a long way in encouraging continued participation.

05

Lead with Compassion and Understanding

Leaders should model kindness and emotional intelligence by actively listening, offering support, and fostering a collaborative environment where every team member feels valued.

06

Encourage Bold Ideas and Risk-Taking

Create an environment where taking risks is encouraged. Let your team know that you're willing to experiment as part of the creative process and that it's okay if not every idea results in immediate success.

The Magic Happens

When Kindness and Creativity Meet

In today's competitive world of product and design, creativity is the key to developing innovative products that meet user needs and stand out in the market. However, creativity cannot flourish in an environment of fear or negativity. By integrating kindness into the creative process, organizations can create a collaborative, open, and safe space where ideas can flow freely, and every team member feels empowered to contribute. When kindness and creativity go hand in hand, the result is a dynamic and innovative team capable of producing the products that will shape the future.



TEAM NEWS



Meet:

Aya Al Khatib, Senior Account Executive, Omnia

Aya joined Omnia in November 2021

"Fun fact: My first job in Dubai is also my first dive into branding! Coming from a PR and client servicing background, I discovered that I'm more drawn to visual storytelling than just content. Branding was always a goal of mine, and I'm excited to keep learning and growing in this space!"

We asked Aya, what her favorite project to work on has been:

Every client interaction brings a unique learning experience, but the closest for me was NBO. Working on NBO's new brand —bringing it to life and suggesting ideas for campaigns was a key learning curve, allowing me to deepen my understanding of the brand and its vision.

We asked Aya, what the favorite part of her job is:

My favorite part of the job is the relationships built with clients —it goes beyond a typical client-service dynamic and evolves into a long-term partnership. Additionally, working closely with diverse people from different backgrounds and experiences within the agency enriches my career and adds significant value. The opportunity still to learn and take new experiences from Omnia like the Marketing Society program that I have joined recently are a highlight.

What's the key to delivering successful outcomes for all your client's needs?

- Always ensure a deep understanding of your client's needs — never overpromise and always deliver on expectations.
- Build long-term relationships by being proactive and taking the initiative, which clients genuinely appreciate.
- As a client servicing professional, your role extends beyond traditional responsibilities. You must bring out your best qualities to maintain adaptability across all the clients you collaborate with or are introduced to.



and the real Aya, after her day job

After work, I focus on relieving stress and prioritizing my health, with gym sessions three times a week and swimming. On the other days, I dedicate time to personal development, taking courses on topics that interest me, such as marketing, human behavior, psychology, and more. I'm naturally curious, and this positive curiosity helps me grow and enrich my personality.

Connecting and networking with new people is something I truly enjoy, as is surrounding myself with friends who bring joy and laughter into my life —this complements my positive energy.

Currently, I'm participating in The Marketing Society program, which has been incredibly valuable. I've gained insights into leadership skills, personal branding, and much more, from high-level experts. We've had the opportunity to meet employees at companies like Google, where we discussed the importance of a healthy work culture and environment.

Right now, we're working on a project focused on charter mental health practices, which we'll present in June. I'm excited to showcase our work and share these practices with companies and agencies, hoping they will be recognized and adopted.

Aya, you are a superstar upcoming talent – Dubai, watch this space!!! Thank you for all you do Aya, we love having you as part of our family.



Ramadan Kareem

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An evening spent
with friends
An Omnian Iftar



Our annual Iftar event brought together lots of the team to celebrate the holy month of Ramadan and share an evening of great conversation, food, atmosphere and memories. We hop you all enjoyed it, it's always good to get together and relax



THANK YOU

We're ready to take your business to the future.

Get in touch