



Nana Talent | Empowering 21st Century Women

Nothing stops you.

Celebrating fearless, boundary-breaking women across the GCC region through Nana Arabia's empowering mission to inspire confidence and security in every woman's journey.

The Challenge: Connecting with Modern GCC Women

1

Brand Inspiration

Nana Arabia products celebrate women who courageously follow their dreams and hearts, breaking traditional boundaries in pursuit of their aspirations.

2

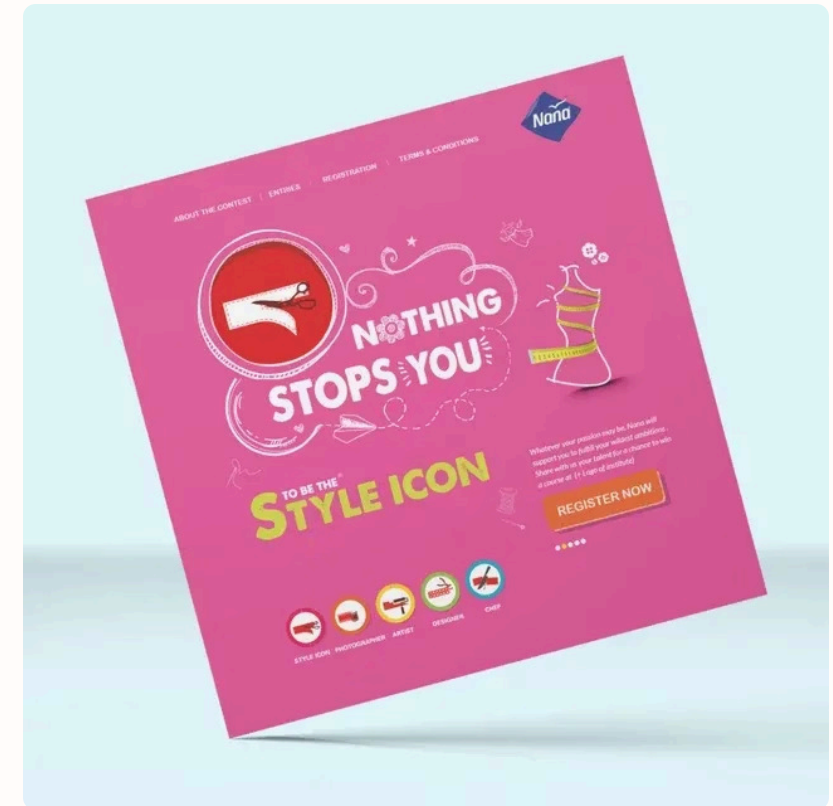
Connection Gap

The brand needed to forge deeper emotional connections with its target audience, moving beyond product features to meaningful relationships.

3

Positioning Goal

Establish Nana as the empowering voice for modern women, a true enabler where "Nothing stops you" becomes more than a tagline.

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- i The challenge was clear: transform brand perception from product-focused to purpose-driven, creating authentic connections with ambitious GCC women.

The Solution: Nanatalent.com Platform & Campaign

01

Platform Creation

Developed Nanatalent.com—a vibrant, responsive online hub designed specifically for GCC women to showcase their unique talents and share inspiring stories.

02

Content Strategy

Encouraged authentic sharing through videos and photos, creating a space where women could express their aspirations and celebrate their achievements without limitations.

03

Visual Identity

Implemented bright, empowering design elements with seamless integration to Nana's Facebook page, ensuring consistent brand experience across platforms.

04

Digital Marketing

Launched highly targeted advertising campaigns strategically designed to build buzz, drive meaningful participation, and amplify reach across the GCC region.

[View Our Portfolio!](#)

A photograph of three female graduates in blue gowns and caps, laughing joyfully while holding blue diplomas that read "UNIVERSITY OF BLOOMFIELD". They are standing outdoors, with other graduates visible in the background.

Successfully strengthened Nana's role as a true enabler for
21st-century women

The screenshot displays the Oricut dashboard with the following components:

- Navigation Bar:** Includes a logo, a user profile (Majimbo Dr at Glacisaalin), and navigation links for Overview, Transactions, Reports, Reports, Settings, and a Logout button.
- Header:** A search bar with the placeholder text "Search for data".
- Main Chart:** A line chart titled "Peghantawana 2280" showing data over time from 10/01 to 10/21. The chart has a blue line with markers and a legend indicating a value of 4,755,251.51m.
- Left Sidebar:** Contains three sections:
 - Portfolio Allocations:** A pie chart showing 100% allocation between two categories.
 - Portfolio Allocations:** A donut chart showing 21% allocation between two categories.
 - Portfolio Allocations:** A bar chart showing 20% allocation between two categories.
- Right Sidebar:** Contains a table titled "Pill Portfolio" with columns for "Pill Portfolio" and "Value". The table lists various items and their corresponding values.

Fostered an engaged community celebrating confidence and fearless ambition

Book A Free Call Now!

Centric's Role: Crafting a Modern Brand Experience



Brand Identity

Here Delivered a cohesive brand identity perfectly aligned with Nana's vision of empowering modern women, ensuring every touchpoint reflected strength and authenticity.

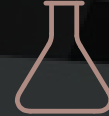
• Be yourself

Through strategic design and development, Centric enabled Nana to transform from a product brand into a movement that truly empowers women across the GCC.



UI/UX Strategy

Designed an intuitive, sleek user experience for Nanatalent.com that prioritised accessibility, engagement, and seamless navigation across all devices.



Platform Development

Built a robust, mobile-friendly platform with seamless social media integration, enabling Nana to connect authentically with its audience and amplify impact.

Explore Our Branding Services!

Empower Your Brand's Digital Journey with CENTRIC

Inspired by our impactful collaboration with Nana Talent, Centric excels at building compelling digital experiences that resonate. We helped Nana Arabia connect deeply with modern GCC women, creating the Nanatalent.com platform that transformed them from a product-focused brand into a powerful purpose-driven movement. Our expertise in brand strategy, platform development, and digital marketing empowers businesses to enhance audience engagement, elevate brand presence, and achieve measurable impact in their respective markets.

Ready to revolutionize your brand's digital solutions?

[Learn More About Centric](#)

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