

TAGbrands: A new name joins the Cleartag family

Cleartag has entered its 10th year of operations and to mark the occasion the company is making an announcement that is definitely worth hearing. The well known specialized branding and design agency has a new brainchild: TAGbrands.

Specialized in branding and design consultancy, TAGbrands will take on the responsibility of serving, supporting and adding outstanding value to all of Cleartag's branding clients. Through its expanded team of brand strategists, brand consultants and brand creation specialists, it will also bring in a much-needed focus on brand management and definition.

When asked about TAGbrands' added value to its clients, Maya Karanouh, CEO of TAGbrands, stated: *"At TAGbrands, we work passionately to forge your brand, enforce its strength and guarantee its continued impact. We are engaged in an integral branding process that requires progression, integration, research and development, and most of all, creative imagination."*

With the addition of TAGbrands, Cleartag, as a whole, can now offer clients and even more specified and unique service, tailor-made to each brand's needs. *"As we are keen on providing our clients with dedicated and specialized services, Cleartag's focus from now on, will be directed exclusively towards extending our clients' brands online, through its expertise in interaction design, web development and web engineering,"* explained Tarek Dajani, CEO of Cleartag.

Through a multidisciplinary Tagteam of over 50 experts, spread across 4 regional offices in Lebanon, Kingdom of Saudi Arabia, United Arab Emirates and Qatar, Tagventures Holding, Cleartag and TAGbrands will be giving the Arab World a tag to remember.