



I.O

Brand Platform

This section provides an overview of our brand proposition, brand pillars, the personality and story that provide the strategic foundations of our brand.

- 1.1 Brand platform
- 1.2 Brand positioning

gettyimages®
kynesher



gettyimages®

Ludger Pattath

Brand platform

Our brand platform provides the strategic foundation for the way our brand acts and speaks. All communication, written or visual must be guided by these principles to truly deliver the MQDC brand experience.

Brand proposition

THE MOTIVATING IDEA THAT DRIVES ACTION

Holistic innovations for well-being

Our personality

WHO YOU ARE AS A PERSON, THE TONE IN WHICH YOU BEHAVE

Visionary
Insightful

Inspirational
Commitment

Visionary

Pacesetting the industry, far-sighted, looks beyond immediate profits to furthering community welfare

Inspirational

Innovative in thinking, outstanding in service standards and business practices

Insightful

Always driven by in-depth consumer understanding, technical know-how and market knowledge

Committed

Motivated by a higher purpose to serve the community at large, does what it takes to deliver on promises

Brand positioning

Designer of innovative, high quality property developments that combine human understanding & technical know-how

