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Qatar Ranks Among the World's Most Digitally Connected Nations

Qatar achieved one of the world's highest scores in the International Telecommunication Union's ICT Development Index 2026, reinforcing its position as a leading digitally connected economy.

Qatar recorded 98.4 points out of 100, achieving the sixth-highest score among 159 economies assessed globally. The country achieved a perfect 100.0 score in Universal Connectivity and 96.7 in Meaningful Connectivity. Qatar also recorded the second-highest fixed broadband data traffic globally, averaging almost 1,000 GB per subscription monthly.

The achievement reflects Qatar's continued investment in digital infrastructure, telecommunications accessibility and widespread internet usage. Strong digital connectivity is increasingly important to Qatar's economic transformation, supporting technology businesses, digital services, entrepreneurship, innovation and emerging technologies. The result strengthens Qatar's ambitions to build a competitive, knowledge-driven and digitally enabled economy.



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Basketball World Cup - Qatar 2027

FIBA has confirmed four arenas for the tournament: Lusail Arena, Al Janoub Arena, Ali Bin Hamad Al Attiyah Arena, and Al Duhail Arena. The World Cup Final will take place at Lusail Arena.

One particularly interesting project is Al Janoub Arena. The former FIFA World Cup football stadium has been transformed into an indoor basketball arena. It officially opened in its new configuration on 27 August 2026, exactly one year before the World Cup begins, with a capacity crowd of 8,200 for Qatar vs. China.



Google Brings More Agentic AI Into Ads and Analytics

Google introduced new AI-powered and agentic capabilities across Google Ads and Google Analytics in August, helping marketers move faster from performance data to business decisions.

Google Analytics now offers AI-generated homepage overviews highlighting key changes in traffic and sales. Marketers can take these insights into Ask Advisor for deeper analysis. Google Ads is also introducing personalised AI insight cards and prompt-based reporting, allowing marketers to generate visual campaign reports using natural language.

New benchmarking tools compare campaign performance with anonymised averages from similar businesses. These updates show AI expanding beyond content creation into measurement, reporting, analysis and campaign decision-making, reducing manual dashboard work while making effective interpretation of AI recommendations increasingly important.



Meta AI Expands Into Business Analytics and Campaign Optimisation



Meta introduced new Meta AI capabilities in August to help small businesses analyse and improve their marketing activity.

Businesses can connect Meta AI with their professional Facebook and Instagram accounts, Meta Ads campaigns and Google Workspace, bringing business context into one AI environment. The AI can analyse engagement and advertising data, identify what is working, highlight areas for improvement and provide insights on comparable brands. It can also turn information into presentations, documents and spreadsheets.

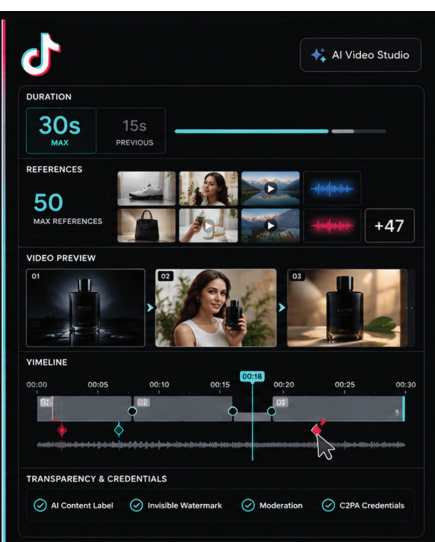
The development shows AI assistants becoming more integrated with business data and marketing operations, potentially simplifying campaign analysis across multiple platforms. However, the quality of recommendations still depends on accurate data, context and strategic direction.

TikTok Upgrades Symphony With More Powerful AI Video Generation

TikTok expanded its Symphony creative AI platform in August through the integration of Dreamina Seedance 2.5, giving advertisers greater flexibility in creating AI-assisted video campaigns.

The upgraded system supports AI-generated videos of up to 30 seconds, double the previous 15-second limit. Advertisers can also provide up to 50 image, video and audio references, up from nine, giving AI more product and creative context. Timestamp-specific creative direction offers greater control over sequencing, pacing and scenes. Symphony also includes AI-content labels, invisible watermarking, moderation systems and C2PA Content Credentials to improve transparency.

The update reflects AI's growing role in complete branded video-production workflows, while highlighting the continued importance of creative ideas, brand direction and human judgment.



BRANDING IN 2026: WHY DISTINCTIVENESS MATTERS MORE THAN EVER

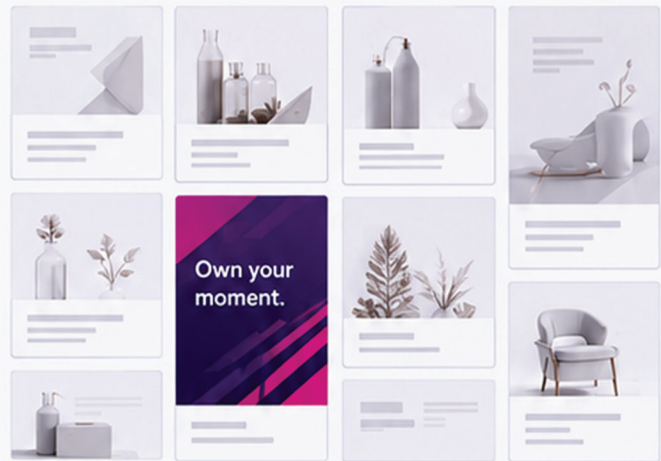
AI has made content creation faster and more accessible than ever. But when every business can generate visuals, videos and campaigns at scale, more content no longer means a stronger brand. The real advantage in 2026 is being recognisable, meaningful and difficult to confuse with competitors.

Kantar's 2026 BrandZ research shows the world's Top 100 brands are worth \$13.1 trillion, up 22% year on year, reinforcing the importance of meaningful differentiation.

\$13.1 T **+22%**

Total Brand Value of the Top 100 Brands

Year on Year Growth



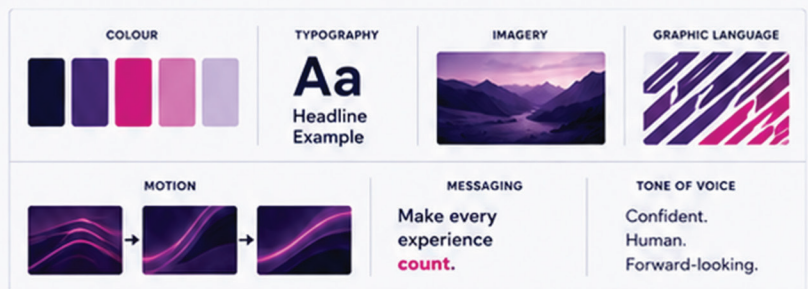
01 MORE CONTENT DOES NOT MEAN A STRONGER BRAND

AI has made content faster to produce, but greater volume risks greater sameness. Canva's 2026 research found 97% of marketers use AI daily, while consumers say AI-generated advertising can lack a human touch. The goal isn't more content, but distinctive content audiences recognise as the brand - even without the logo.



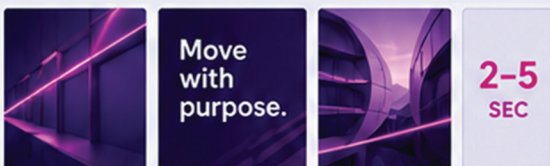
02 A BRAND NEEDS A SYSTEM, NOT JUST A LOGO

A logo is only one part of a brand. Today's brands exist across social media, websites, advertising, video, packaging and AI-powered channels, making a strong and consistent brand system essential. From **typography, colour and photography to motion, messaging, tone of voice and distinctive assets**, every element should work together to make the brand instantly recognisable wherever it appears.



02 RECOGNITION HAS TO HAPPEN FASTER

Audiences have little time to notice a brand. Adobe's 2026 AI and Digital Trends research found that many digital messages have just two to five seconds to capture attention. Recognition therefore cannot rely on a logo alone. Strong brands use distinctive colours, typography, imagery, shapes, motion, sound and tone of voice to become recognisable almost instantly often before customers consciously read the brand name.



04 BRANDS MUST BE CLEAR TO HUMANS AND MACHINES

Consumers increasingly use AI assistants and generative search to research products, compare companies and get recommendations. Kantar reports that 74% of regular AI-assistant users seek AI-driven recommendations.

Brands therefore need both ****memorability for humans and clarity for machines****. Clear information, consistent positioning, authoritative content and a strong digital reputation are becoming increasingly important as AI shapes brand discovery.



05 HUMAN CREATIVE JUDGMENT BECOMES MORE VALUABLE

Technology can generate content quickly, but it cannot decide what a brand should mean. Strong branding requires understanding audiences, culture, strategy and emotion. Canva's 2026 research found **87% believe the best advertising needs a human touch**.

As production automates, strategic thinking becomes more valuable.



FINYAL PERSPECTIVE

In 2026, strong branding isn't about the trendiest logo or most content. It's about building a **distinctive, consistent system that stays recognisable wherever the brand appears**.

As AI makes production easier, generic execution will become easier too. That makes **strategy, distinctiveness, consistency and human judgment more valuable than ever**.

Technology can accelerate execution, but it cannot decide what makes a brand worth remembering.

Sports



FORMULA 1



- **Russell Wins Zandvoort Sprint**

George Russell converted pole into victory in Saturday's Sprint at Zandvoort, finishing ahead of Charles Leclerc and Lando Norris.



- **Norris Claims Dutch Grand Prix Victory**

Lando Norris won Sunday's Dutch Grand Prix, finishing 11.536s ahead of Kimi Antonelli with George Russell third. Max Verstappen crashed at the start but escaped unhurt.



FOOTBALL



- **Arsenal Start Title Defence Strongly**

Arsenal beat Coventry City 3-0 as Havertz, Saka and Ødegaard scored in their opening Premier League win.

- **Man City Make Strong Start Under Maresca**

City beat Bournemouth 2-1 before cruising past Crystal Palace 4-1. Haaland and Cherki both scored twice.



- **Real Madrid and Barcelona Start Strongly**

Real Madrid beat Real Sociedad 4-1 with Mbappé scoring a hat-trick. Barcelona won 2-0 vs Athletic Club after a 5-0 opener. Osasuna beat Celta Vigo 2-1.

- **Mourinho Returns to Real Madrid**

José Mourinho returned as Real Madrid head coach and won his first home league match after more than 13 years, beating Real Sociedad 4-1.



TENNIS



- **Shelton Defends Montreal Title**

Ben Shelton defended his Montreal Masters title, beating Nakashima 6-3, 7-6(4) to retain the crown.



- **Arthur Fils Wins First Masters 1000**

Arthur Fils beat Frances Tiafoe 6-3, 1-6, 6-0 in Cincinnati to claim his first Masters 1000 title.



- **Taylor Fritz Wins Washington Title**

Taylor Fritz defeated Rafael Jodar 7-6(2), 6-4 to win the DC Open and secure his 11th ATP Tour title.



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