

SEEN BEFORE THEY WALK IN

Families meet Bitta on Google, in their inbox and on their phone long before the first class. Five small upgrades, each one possible in the first month.

TODAY



BITTA JIU JITSU Abu Dhabi
<https://bittabjj.com>

BITTA JIU JITSU Abu Dhabi

PROPOSED



Bitta Jiu Jitsu · Saadiyat Island
<https://bittabjj.com>

Bitta Jiu Jitsu · Kids and adult jiu jitsu on Saadiyat



Today, zoomed



Black, B



Black, full name



Orange, B

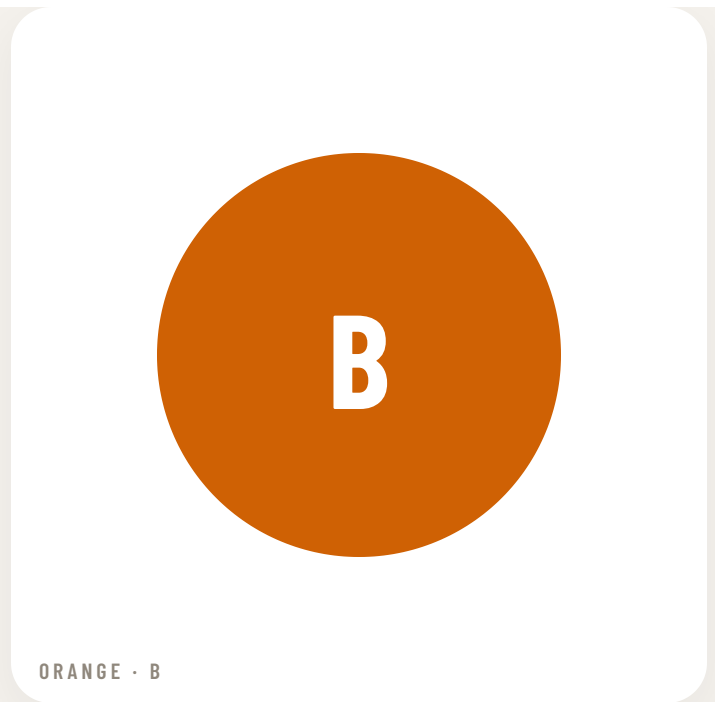


Orange, full name

Google squeezes today's icon into a blur

The site icon is a **2048 by 1769 picture** with three lines of text. Google wants a **square** and shows it at about 28 pixels, so the words turn into an orange smudge. The fix is a square icon with one letter or one word, in 48, 96 and 512 pixel sizes, plus a cleaner page title.

- Half a day of work, inside the website refresh.
- The same mark becomes the app icon, the WhatsApp profile and the Gmail logo below.



A logo that moves, in two colours

The circle pops in, a ring pulses out once, and the letters rise into place. Two colourways, **black and white** or **orange and white**, and two lengths, **B** for small spaces and **BITTA JIU JITSU** where there is room. Four seconds, then it rests.

- Email header on every welcome, birthday and Belt Day message, as a light animated GIF.
- Reel end card, website loading moment, app splash and the Tap Station screen.
- One file, made once, used everywhere.



Bitta Jiu Jitsu 

Layla earned her second stripe today · The Belt Day photos are in your family gallery

4:12 pm



School office

Half term reminder · Classes resume on Monday

2:40 pm



Parents group

Saturday plans · Who is going to the beach clean up

11:05 am

A verified logo in every Gmail inbox

With **BIMI**, Gmail shows Bitta's logo next to every email, and a **blue verified tick** when the logo is a registered trademark. Parents see a trusted brand among school and group emails, and opens go up.

- The inbox logo must be a still image. The animation lives inside the email, in the header.
- Needs email security set to the strict level, a square logo file, and a yearly certificate of about USD 650 to 1,100 (confirm).
- A VMC certificate needs a registered trademark and gives the tick. A CMC needs 12 months of logo use and shows the logo without the tick.

PROMOTIONS



Bitta Jiu Jitsu

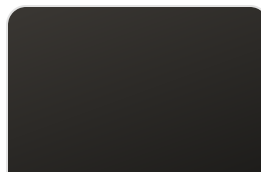
Winter camp on Saadiyat, 14 to 31 December · Mornings on the mats, afternoons of art

9:30 am

Early bird until 15 Nov



Kids winter camp
From 14 Dec



Bitta Cinema night
Members free



Parents' Hour
Recovery suite



Sponsored · Bitta Jiu Jitsu

Your child's first class on Saadiyat · Book an intro session

...

Emails that show a picture before they are opened

Promotion previews. A few lines of code inside Bitta's email let Gmail show an image carousel and a deal badge in the Promotions tab, the way the shops in your inbox do. Gmail decides when to show it, so treat it as a bonus, not a promise.

Gmail ads. A paid ad sits at the top of Promotions, bought through Google's Demand Gen campaigns and aimed at parents in Abu Dhabi. Best for camps and events with a date on them.

- Same photos as the content plan, so no extra shoot.
- Judge Gmail ads on first visits booked, not clicks (confirm cost per click in week one).

Every place an email can be collected

A list Bitta owns is the cheapest channel it will ever have. Every place a family touches Bitta should ask for one email, in return for something worth having. Parents only, never children, with a clear yes to marketing.

ONLINE

Instagram comment keyword

Comment GUIDE, the DM asks for an email and sends the parent's guide.

Meta lead ads

The form arrives pre-filled. One tap for the parent.

Website and bio link

A guide or the belt path chart in return for an email.

IN THE BUILDING

Lounge Wi-Fi

Parents waiting during class log in with an email.

Front desk guest sign-in

Every visitor, sibling and grandparent on the tablet.

Café loyalty

Tenth coffee free, receipt by email.

EVENTS AND PARTNERS

Birthday party RSVPs

Each party invite is a Bitta page. 15 to 20 new families per party.

Cinema, watch party, open mat

Free tickets, one email each, a QR at the door.

LEAD MAGNETS

Your child's first class

A one page parent's guide.

The kids belt path chart

Grey to green, to print for the fridge.

Cabrita colouring pack

Schools and residences

A QR in their newsletters to the parent's guide.

Kids love it, parents share it.

The Saadiyat family calendar

What's on each month, with Bitta's events in it.