



# Gravitas / RAKBANK Case Story

## The Snapshot

- **Project Scope:** Extensive copywriting for RAKBANK's new website in collaboration with Gravitas
- **Team Coordination:** Seamless integration with Gravitas and RAKBANK teams across various departments
- **Bilingual Content Creation:** Comprehensive English and Arabic website copy
- **Outcome:** Established a lasting partnership with Gravitas due to project success

## The Background

Gravitas is a prominent design agency in Dubai that took on a colossal task: revamping RAKBANK's website, a project encompassing thousands of webpages. The challenge was not only in the sheer volume but also in ensuring the copy resonated with both English and Arabic-speaking audiences, reflecting RAKBANK's brand voice and legal compliance.

## Uktub

Uktub was signed on to lead on the copywriting efforts, working hand in hand with the diverse teams of Gravitas (covering development, IT, UX/UI) and RAKBANK (including marketing, legal, management). Our role was pivotal in creating compelling, clear, and brand-aligned copy for the English version of the website.

## The Outcome

- A complete content library for over 2,000 webpages with taxonomy and hierarchy.
- A bridged gap between various teams and disciplines to bring together the mammoth project.
- High-quality English content that set the tone for the website.

## Work Samples:

### App Description Common Component

## Bank on the go anytime, anywhere

Discover the RAKBANK App and enjoy cutting-edge Digital Banking services at your fingertips. Seamlessly manage your accounts, conduct secure transactions, and enjoy a range of innovative features – all in one user-friendly platform.

GET IT ON Google Play

Download on the App Store

### Dropdown FAQs

**What is Digital Banking at RAKBANK?** ∨

**What are the fees for RAKBANK Digital Banking?** ∧

Signing up for RAKBANK Digital Banking is free of charge. However, please be aware that certain service requests and transactions may incur fees when performed through Digital Banking. Detailed information regarding these charges can be found within the disclaimers of the respective service or transaction journey.

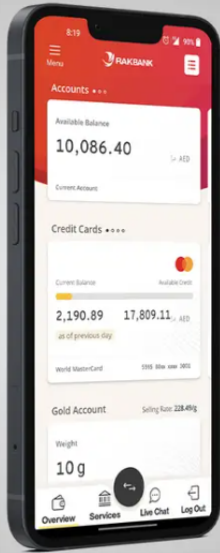
**How do I register for RAKBANK Digital Banking?** ∨

**Is a transaction password required in RAKBANK Digital Banking?** ∨

**How can I enable a User ID that was disabled due to incorrect login attempts?** ∨

**How can I retrieve my User ID or Password in case I forget them?** ∨

### Guidelines and Helpful Info



## Register through the RAKBANK App

To register for Digital Banking through our mobile app:

1. Download the RAKBANK App from the [App Store](#) or [Google Play Store](#)
2. Select 'Register' and enter your Account or Card number
3. Verify your mobile number & enter the OTP
4. Enter your card PIN
5. Create a unique user ID
6. Create a password & enter your registered email address

That's it! You can use the same user ID & password to log into Digital Banking using our web portal too.

### Product Descriptions

#### CARD FEATURES

# The world is yours

Meet the RAKBANK World Credit Card. It's out of this world. Get ready to experience amazing cashback rewards, lifestyle privileges, outstanding travel benefits and great savings.

# Ready for a world-class credit card experience?

APPLY NOW >

## Eligibility Fees Terms and Conditions

- No annual fee for the 1st year, then AED 750 per year onwards
- No annual fee ever, if you spend a minimum of AED 50,000 per year\*
- 3.65% finance charges per month

\*RAKMoneyTransfer transactions are excluded from the annual minimum spending required to avoid the annual fee.

For more details about World Credit Card fees and charges, please refer to our [Service and Price Guide](#).