



Win as  one

HALEON

Haleon Annual Conference'25

RAK | UAE

Case Study

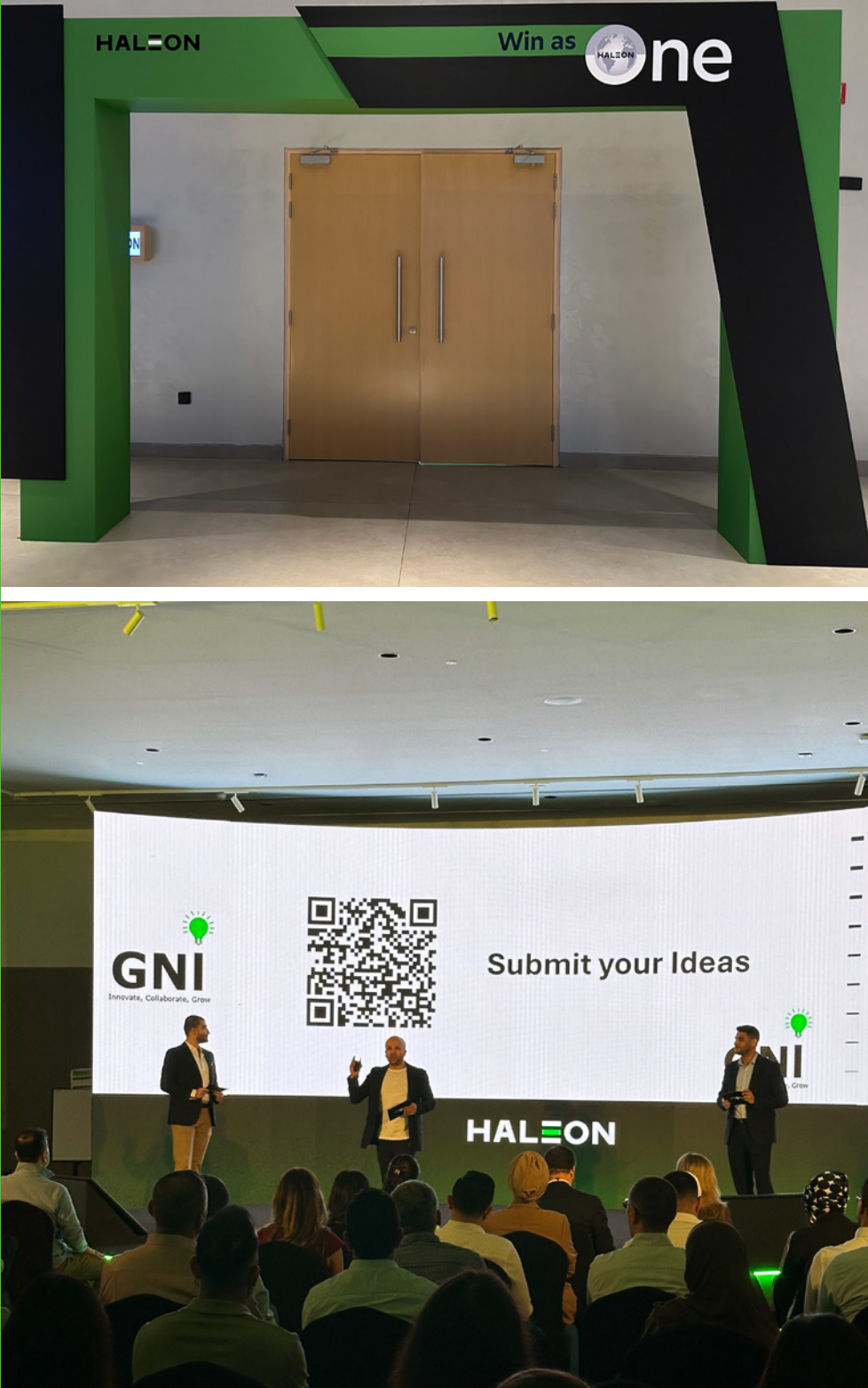


Brand Architects and Designers of Demand

PROJECT OVERVIEW

This case study aims to explore how Prism Advertising Agency effectively executed the Haleon Annual Conference 2025, offering a robust platform for industry professionals to connect, exchange insights, and discover the latest innovations in their field.

It will focus on Prism's involvement in managing the event's branding, creative solutions, and logistics, showcasing how the agency's expertise in event management and advertising played a key role in the seamless execution and success of the conference, promoting collaboration and boosting brand visibility.



SCOPE OF WORK

EVENT BRANDING AND MERCHANDISE:

Portable Electric Blender Cups:

Branding on both the product and box sleeve (inside and outside)

Mini Projector:

Branding on the outside of the projector

Branded Goodie Bags:

High-quality bags with custom branding and premium printing

Registration Desk:

Branded tablecloth for the registration area

L Flags:

Custom flags with event branding

DÉCOR ELEMENTS:

360 Camera Photobooth & Backdrop:

Custom backdrop design to fit the event's theme

Blister Candles:

The Great Gatsby x UNITE TO IGNITE:

Branded candles as giveaways

Entrance Arch:

Branded arch to greet attendees at the event entrance

AV TECHNICAL:

LED Screen & Stage:

Large LED screen setup with a comfort monitor, round stage, carpet, and LED lighting

Sound Engineer:

Full sound support and management for the event

DESIGN AND PRODUCTION:

Igniters T-shirt Design & Production:

Custom-designed T-shirts for staff and attendees

Video Production & Animated PPT Fillers:

Production of videos and animated PowerPoint slides for presentations

SPECIAL EFFECTS AND BRANDING:

Boho Entrance Arch Branding & LED:

Branded Boho-style arches with LED lights

Self-standing Logo Cutouts with LED:

Large "Unite to Ignite" logo cutouts with LED lighting

Cold Pyros:

Special effects with cold pyros for added impact during the event



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PRISM
ADVERTISING
BRAND ARCHITECTS AND DESIGNERS OF DEMAND