



VM11 Launch – Dubai UAE

Case Study



Brand Architects and Designers of Demand

OBJECTIVE

VM11 Launch event is to introduce product to the market, generate excitement, and drive interest among key stakeholders, including customers, and partners. The event aims to: Demonstrate the machine's benefits in improving patient care and clinical efficiency. Engage healthcare providers and encourage adoption through training and trials. Strengthen relationships with medical partners and stakeholders. Drive sales and increase visibility within the medical field.



SCOPE OF WORK

- **Backdrop:**
A custom-designed wooden backdrop featuring the Philips and VMII Branding.
- **Banners:**
Strategically placed banners around the venue, showcasing Philips and VMII branding for maximum visibility
- **Monitors for Workstations:**
Monitors at workstations displaying Medical practices and event-related content.
- **Gate Arch:**
A large branded archway at entry points, prominently displaying the Philips VMII Branding.
- **LED Cubes:**
Branded LED cubes placed throughout the venue, providing dynamic lighting and enhancing the event's atmosphere.
- **Ambient Lighting:**
Adjustable lighting elements, including LEDs and spotlights, creating a branded and immersive atmosphere throughout the venue.
- **TV Screen:**
Screens placed in, showing the event agenda, product demos, and other branded content with the Philips logo. key locations
- **Dinner Area Setup:**
A stylish dinner area setup with comfortable seating and Philips branding integrated into table settings and decorations.





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