

Spectrum

The Prism Newsletter

ISSUE 3

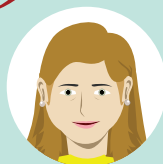
March Month is *Women's Month* all the way. However, this is not to say that the other months aren't, in fact they should be reflective of women empowerment, every day, given women's multifaceted role and commitment at the work place or at home! Our article for this month is a celebration of women's achievements – both at our agency and our clients. Also featured are pieces of work that we are proud of, that doff more hats to womanhood. Onwards!

ONE-ON-WON with the *Women of Prism*



Q: In terms of gender equality, how do you find our Prism workplace?

Deepa: I really enjoy the lively and motivating environment in the Prism workplace. Because of the management's balanced approach, I always look forward to coming to work every day.



Q: Does Prism provide growth opportunities for you?

Madiha: In my 8 years at Prism, I have never seen a hardworking employee go unrewarded. I started out as a Client Servicing Coordinator. Today, I head the Client Servicing Team. It all depends on your passion and creativity.



Q: Do you think the UAE is empowering its women?

Manahik: Yes, the UAE does empower its women. A simple example would be designating women-only areas in buses and the metro. On a larger scale, more and more women are entering previously male-dominant industries. Now we have Emirati fighter pilots and film directors who are women.



Q: Do you think the UAE is empowering its women?

Pratibha: Of course, the UAE empowers its women. As a matter of fact, most of my clients are female brand managers from all over the world. It is inspiring to work with many powerful women on a daily basis.

The Better Half Offer

Get a **50%** Cashback Voucher,

valid on your next purchase at any of our client's stores. See details on the back of the voucher.

Cashback valid till 31st March 2022


The Watch House

'The Better Half' Ad Feature

Al-Futtaim Watches and The Watch House join the world in celebrating March as Women's Month with a Half-Back promotion. Dubbed 'The Better Half Offer', we put a spin to the straight-up marketing lingo by shedding a light on the role of women everywhere. Whether daughter, wife or mother, they are always somebody's 'Better Half'.

Retro Special on Women's Initiative: Confidence is Beautiful

Objective: To extend the Philips Lumea brand and grow its audience reach and breadth

Challenge: To create a positive territory in the mind space of the modern woman

Creative Strategy: We went beyond the conventional physical attributes of beauty by encouraging women to rediscover their inner beauty and regain their confidence.

Strategic Creatives: We created an interactive platform for women through Influencer Marketing supported by various key channels.

View the case film here:

https://www.youtube.com/watch?time_continue=43&v=-Rjh60nBk7A

