

Spectrum

The Prism Newsletter

ISSUE 4 | JUNE 2019



HERE'S A PICTURE OF A TYPICAL DAY IN THE AGENCY:

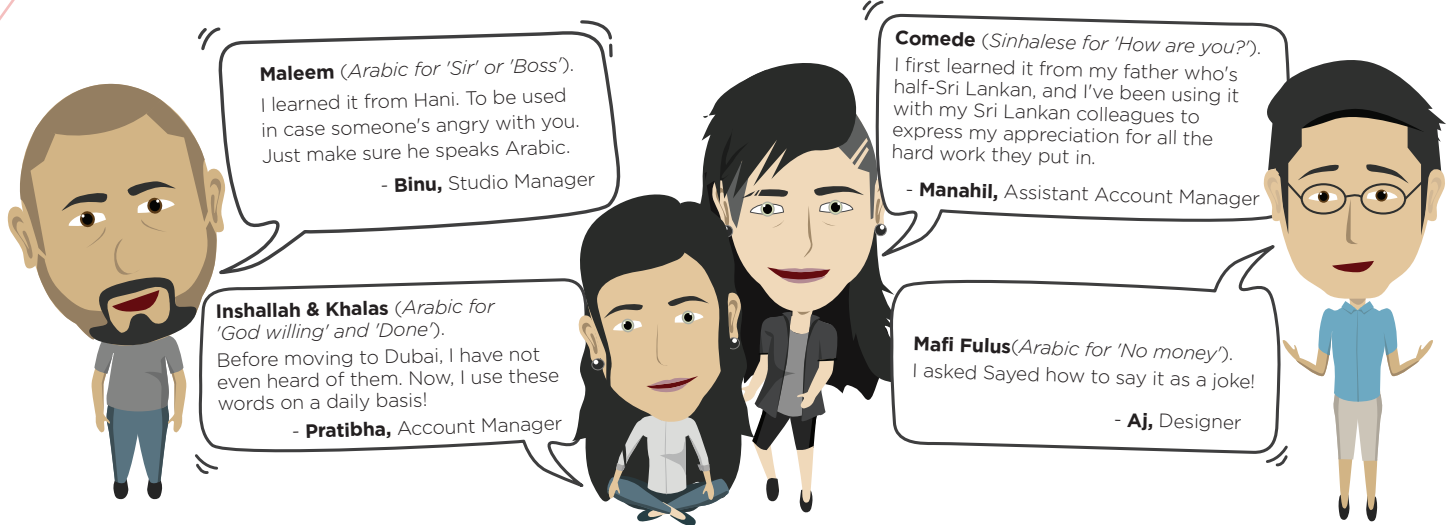
6 nationalities sitting side-by-side and working together – with the occasional workplace disagreements, ranging from small spats to week-long silent treatments. But unlike other multi-cultural offices in Dubai, we at Prism are in the business of communication. To deliver the most effective communication strategies to our clients, we first need to bridge the language barriers among ourselves, like learning new words from each other's languages.

June is Effective Communications Month, a timely reminder for us that there's always room for self-improvement. Let's just think of it as a Mid-Year's Resolution, shall we?



PICKING UP SOMETHING NEW EVERY DAY

We asked some of our team members what foreign words they learned at work. Their answers may surprise you



COOKING UP AN INSPIRATION WITH PHILIPS AND SADIA

Objective: To drive awareness of Philips' and Sadia's versatile range of products and engage their common target audience (mothers) in a way that appeals to the emotion.

Challenge: To break through the shop floor 'clutter' of discounts during the annual Lulu Food Carnival from 27 March to 9 April 2019



Creative Strategy: We saw an opportunity to bring together 2 of our biggest clients with the 'Kitchen Inspiration' campaign. A typical Lulu Food Carnival special offer with a twist: a live in-store cooking competition with the brand new Philips Airfryer XXL as the grand prize.

Strategic Creatives: Vouchers, Flyers, Event Branding (Stage Backdrop, Table Branding, etc.), Arabic and English Recipe Booklets.

Results:

LULU BARSHA



Approximate
FOOTFALL
3000



Number of
INQUIRIES
30

LULU KHALIDIYA



Approximate
FOOTFALL
2500



Number of
INQUIRIES
26

FOR BOTH LULU BRANCHES



Total number of
REGISTRATIONS

60



Total number of
PARTICIPANTS

24



AN IFTAR WITH THE GIFT OF SMILES

For one night only, we traded our everyday casuals for a more stylish posher look. Rubbing elbows with some of Dubai's top business personalities, the Prism Team attended Business Network International's (BNI) Gifstar last 22 May at the Millennium Airport Hotel, Dubai. All proceeds from the event went to the Basma Programme of the Al Jalila Foundation.