

Spectrum

The Prism Newsletter

ISSUE 6 | DECEMBER 2019



**2019 MAY SOON BE OVER...
BUT WE'VE ONLY JUST BEGUN!**



Change. Not a day goes by without hearing this word at Prism HQ. Whether they're design changes, copy changes or a complete brief change (yikes!), we've seen our fair share of changes in more ways than one. Our resounding response? **Thank YOU!** Thanks to you, we've learnt to survive – and even thrive – on changes. For our last issue of the year, we take a look back at the year that's been: new clients, fresh set of challenges. Even after 15 years delivering **Creative strategies. Strategic creatives**, Team Prism's still just getting started.



O.R.S[®]

Hydration Pit Stop - July 2019



Objective: To increase brand awareness and maximize visibility at Al Qudra Cycle Track, one of Dubai's hottest fitness spots during the hottest summer months (July 2019).

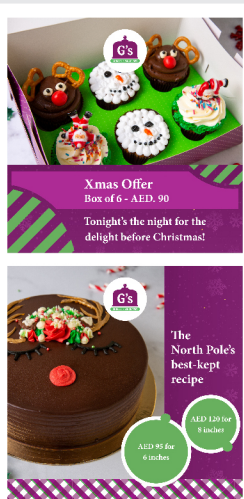
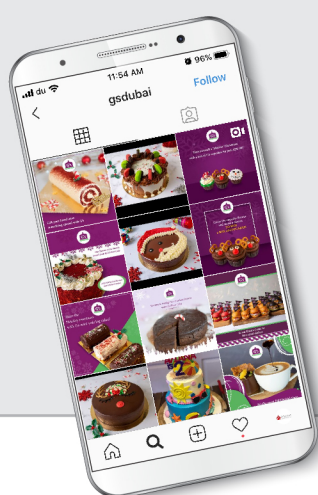
Challenge: To stop cyclists on their tracks and experience a better way to rehydrate, re-energise and re-empower

Creative Strategy: We targeted the most ideal spot at Al Qudra, Zad Food Store, and transformed it from a no-frills fitness convenience store to a hydration pit stop.

Strategic Creatives: We painted Zad Food Store yellow and blue with the O.R.S Hydration Pit Stop, from in-store door and window branding to outdoor tables and umbrella branding.



Christmas Campaign
December 2019



Objective: To increase brand awareness and consideration during the year-end, gift-giving holiday season

Challenge: To create a unique look and voice for G's that is able to break through the inevitable promotional 'clutter'

Creative Strategy: We expanded their annual campaign from in-stores to Instagram, creating a social media calendar filled with engaging posts and giveaways for the whole month of December.

Strategic Creatives:

- In-store branding
- Christmas-themed catalogue
- Emailers
- Social media posts

**CHEERS TO THE YEAR THAT'S PASSED
AND THE DECADE THAT'S YET TO COME!**

It's been quite a year for Team Prism! Some fresh faces, the same team spirit. To celebrate another year of togetherness, we got together last 18 December for our Year-End Party at Hitchki, Grand Millennium Dubai.

How about you? Are you 2020-Ready?

