

Three months in, how's your New Year's Resolution goin'?

Here at Prism, our Team Resolution this 2020 is to **Set a goal and aim for double!** For the past three months and against all odds, we've been doing just that - taking our clients' goals and doubling them up with **our creatives, our strategies...** And with the opening of our Prism India office, we're also doubling **our team!** Keep reading to see how we're sharing our 2020 Team Resolution with our clients too.

Our Award-Winning Work for GSK Sensodyne and Parodontax that's got us smiling from ear-to-ear

With over **15 years of experience in design, fabrication and management**, Prism produces exhibition stands that don't just look good but also help our clients sell better. At this year's International **Dental Conference & Arab Dental Health Exhibition (AEEDC)** held at the **Dubai World Trade Centre (4-6 February)**, we created a unique experiential exhibition stand.

Objectives:

- **Attract** new and existing customers to visit the stand
- **Maximize** engagement with a seamless visitor's journey
- **Educate** visitors about the product benefits
- **Increase** customer database

Creative Strategies:

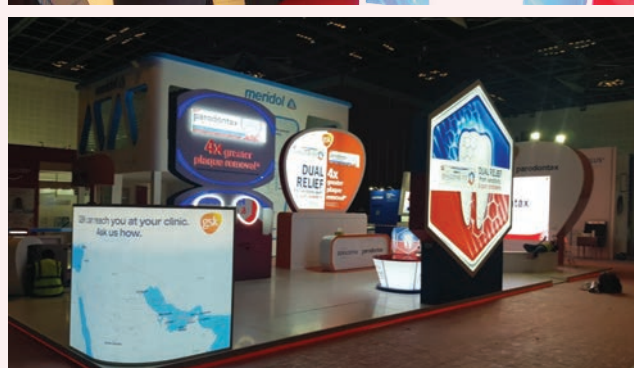
We divided the stand into 6 key areas, mapping out a visitor's journey from the point of registration to engagement and reward. Using advanced digital technology, the registration process was as simple as Tap-Register-Play; each visitor was given a card, they tapped the card on the designated device, they registered on an online form, and they proceeded to play and engage with the interactive stand activities:

- **Sensodyne AR App.** To educate stand visitors about the new Sensodyne Sensitivity & Gum toothpaste, we designed an augmented reality app that showed the new dual action formula live and in action.
- **Parodontax Quiz Game.** To educate them about Parodontax's 8 clinically proven benefits, we designed a fun and interactive game using questions about the product.

Strategic Creatives:

- Stand design
- Event management
- AR app design
- Interactive game design

To view the case film, visit
<https://youtu.be/P6dCgy0e-BY>
or scan the QR code :



Results:

Over **three thousand visitors** actively participated at the stand during the 3-day exhibition, generating new leads for the customer database and creating meaningful engagement with the brand. With the help of Prism's creatives and strategies, GSK won this year's **Best Stand Activities Award**.



Let's connect care, everywhere - including healthcare!

Last **27 to 31 January**, Philips Middle East took their commitment to better healthcare center stage with a massive exhibition stand during the annual **Arab Health** event, at the **Dubai World Trade Centre**. To dramatize how Philips delivers innovation with AI-driven solutions, we designed the VIP meeting room areas and the 'Survival Kit' premium giveaways for Philips' visitors and potential business partners alike.

'Unleashing the Spectrum' from UAE and all the way to KSA

Following the success of its UAE launch last year, Philips Middle East also launched the new **IQon Spectral CT machine** to KSA last **20 February** with the theme, "Unleash the Spectrum: Going Beyond the Image". Over 60 medical professionals witnessed the world's first and only detector-based spectral technology at **Hilton Residences Hotel** in Riyadh. For us at Team Prism, it was an exciting opportunity to take our signature creatives and strategies to an all-new territory.

To view the case film, visit
https://youtu.be/4A2KEZly_OY
or scan the QR code :



All Aboard the Queen Elizabeth II!

Philips and HIMSS are forging a strong partnership to share their vision for "Interoperability and the Future of Healthcare." A grand event marked the occasion last 28 January aboard the cruise ship-turned-floating hotel, Queen Elizabeth II. All Prism hands were on deck for the event branding, stage set up, audio, visual and lighting, as well as the evening's live entertainment.

