

SPECTRUM

DIGI-READY GET, SET, GO

A vegan chips start-up in the UK finally decides to run their first-ever outdoor print campaign. The bad news: they launched last April right before lockdown. The good news: they went viral online!

The future is digital indeed, now more than ever, in a world where people spend more time indoors and on their screens (whether they like it or not).

At Prism, we're **moving Forward. Onward.** Goalward with our **DIGITAL MARKETING AND SOCIAL MEDIA MANAGEMENT SERVICES** – and so are our clients. Read on to find out how you can too!

KRIS FADE & DAUGHTERS' DAY OUT AT fabyland

The UAE's top entertainment, edutainment and sportstainment destinations is offering their Unlimited Fun all-access pass for just AED 49, but with the looming threat of the pandemic, parents still aren't sure if bringing their kids to Fabyland is safe (by the way, it is!). To promote their latest flagship store spreading across 40,000 square feet in Nakheel Mall, Team Prism launched a radio campaign and invited Virgin Radio RJ, fitness influencer and super cool dad **Kris Fade** and his daughters for a day of unlimited fun. Check out their fun-filled father-and-daughters bonding moments over bumper cars, trampolines and amusement rides right [here](#).

To learn more about our Influencer Management & Marketing services, click [here](#).

DEALIGHTFUL SUMMER: AL-FUTTAIM The Watch House DSS 2020 CAMPAIGN

For the second time around, we conceptualized and designed Al-Futtaim The Watch House's Dubai Summer Surprises Campaign with this year's theme, "**Dealightful Summer**". From in-store POSMs to digital banners and social media posts, we made sure we got the word out on the biggest, hottest and dealightful-est watch deals of the season.

To learn more about our Social Media Strategy services, click [here](#).



FROM Jokôka WITH SALAAM: THE CAMPAIGN THAT'S GOT EVERYONE UNBOXING UNIQUENESS

The e-commerce industry is booming, and with it comes the UAE's next household name: Jokoka. After the grand launch, the Jokoka Team wasted no time getting the word out – with a little help from the Prism Team. Introducing the Salaam Campaign, a unique hybrid that combines outdoor print media, radio (With **City 101.6**, **Suno 102.4** and **106.2 Big FM**) and online **#myjokokabox** campaign. The objective: Increase brand awareness and app downloads with a simple rewards system. Each time a new user registers on the app, Jokoka sends them a free gift box, so they can 'unbox uniqueness' first hand.

To learn more about our Media Planning & Buying services, click [here](#).

Jokoka GM
Khadijah Najmi and
106.2 Big FM MJ Pavithra
with Prism Advertising
Account Manager Pratibha



UAE'S BIGGEST NAMES ON THE BIG BIZ: A RADIO PARTNERSHIP WITH 106.2 BIG FM

Prism Advertising partnered with 106.2 Big FM RJ Sunny to boost our client's brand presence on air. The Big Biz is a 2-hour radio platform that features the top entrepreneurs behind some of the UAE's most-recognizable brands. We invited Arabian Farms CEO Dr. Suheel Ahmed to the show last 19th August and WingsWay Training Institute's Co-Founder & Managing Partner Shakir Kantawala last 2nd September. You can listen to the recording [here](#).

106.2
**BIG
FM**



HAPPY ONAM TO ONE AND ALL!

Onam lunch and social distancing done right! Last 31st August, we ordered in and feasted on the sadhyas here at Prism HQ. Check out our snaps below:

