

SPECTRUM

THANK YOU (2020), NEXT!

As we all take a collective sigh of relief and put 2020 behind us, let's also take this time to be grateful for the eventful year that's been. Team Prism emerged better and stronger together, despite all the odds stacked against us. This 2021, we invite you to **Think Positive. Be Interactive. Stay Creative!**



Prism Breast Cancer Awareness



Prism Diwali Lunch Celebration

WHAT'S HATCHING?



Fresh Chicken Grand Launch

For our long-time client, **Arabian Farms**, the egg may have come before the chicken, but **Saha Fresh Chicken** is now here to stay. To welcome the newest addition to the farm-ily, Prism ran a brand awareness campaign, from a Khaleej Times advertorial and City 101.6 and Big FM radio tie-up to Facebook and Instagram static and animated posts.

Follow them

on [f](#) [i](#) @arabian.farms



IT'S THE MOST WONDERFUL TIME TO SHOP!

Managing Al-Futtaim



The Watch House Online

The holiday rush is real! Shoppers know it, and our clients at **The Watch House** know it even better. From November to December, Team Prism managed their website and ran paid ads on Facebook and Instagram to help spread the word about their back-to-back promotions for brands like **Seiko**, **Esprit**, **Westar** and more, and for events such as White Friday and UAE National Day.

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WAT-ER YOU WAITING FOR ?



SachiSa is Now Live and Online

Think Pure. Drink Pure.



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FASHION NEVER SLEEPS: Shivanshika Pajama Photo Shoot

Just in time for Christmas, local fashion start-up **Shivanshika** launched their new line of luxury sleepwear, the **Nidra Collection**, and Team Prism organized their fashion photoshoot in Abu Dhabi. The emirate's entry guidelines did not stop us from pulling together a last-minute, Christmas Pajama Party-themed shoot, featuring Shivanshika's Co-Founder, Helga D'Cunha and resident Pup Icon, Loki.

Follow them on

[f](#) [i](#) @houseofshivanshika

A SPLASHING ENDING: Prism Staycation 2020

What better way to end a tough year than with some much-needed R&R? Last **29-30 December**, we packed our bags and headed up to **Ras al-Khaimah's Bin Majid Beach Resort** for Team Prism's first-ever staycation. Private beach, swimming pool, water slides and unlimited food and drinks aside, the real highlight of the event was the awards ceremony hosted and presented by Prism's CEO Amit Vardhan and COO Masuood-ul-Rasheed, in recognition of our team players who displayed outstanding use of creativity and strategy over the past year. Congratulations to all the winners!



You know what they say. "Great minds discuss ideas." Let's hear yours at madiha@prismads.com

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