

SPECTRUM

MAY 2021

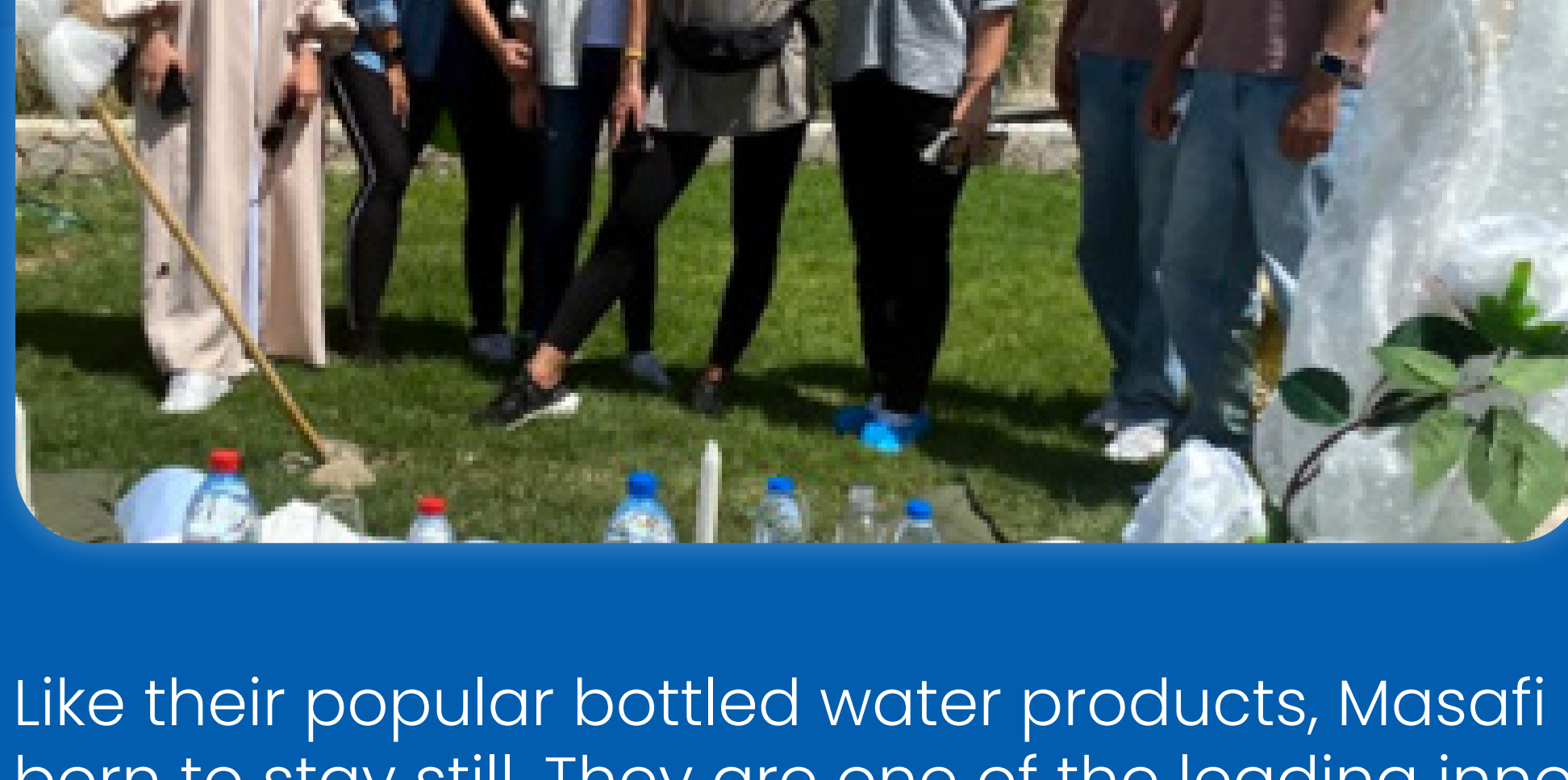
THE PRISM NEWSLETTER

ISSUE 12

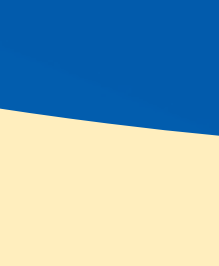
The weather's *Heating Up* and so is *Your Competition!*

Now that we're 4 months into 2021, we're witnessing a rapid series of changes right before our eyes – hotter weather and tougher market competition included! But at Prism, we're always one step ahead with our Creative strategies. Strategic creatives. Read on to see how we're helping our clients ready for the rest of 2021.

A FACTORY VISIT TO REMEMBER WITH THE *masafi* BRAND AMBASSADORS



Like their popular bottled water products, Masafi is one brand that wasn't born to stay still. They are one of the leading innovators in wellness products today – and for good reason too, as we at Team Prism saw first-hand. Last **23rd March**, they invited us to their Fujairah-based factory to organize their influencer event featuring Masafi Brand Ambassadors **Baraa El Sabbagh, Dr. Rasul Al Nuaimi** and the **Hadban Twins**. With just 2 days to organize, execute and manage the event – including outdoor event set-up, transporting the staff and caterers to the location, event videography and making sure all COVID-19 precautionary measures were in place, Team Prism put a whole new meaning to the phrase "last-minute event". Check out the snippets [here](#).



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

AFGHAN PRIDE: AFGHAN CONSUL OF DUBAI GOES LIVE ON AIR

In partnership with **106.2 Big FM**, Prism Advertising invited the **Consul General of Afghanistan in Dubai and the Northern Emirates, His Excellency Masood Ahmad Azizi**, to go live on air last **24th January** to talk about his country's recent achievements and developments, the Afghan business communities in the UAE, as well as the current investment opportunities in Afghanistan. The **Big Biz** is a 2-hour radio platform featuring UAE's top personalities to enable them to reach a wider audience across the emirates.



EXTRA! EXTRA! READ ALL ABOUT HLB's 2020 NETWORK OF THE YEAR AWARD



To celebrate **HLB International's Network of the Year Award** during the **2020 Digital Accountancy Awards Ceremony**, HLB HMT took over the UAE's two major newspapers, **Gulf News and Khaleej Times**. Our task was to develop the content and design for their **newspaper advertorial** which hit the news stands last 19th January 2021. Read all about it [here](#).



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

LESS PREPARATION, MORE CELEBRATION WITH **Sadia** THIS RAMADAN



4 days, 37 locations. Ahead of the much-awaited Ramadan celebrations, we teamed up once again with our long-time client, **Sadia**, for their **Ramadan retail execution**. We delivered and installed Sadia-branded freezers at **33 Carrefour locations** last 28th March and at **4 Nesto locations** last 31st March across Dubai, Abu Dhabi, Sharjah, Ajman, Ras Al Khaimah and Fujairah.



To learn more about our Retail Execution and POSM services, click [here](#).

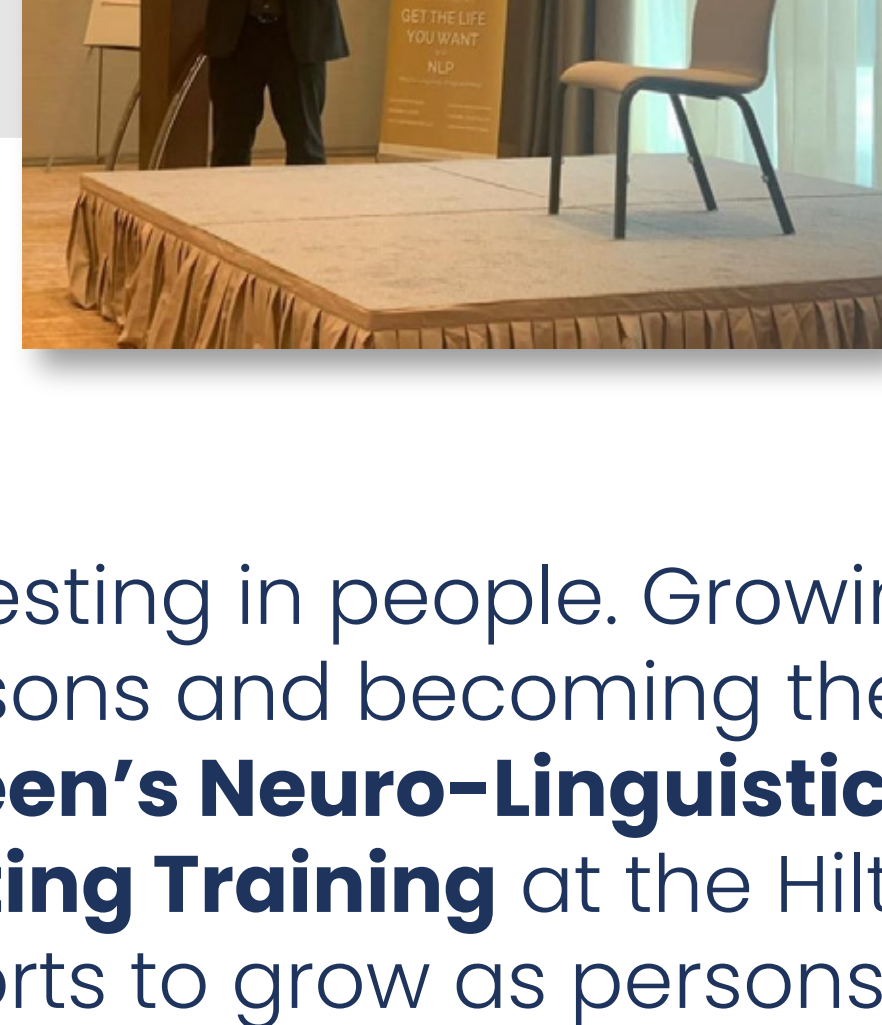
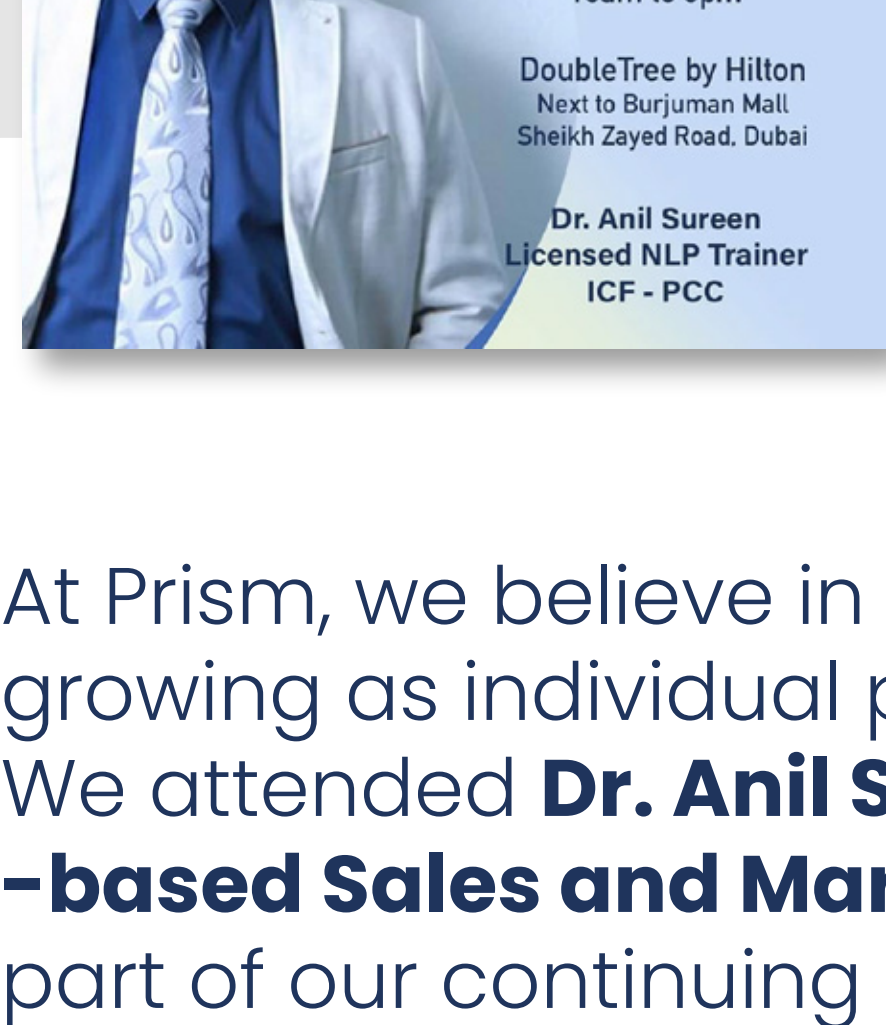
MOM-ENTS 2 TREASURE AT **AL-FUTTAIM** The Watch House

As one of the leading retailers, wholesalers and distributors of world-renowned watch brands, **Al-Futtaim The Watch House** gave away **free Esprit watches** last Mother's Day in their **Mom-ents 2 Treasure Online Contest**. From conceptualizing and designing creatives to promoting and boosting ads on Facebook and Instagram, we saw a significant increase in Al-Futtaim's customer database and 3 lucky winners – and their moms – bring home brand-new Esprit watches. Now that's a win-win!



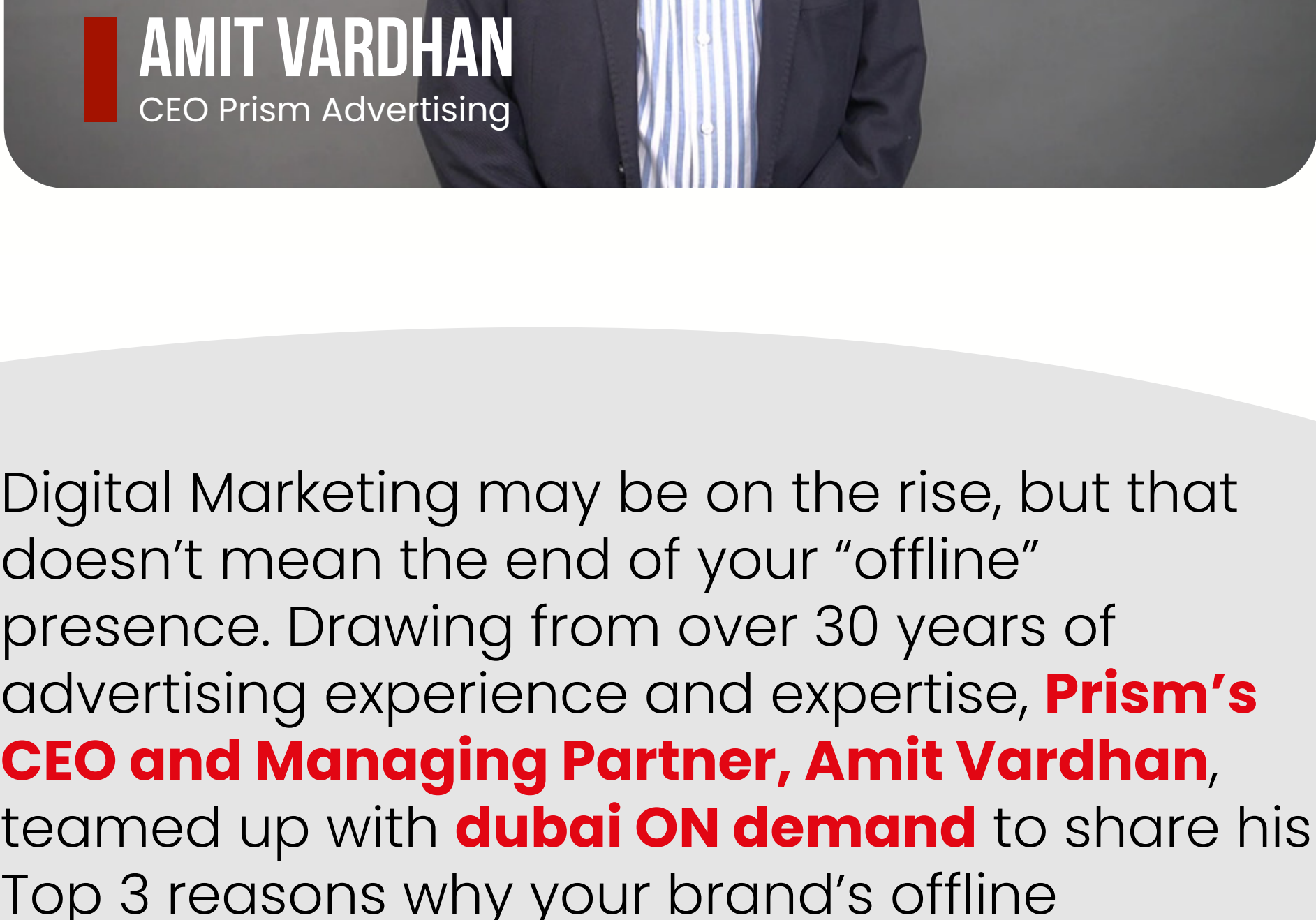
To learn more about our Social Media Strategy services, click [here](#).

The team that *trains grows Together*



At Prism, we believe in investing in people. Growing as a team starts with growing as individual persons and becoming the best version of ourselves. We attended **Dr. Anil Sureen's Neuro-Linguistic Programming (NLP) -based Sales and Marketing Training** at the Hilton Hotel, Bur Dubai as part of our continuing efforts to grow as persons and professionals. The session helped us identify and segment different personality types, and how we should interact with them – something that comes in handy when meeting and pitching to prospects.

PRISM CEO TAKES ON



Digital Marketing may be on the rise, but that doesn't mean the end of your "offline" presence. Drawing from over 30 years of advertising experience and expertise, **Prism's CEO and Managing Partner, Amit Vardhan**, teamed up with **dubai ON demand** to share his Top 3 reasons why your brand's offline presence is still just as important as its online counterpart. Watch the video [here](#).



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