SPECTRUM

AUGUST 2021 THE PRISM NEWSLETTER ISSUE 13

WELL-COME August with a Smile

Happy National Wellness Month! To kick off the month-long celebrations, we've rounded up all the latest happenings from our clients who are committed to promoting health and happiness.

A REFRESHING MAKEOVER FOR Aqua de Fonte

What started out as a little-known bottled water brand with no less than 25 competitors is now one of the fastest growing brands in the UAE. Now **Aqua de Fonte** is ready for a refreshingly new **brand makeover** with a little help from Prism Advertising's **creatives and strategies**. To turn their vision into reality, Aqua de Fonte's CEO, Mr. Yogesh Valaulikar, collaborated with Team Prism. **Our strategy: An all-new brand positioning and aggressive brand promotion.**

The new tagline, **"Taste life in every drop"** draws parallels between a single drop of water and a single moment in life. It uniquely positions Aqua de Fonte as a brand that's always with its customers, no matter where life takes them

IDEA:

Aqua de Fonte's Refreshingly New Brand Makeover

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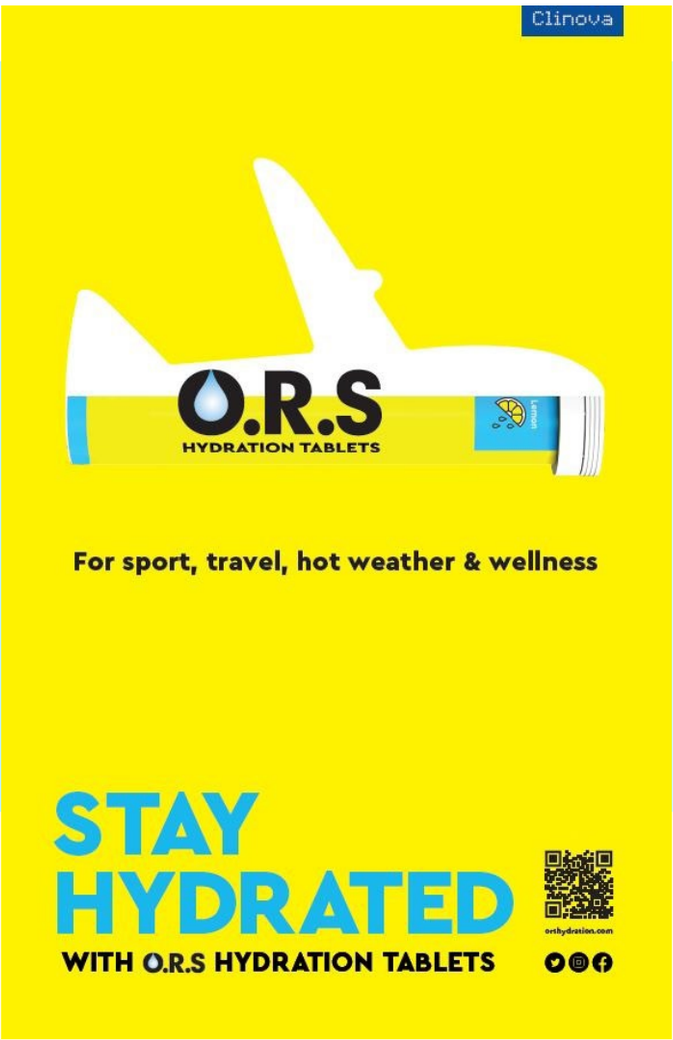
WINS BEST STAND ACTIVITIES @ AEEDC 2021 - AGAIN!

Who said lightning doesn't strike twice? For the second consecutive year, we conceptualized **GSK Sensodyne and Parodontax**'s award-winning event stand at the **UAE International Dental Conference and Arab Dental Exhibition (AEEDC)**. This year's challenge was to come up with a **new lineup of activities** keeping the pandemic restrictions in mind. But with Prism Advertising's creative strategies and strategic creatives, anything's possible – **"Best Stand Activities"** Award included!

PHILIPS REIMAGINES THE FUTURE OF HEALTHCARE

Last 21st to 24th June, Team Prism took our creatives and strategies to the biggest annual healthcare conference, **Arab Health**. This year saw more than 3,500+ exhibiting companies from 159 countries, including our long-time client, **Philips Healthcare Middle East & Turkey**. From **ensuring interconnectedness and stand fabrication and installation to event management and crowd control**, we made sure all 7 stations in the stand and the 2 designated meeting rooms were fully equipped to welcome visitors and VIPs, including H.H. Sheikh Ahmed Bin Saeed Al Maktoum!

O.R.S HYDRATION TABLETS BECOMES EMIRATES' NEW HYDRATION PARTNER



Running a world-class airline company in the desert is THIRSTY work, especially at the height of the UAE summers! Our client, **O.R.S Hydration** Tablets, painted **Emirates Group Headquarters** yellow with their two-week sampling activation. From 4th to 17th, O.R.S. gave away **free**

samples to Emirates staff to help them “Stay Hydrated”. Of course, Team Prism was more than happy to come ON BOARD to **conceptualize, design, fabricate, and install the sensors branding, countertop and bar stand**.

The Watch House

CELEBRATES 1ST BIRTHDAY

Science has proven that celebrating birthdays helps boost mental health. **Al-Futtaim The Watch House** went all out for their 1st ever birthday celebration with not one, not two, but **three Buy One Get One offers** for 3 of their watch brands. As their trusted digital marketing agency since day one, Prism Advertising **brought their birthday campaign to life**, from conceptualization and designing social media posts, animated videos and other website artworks, to running ads on social media and supporting their marketing team with updating and checking the prices online.

THE GREATEST PRISM STORIES *ever told*

At Prism, career growth goes hand in hand with the agency's growth. To celebrate our best assets and team members, we're proudly presenting you with the Prism Growth Stories. Check them out!

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

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PRISM ADVERTISING LLC
Creative strategies. Strategic creatives