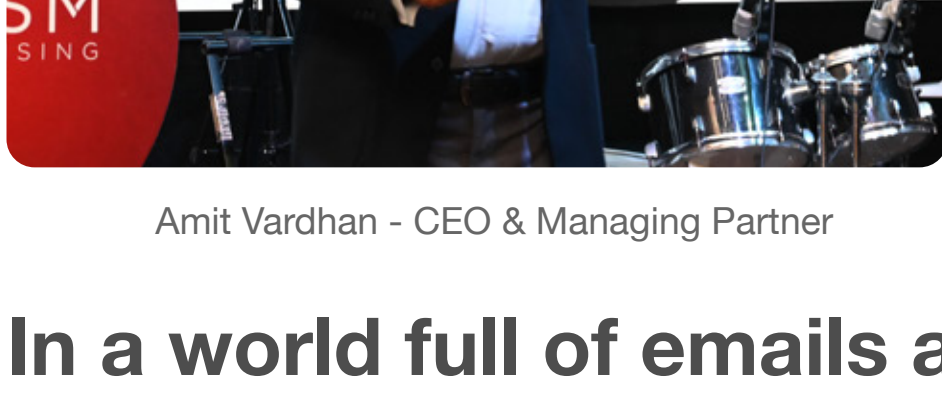


SPECTRUM

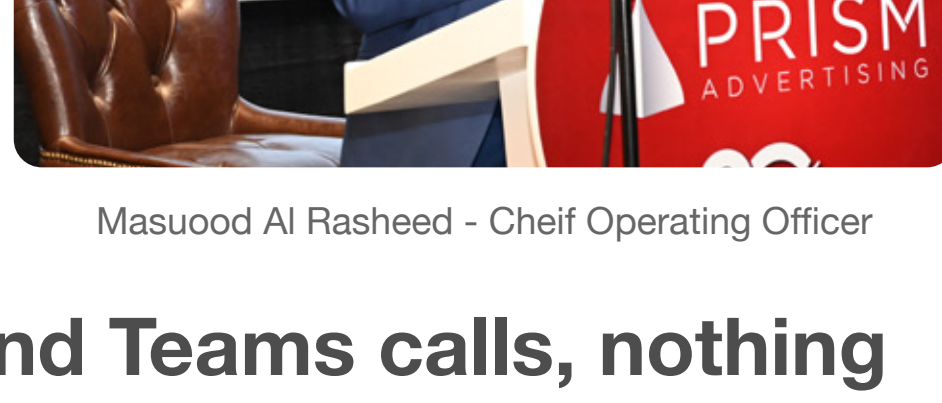
20 YEARS
YOUNG.

BRAND
ARCHITECTS
& DESIGNERS
OF DEMAND.

Two Decades. One Big Celebration!



Amit Vardhan - CEO & Managing Partner



Masuood Al Rasheed - Chief Operating Officer

In a world full of emails and Teams calls, nothing beats a genuine face-to-face connection.

This year marks a major milestone for us at Prism, 20 years in the business of ideas. From pitch rooms to exhibition halls, retail shelves to brand films, it's been two incredible decades of shaping stories, solving problems, and growing with our clients and collaborators.

To celebrate this moment, we hosted a very special Gala Dinner, an evening filled with laughter, memories, and meaningful conversations. It was more than just a party. It was a chance to say thank you to the people who helped build this journey: our clients, our team, our vendors, and even our alumni who've all left their mark on Prism.

An Evening to Remember

From heartfelt speeches to impromptu reunions. The night reminded us of something truly important. For one evening, the inboxes paused, and real conversations took center stage, because the best connections don't need Wi-Fi.



We're Just Getting Started



As we enter our third decade, we're more committed than ever to bringing bold, strategic, and unexpected ideas to life. The mediums may evolve, but our passion for building brands remains the same.

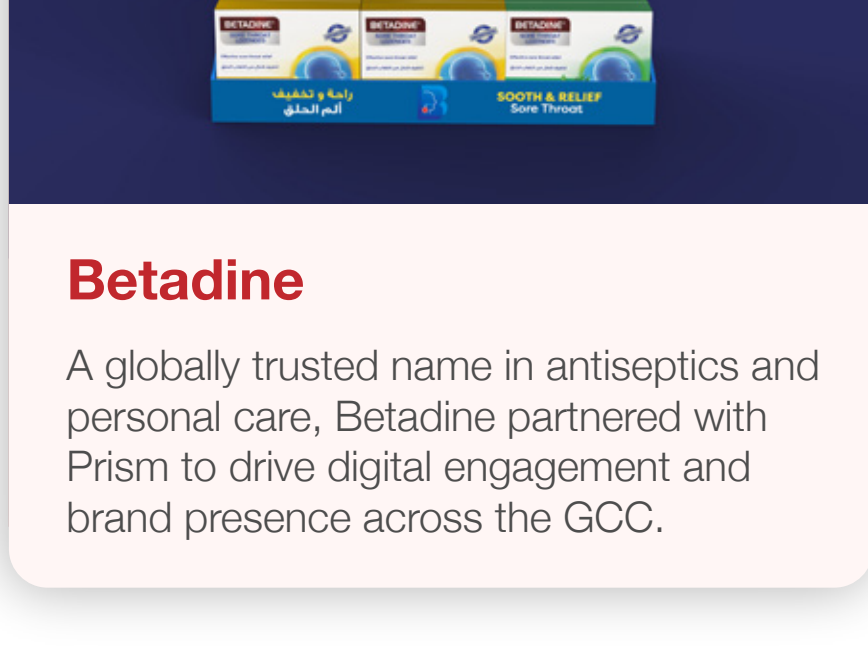
"Twenty years ago, we started with a simple vision, to build an agency where ideas had no limits and people mattered most", said Amit Vardhan, Co-Founder & CEO of Prism Advertising. "The gala isn't just a celebration of Prism's past—it is a glimpse into our future," he added.

"Today, standing in that room with clients, teammates, and old friends—it felt like we built more than an agency. We built a community. The gala wasn't just about looking back. It was about pausing, appreciating, and gearing up for what's next. Because the best stories are still waiting to be told—and we can't wait to create them together." Said Masuood Al Rasheed, Co-Founder and COO of Prism Advertising.

2025 So Far: A First Half Full of Momentum

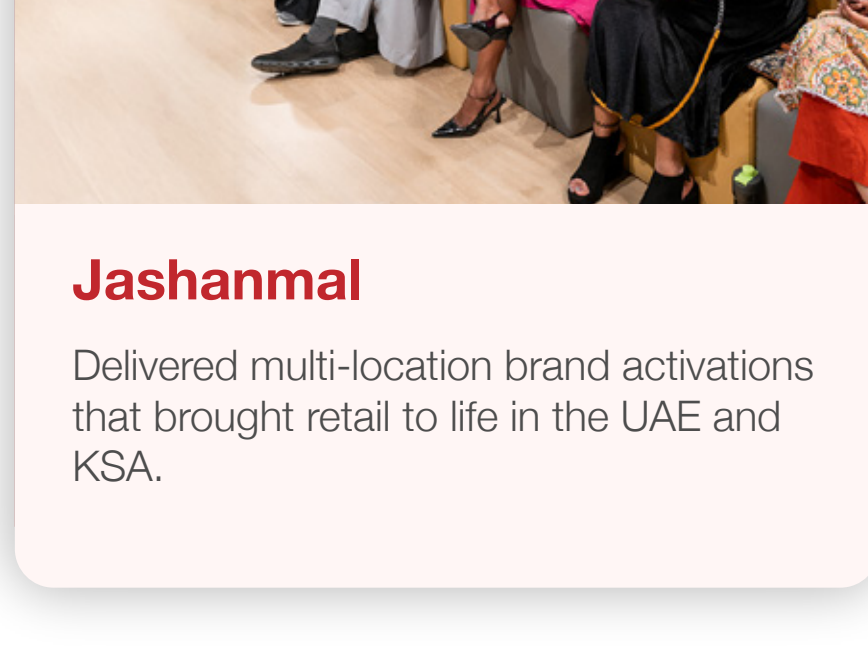
We're already past the halfway mark of 2025—and what a dynamic six months it's been! Prism has been privileged to partner with brands across industries to create impactful work, build memorable experiences, and set the stage for stronger consumer connections.

Key Highlights of H1 2025



Betadine

A globally trusted name in antiseptics and personal care, Betadine partnered with Prism to drive digital engagement and brand presence across the GCC.



Jashanmal

Delivered multi-location brand activations that brought retail to life in the UAE and KSA.



Philips

Managed digital healthcare and personal care, Betadine partnered with Prism to drive digital engagement and brand presence across the GCC.



Haleon

Created a polished corporate event that reflected the brand's commitment to well-being and purpose.

Building Brands That Resonate: Omnichannel Consumer Journeys in Dubai

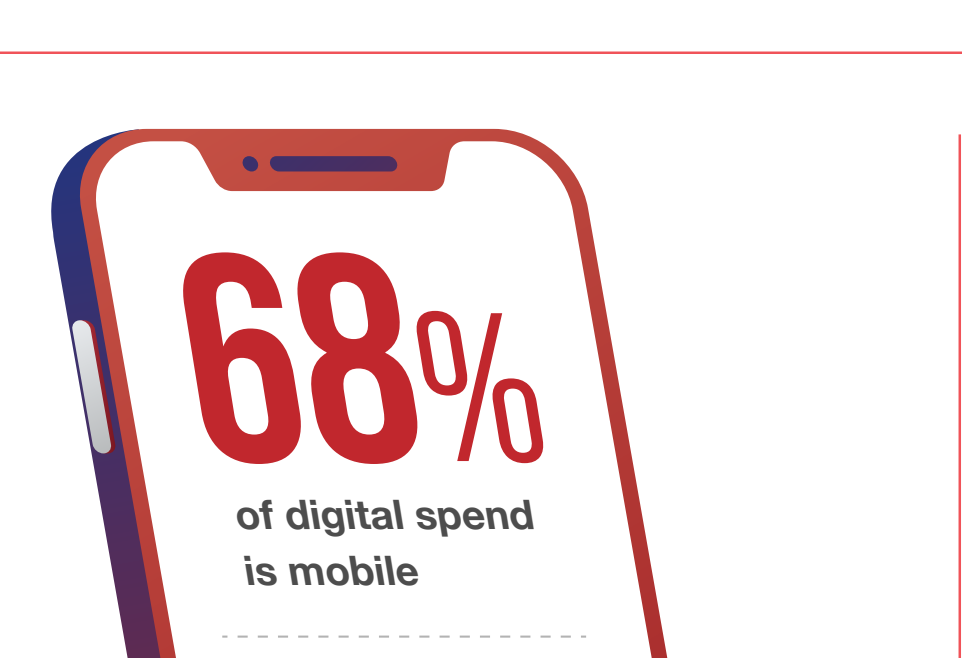
Today's consumers in the UAE are research-savvy, quality-driven, and deeply digital-first. Here's a snapshot of what's shaping their choices:



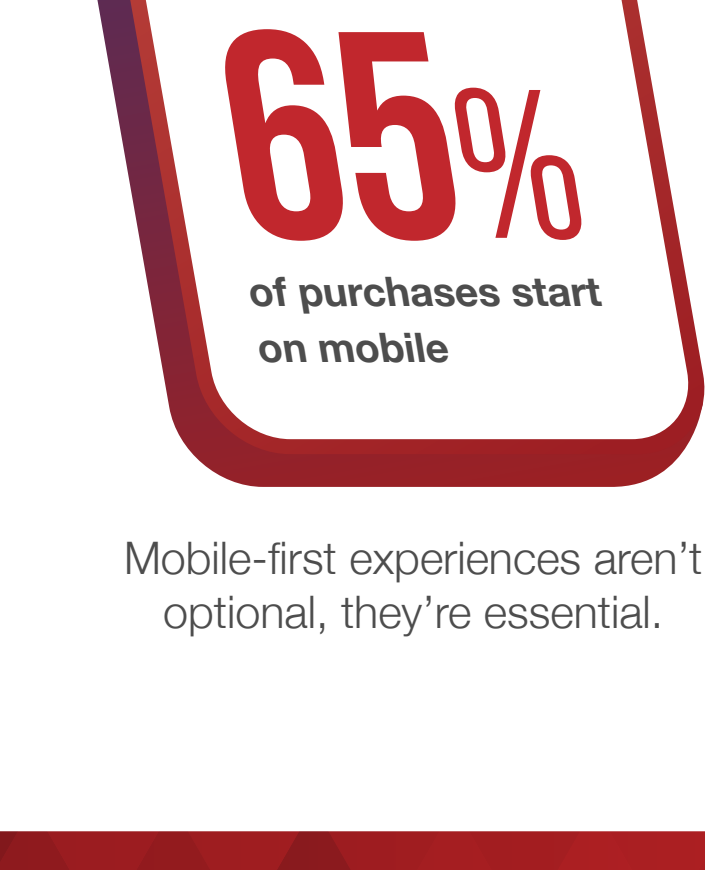
80%
check 3+ sources
before purchase

72%
spend 15+ mins
researching

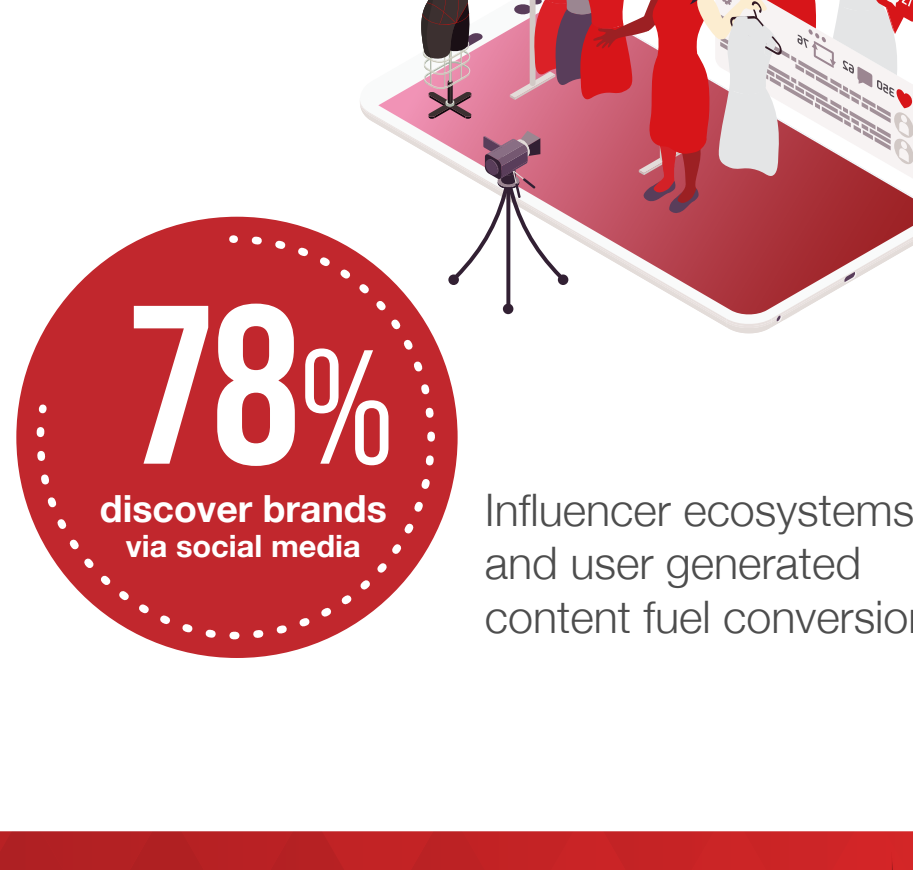
They research trusted reviews, third-party endorsements, and authentic content matter more than ever.



49%
will pay more for sustainable,
ethical brands - value and quality
must shine through.



Mobile-first experiences aren't optional, they're essential.



71%
influenced
by creators

78%
discover brands
via social media

Influencer ecosystems and user generated content fuel conversions.

Quick Wins: Smart Tactics for Today's UAE Consumer

Bring your product to life

AR try-ons, mini UGC video campaigns, and interactive demos build instant trust and engagement.

Own the moments that matter

Combine programmatic + Google search to target high-intent shoppers when they're ready to act.

Bridge offline + digital

Use QR-powered OOH ads that trigger real-time mobile offers — perfect for driving immediate action.

Speak their language

Dual-language (Arabic-English) creatives on LinkedIn, Instagram, and Meta platforms expand reach and resonance.

Go small, win big

Micro and nano-influencers are delivering stronger ROI, with authentic connections to niche audiences.

Make mobile seamless

AVB test mobile landing pages, localize payment options, and reduce checkout friction.

Spark community with UGC

Run #moment-style campaigns inviting genuine user clips that amplify brand trust.

Simplify the path to purchase

Design social ads that lead to shoppable stories and same-platform checkout for instant conversions.

Anchor in culture

Ramadan, National Day, UAE-pride bundles — local relevance wins attention and hearts.

Lead with quality

Highlight credentials that matter: "Eco-certified," "Clinically tested," "Made for UAE climate."

Let's Keep the Momentum Going

We look forward to keeping you updated each month with insights, inspiration, and a window into the work we're proud of.

Until the next edition of SPECTRUM—thanks for being part of our story!