







# **Estimate** Kimberly-Clark































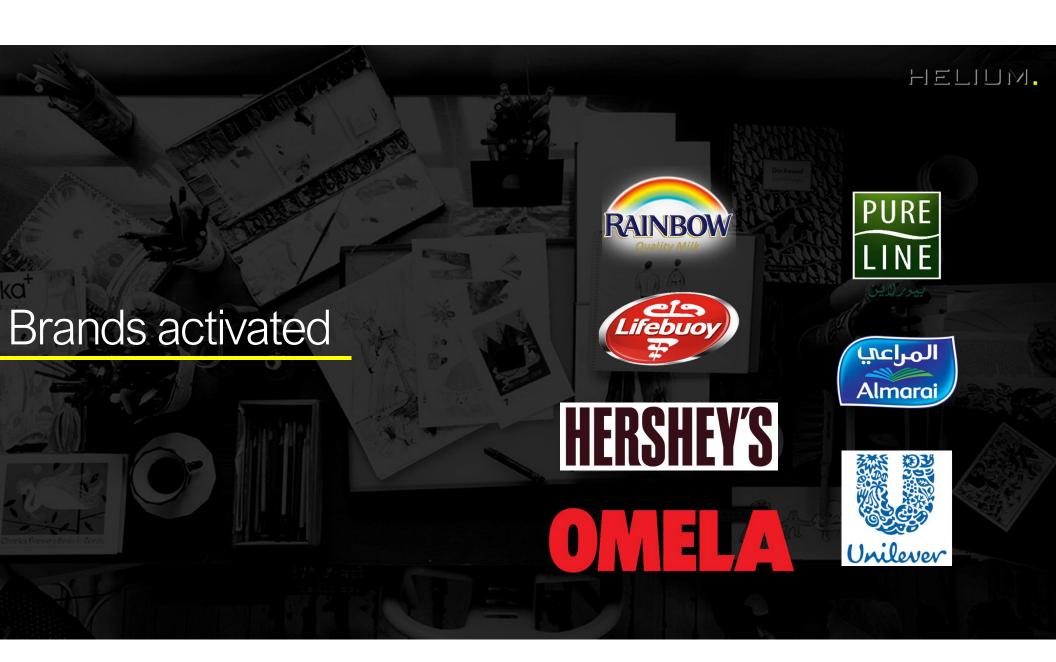














To capitalize on cricket festivity and announce the partnership in an engaging way, while promoting the offtake

### Idea

Designing a Cricket themed Display Stand for instore while running a consumer promotion Across Bahrain where participants can win 100 Smart TVs to experience the IPL

### Result

Campaign Across Bahrain

1K+ Entries | 30 Winners

LED Smart TVs as gifts





To capitalize on Oman's festivity and while promoting the offtake of product

## Idea

Designing a consumer promotion

Across Oman where participants can

win iPhone 12 & Lulu Vouchers

## Result

Across Oman

1.5K+ Entries | 10 Winners

iPhone 12 | Lulu Vouchers as gifts







To Promote the offtake of Rainbow products along with promoting recipes

### Idea

Designing a consumer promotion Across
UAE in partnership with homecentre where participants can win aed 500,000 worth of homecentre voucher

### Result

Across UAE

3K+ Entries | 100 Winners | 500,000 worth vouchers

Home Centre Vouchers as gifts



HELIUM.





# Visibility in Homecentre outlets

As part of partnership, digital and physical visibility was provided via;

Digital Screens in store | Branding in store | Shelf Talkers placement in home wear section



Shelf Talkers were placed in home wear section as a call to action and product visibility tool



# Visibility in Homecentre outlets

Along with a promo table and tablet stands where from the tablet, customers could access and download the available recipes. While promo table was for sampling of dishes made from Rainbow Milk.



# Visibility in Homecentre outlets

The tablets were being used for;

- 1. Displaying recipes on screen
- 2. Sharing recipes with customers
  - 3. Call to Action for campaign





To promote the offtake of product

#### Idea

Designing a consumer promotion Across

UAE where participants can win National

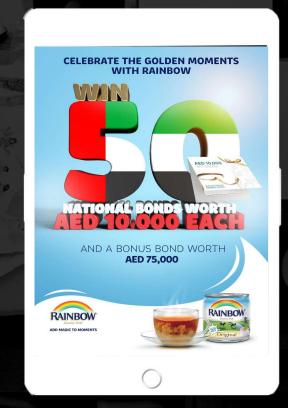
Bonds & Carrefour Vouchers

### Result

Across UAE

2K+ Entries | 100 Winners

National Bonds | Carrefours Vouchers as gifts







To promote the offtake of product

#### Idea

Designing a consumer promotion Across
UAE where participants can win National
Bonds & Carrefour Vouchers

## Result

Across UAE

1K+ Entries | 30 Winners

Lulu Vouchers as gifts







To capitalize on **Back-To-School** season while promoting the offtake of product

#### Idea

Designing a consumer promotion Across

UAE where participants can win iPads by
purchasing products

### Result

Across UAE
500+ Entries | 30 Winners
Apple iPad as gifts







To promote the offtake of product

#### Idea

Designing a Scratch and Win Across Bahrain and Kuwait where participants can win multiple prizes by participating in Scratch and Win

## Result

Across Bahrain | Kuwait

1K+ Entries | Everybody is a winner

Gold Coins | Laptops | Smartphones | Pureline products as gifts





To promote the offtake of product

#### Idea

Designing a consumer promotion Across
Kuwait with different stores where
participants can win Multiple gift items by
purchasing products

#### Result

Across Kuwait

12k+ Entries | Winners

Bry any participating products worth 5 KD

And get chance to win 100 mg Gold injot
and morel

OF COUNTY FOR CO





Gold | Car | Washing Machine | PlayStation | LED

TV | Apple Watch | iPhone

as gifts

To capitalize on **Summer** season while promoting the offtake of newly launched product

#### Idea

Designing a consumer promotion

Across UAE & KSA where participants
can win Staycations & Gold Coins by
purchasing products

### Result

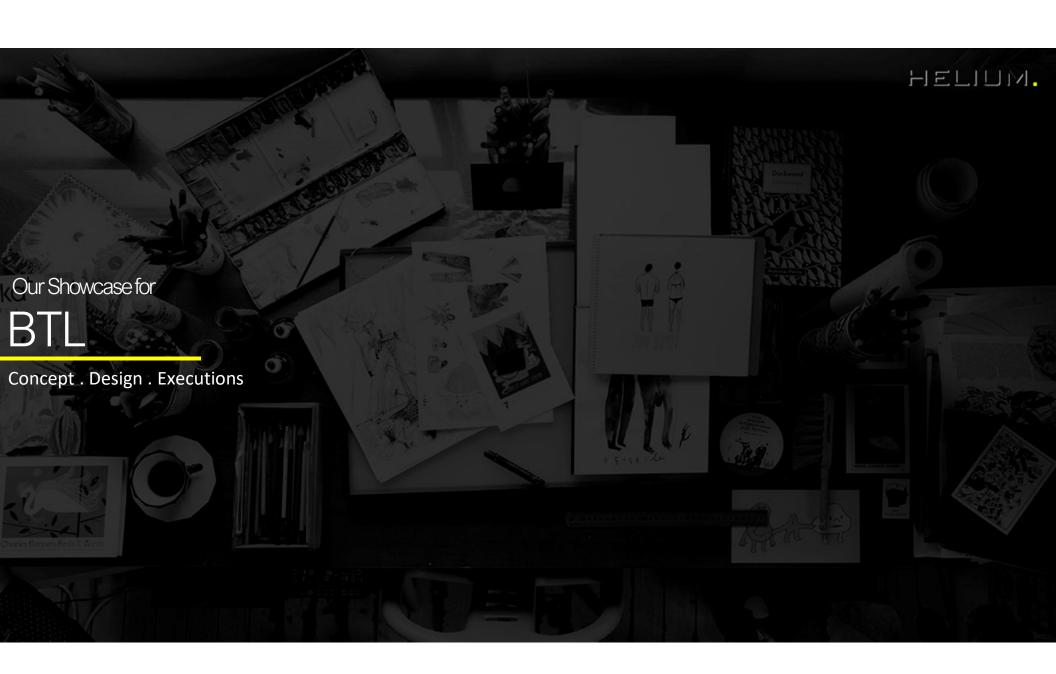
Across UAE

1.5K+ Entries | 25 Winners

Staycation | Gold Coins as gifts











# **Outdoor Sampling** 2021

Roaming Sampling Activation was carried out for Dove shower gels and body wash, where females, as core TG were targeted for the sampling.

Audience

Duration In Days

10K+

1 month

Samples

Location

5K+



#### **OMO EVENTS - @ Taste**

Fun filled activation for kids done in 2018,2019 and 2020. Geared around OMO's Dirt is Good Philosophy, where kids indulged in various hurdles like; Juice Blender, Feeding the partner, Guessing the food, No Hands Hanging Donuts, Guessing the food & Cupcake Decorating in the shortest time possible to win OMO goodie bags. The activity was a huge success among children & adults alike.

Audience

50,000

Events

3

Location



OMO @ THE C LORRUN.

A fun filled activity setup geared around OMO's Dirt is Good Philosophy, where kids indulged in the Dirt is good Race in an expansive setup encompassing various hurdles like; sponge race, color matching, the iconic dirt castle to win OMO goodie bags. The activity was also a huge success among children & adults alike.

Audience **30,000** 

Events

Location



#### **Lipton @ Taste**

A fun filled activation at Taste of Dubai with thematic and attractive setup. It had different cold and hot drinks made with Lipton which were sampled to people. Photo opportunity was set up where people had to click a picture and post it on their Instagram after which they were given a Lipton goodie bags

Audience

30,000

**Events** 

2

Location



#### Lipton Ice Tea @ THEC LORRUN. 2018

[ce Tea

Adding Lipton's tangy twist to the color run with a customized sampling bar handing out free mocktails to participants. Reaching out to a larger audience with wranglers and ATV against which the social media crazy crown clicked their selfies. Adding to that a fun photobooth, picture frames and yellow color to complete the fun filled day!

Duration In Days

1

Participants

Samples

15,000 10,000



### **AMENA Bottlers Conference**

lce tea

A mixology bar of premium proportions complete with a mixologist, funky servers and product displays that set the ambience for a Corporate Event attended by the Global CEO of Lipton and Pepsi.

The mixologists prepared an array of delicious iced tea based mocktails with spunk and artistry for all to experience!

Location Dubai



**Sampling Campaign** 2019-20

An exciting and fun filled campaign executed on Lipton themed Wrangler jeeps and ATVs where our rocket men went to different touch points sampling different mixtures of Lipton Ice Tea

Samples Distributed

1.2 Million

Duration In Days

1 Year

Location

KSA



## **National Day Celebration** 2019

[ce Tea

Fun filled celebration for this prestigious day plus Lipton's year long successful Sampling Campaign which was loved by the visitors. Ice tea sampling at thematic setup which included a Wrangler jeep that was used as a photo opportunity plus an ATV that was used for sampling throughout the year

Audience

10,000

Location

KSA



## Hand Wash School Campaign 2020

Actication design to educate kids in Covid times. Our BAs educated kids how to wash hands properly step by step. In class activity sheets were also distributed which were related to hand washing plus hygiene kits and masks were distributed

Audience

10,000

Schools

20

Location



## **Fashion Walk** 2019

An exciting activation targeting the millennials with an expansive and eye catching setup that displayed new clothing line. It had a photo booth plus a hashtag called #LongLiveClothes using which people posted pictures on social media

Audience

Duration In Days

aaa

aaa

Location

aaa







#### **IPL In Store Promotion** 2020

IPL craze was carry forwarded to stores with an exciting consumer promotion where the costumers had to buy AED 25 worth of Lifebuoy products and scan a QR code from the setup which made them entry in a lucky draw for a Smart TV

Audience

Duration In Days

20K+ 1 month

Location

**UAE/Oman/Bahrain** 





Quality Milk

## RAINBOW LITE Time to Live Lite Activation

In this day and age people are victims of a sedentary lifestyle neglecting their health. The idea was to get them moving but we got them to do this without actually doing it, in a fun race on stationary bikes where their onscreen avatars cycled against their opponents to get on top on the leader board.

Audience **25,000** 

Location



Quality Milk

## RAINBOW LITE Time to Live Lite Activation

In this day and age people are victims of a sedentary lifestyle neglecting their health. The idea was to get them moving but we got them to do this without actually doing it, in a fun race on stationary bikes where their onscreen avatars cycled against their opponents to get on top on the leader board.

Apple Watches Emirates Location-Fitness Festivals

3 2

Samples

Games

8,000

1,000







### RAINBOW Quality Milk

#### **Rainbow Ramadan POSM**

Designed, produced and deployed Rainbow Ramadan stands in the region

Stores **100** 

Location

KSA/UAE/OMAN/KWT/BAHRAIN



Quality Milk

# Live Cooking shows with Sanjeev Kapoor

An exiting PR collaboration with Sanjeev Kapoor where he was cooking live in the thematic setup we designed. The food was being sampled by the BA's to the visitors at the mall plus a recipe book was also distributed amongst people

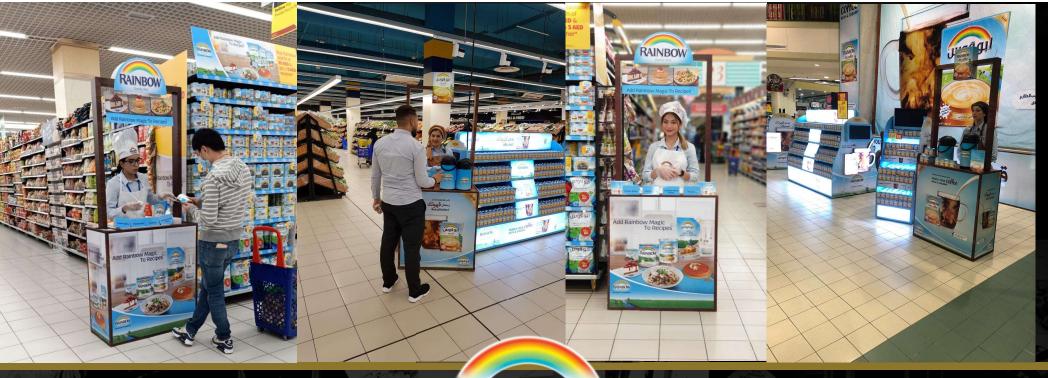
Audience

Duration In Days

5k+

4

Location



### **Instore Sampling**

RAINBOW

QUƏLİLY MİLK

Launch of RFC in the region with instore and corporate events.

Conducted various Instore samplings of Tea, Coffee and Food made with Rainbow products.

Audience

Stores

50K+

200

Location

**UAE/QATAR** 



### In store Campaign 2019-20

In store design and product displays to attract the costumers which helped in generating sales

Stores

50+

Location

**OMAN** 







### **OMELA**

#### **Omela Muscat Fest 2019**

Muscat Fest 2019 activation where Omela Tea was sampled to the visitors of the festival for a month. The Omela stand also had traditional activities like Henna for women and fun activities like face painting for kids.

Audience

Duration In Days

50K+

30

Location

**Oman** 







### **Oman National Day**

National day activation done in muscat and interior Oman, themed with Omani cultural art and performances to promote brand loyalty in Local Consumers.

Audience

50K+

Events

3

Location

Oman





### In store activations 2016-2020

Lead instore agency for UAE's number 1 butter brand. We have worked on numerous instore projects across UAE for Lurpak products, making it a household name in UAE.

Audience

500K+

Stores

700+

Location



## #Cook4mum Mothers Day Campaign

Capitalizing on the emotional connection between mothers & their children by getting children to guess how many meals their moms have made for them in their lifetime! Using a special algorithm that generated instant surprise & emotions amongst participants such that they took a pledge to cook for their moms on mother's day & share it using #cook4mum.

Events

6

Audience

Location

30K+



# **#Packedwithlove – Award winning project**The Lunch Box Challenge

Every mom faces the lunch box challenge in deciding what to make for kids' lunch as kids don't seem to agree on their mom's choice! Puck challenged moms & kids to an interesting game where moms and kids logged into different touch screens to compile their favorite lunch box items, without seeing the others choice. They were in for instant gifts & Legoland family tickets if their choices had a 100% match.

Audience 20K+

Events 8

Puck won ARLA Middle East's internal award for most creative campaign against the likes of Lurpak and Starbucks!





### Smurfs - Back to School Campaign

For this fun fill activation for kids, we collaborated with Smurfs Village and local schools where we had thematic setup with Smurf mascots and back to school giveaways for kids. There was also an AR game we designed on Snapchat that was a huge success

Audience 20K+

Events 3

Location



This activation was a big success which was divided into 3 categories; Baking, Dessert and Cooking. The setup was also divided and live cooking and taste was done

5,000

3

Location



#### **Arla Protein**

Arla's sports centric activation that revolved around fitness. A setup was made that was placed in the dessert warrior event. A chin-up competition was done with a timer placed on top of the chin up bad and whoever has the longest time won prizes

Audience

10K+

Events

15

Location

work done

### Taste of Dubai Starbucks Lounge



300+ coffees sold daily

500+ Samples distributed daily

3000+ Interactions

### Office Sampling Drive



30+ offices visited

5000+ samples distributed

### Mobile Sampling Unit



Live Music

4 flavors of coffee

1500+ interactions

### Instore Sampling Kiosk



45 Outlets

4500+ samples/day

6000+ interactions/day

work done

#### **Instore Sampling Kiosk**



Increasing Sales & Awareness

20+ Outlets Activated

4000+ Cups per day

10,000 + Interactions per day

Dubai | Sharjah | Abu Dhabi



#### **Arla Milk Van Campaign**



Live Milk Shake Bar with farm themed setup

35,000+ Interactions

30,000+ Sampling

JBR | City Walk | Taste of Dubai | University Drive



#### **Landmark** – Beat Diabetes Walk

A fitness related activation with a sports based setup with 2 cycles plus a competition where the person with the maximum cycling time won a prize. 2 participants could also compete with one another

Audience

Duration In Days

aaa

aaa

Location

aaa





## Ice-cream Shoppe Launch 2020/2021

A new product launched by Hershey's which had product sampling plus a thematic setup and a photo frame. People took pictures with the frame and posted it in social media that generated buzz

Audience

30K

Events

3

Location

**UAE/KSA** 



## Reese's miniature cups sampling 2020/2021

Sampling plan of Reese's Miniature peanut butter cups where the core TG, youth, was given a photo opportunity with a Reese's mascot

Audience

Events

Samples

80K+

5

100k+

Location

**UAE/KSA** 



An activation to push the product along with sampling to compliment the Valentines festival

Audience 10K+

Location UAE



An activation to push the product along with recipe booklet distribution with dessert recipes complimenting Ramadan and Eid Festive

Audience 10K+

Location UAE



An activation to push the product along with sampling cookies made from Hershey's Chocolate Chips

Audience 10K+

Location KSA



An activation to launch the newly introduced dark chocolate from Hershey's along with a consumer promotion for consumers to participate and win exciting prizes

Audience 10K+

Location UAE



An activation to launch the newly introduced dark chocolate from Hershey's along with a consumer promotion for consumers to participate and win exciting prizes

Audience 10K+

Location KSA



An activation to educate on the new packaging for Baking Chips along with recipe booklet distribution with recipes complimenting Baking Chips

Audience

15K+

Location

**UAE | Kuwait | KSA** 





In store Activation 2019-20

Selected as brand promotion agency for Kotex to push sales and establish brand connect with consumers

Audience

10K+

Location UAE



**In store Activation 2020** 

An activation to push the product plus the BA showed the customers product superiority by comparison of how wet both the dippers are which generated sales.

Audience 20K+

Location UAE





## **National Day Activation** 2020

An activation on National Day's occasion to reflect the probe hope vision of UAE. A mars themed booth was made along with a unique photo booth for photo opportunity and social media buzz. Products sampling was carried out

Audience
10K+

Location UAE



## **UAE National Day** 2021

An activation on National Day's occasion to bring out the patriotism of UAE residents.

A pledge activity along with photo booth was made for people to assist in social media buzz. Products sampling was carried out

Audience

Samples and Giveaways

Pledges

30K+

20K+

3K+

Location



# World Milk Day Mall Activation 2021

An activation on the occasion of World Milk Day to emphasize on milk's importance for Good Health. A photo opportunity presented for customers to upload on social media to win Almarai gift hampers

Audience

30K+

Samples

16K+

Giveaways

5K+

Location



### **World Milk Day Instore Activation** 2021

An activation on the occasion of World Milk Day to emphasize on milk's importance for Good Health. An interactive chef video showing recipes made from Almarai along with samples and giveaway distribution. Additionally a consumer promotion to win aed 1000 Lulu Voucher

Audience

55K+

Samples

8K+

Giveaways

6K+

Location



# **Back to School Consumer Promotion** 2021

A consumer promotion in the event of Back to School. Consumers were given a chance to win an iPad.

Location UAE



## **Labor Camps Activation** 2021

Devising an activation plan for Laborers to register Almarai products in their minds by activating labor camps, cafes, and in-store, such that it increases Brand preference and ultimately shelf off-take. Audience

55K+

Samples

8K+

Giveaways

6K+

Location





## **RTA metro stations Promotion 2020**

Deployment in 10 of the busiest metro stations to give discount vouchers and generate app/website sales and traction

Audience

100K+

Events

10

Location



#### **Jabra Road Show**

Deployment of an Experiential Space in Major retail partners to highlight the launch of the new Jabra Truly Wireless Buds (Elite 7 Pro)

Sales in AED

24,000+

Engagements

3500+

Locations

2

Location



### **Instore Sampling Activation**

Introducing new flavors of Ocean Spray to UAE audience while communicating the benefits of Cranberries such that it increases Brand preference and shelf off-take

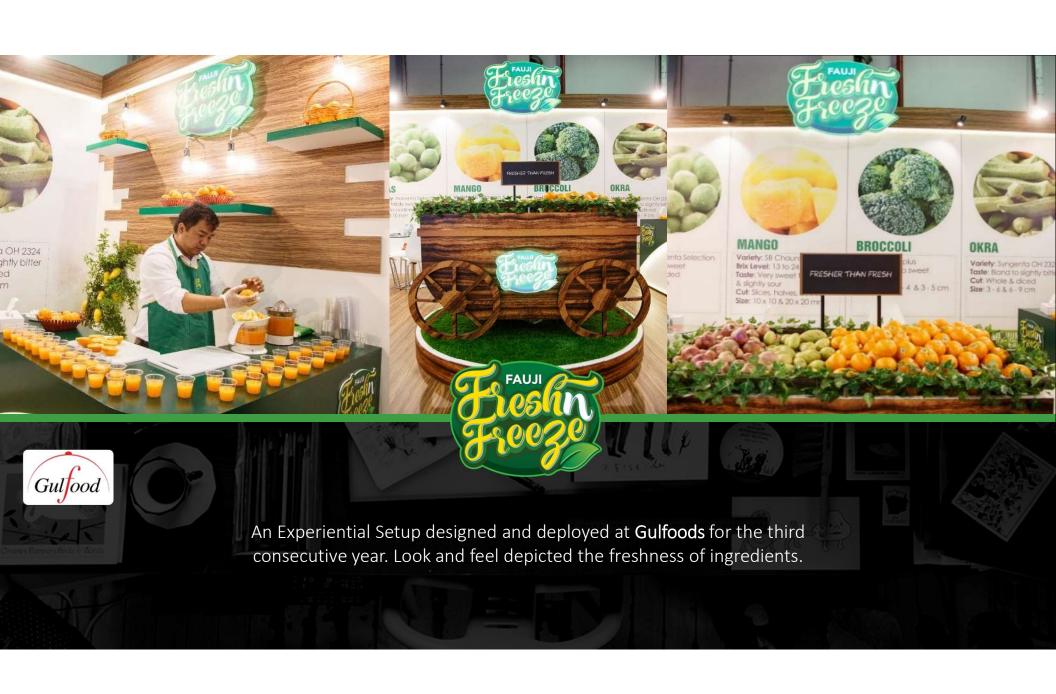
Audience

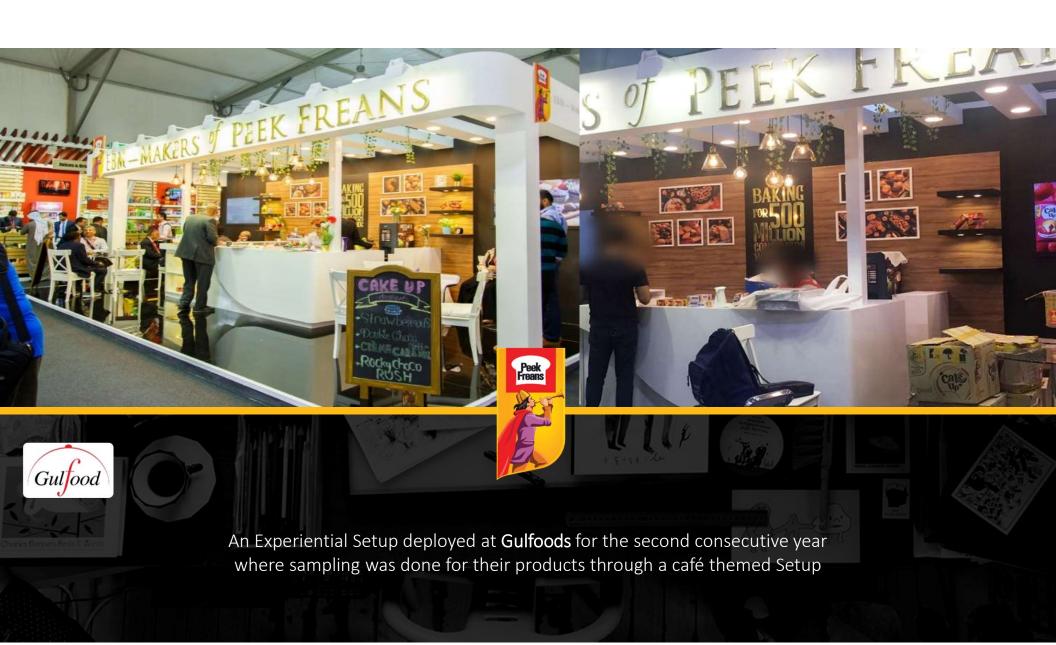
Samples

55K+

18K+

Location







PLANOGRAM & MERCHANDISING GUIDE



SCHOOLS AND PARK ACTIVATIONS



AWARENESS AND SALES GENERATION



ON GROUND ACTIVATION



**POSM Branding** 

Retail Branding

Planogram Design



12 schools 5 Parks

Pirate themed fun center for kids

50,000+ contacts made



5 hypermarkets in Dubai/Sharjah

3,000 samples distributed



On ground activation

Product display

work done



**INSTORE & MALL DISPLAY** 



Creative Sampling displays

Mall and Instore sampling

**8,000** samples distributed



**DIGITAL GCC PROJECTS** 



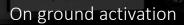


APP development

**POSM** 

Online campaign management

Website development



Creative management



**SAMPLING DISTRIBUTION** 



21 outlets across KSA

Riyadh/Jeddah/ Dammam covered

50,000 samples distributed

**BURN ENERGY DRINK SAMPLING** 



Sampling activity drive conducted at various locations



SCHOOL AND PARK ACTIVITY



CONFERENCE



HELIUM.

**VISIT TO MALDIVES** MALL ACTIVITY



School visit

**Engagement Activity** 



Sailor themed conference Complete event management

Creative & Execution



Corporate Sales campaign

22 outlets in UAE

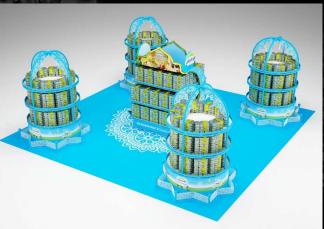
10,000+ entrees for Maldives

25,000+ samples distributed























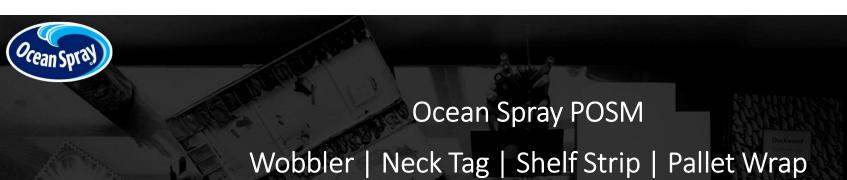






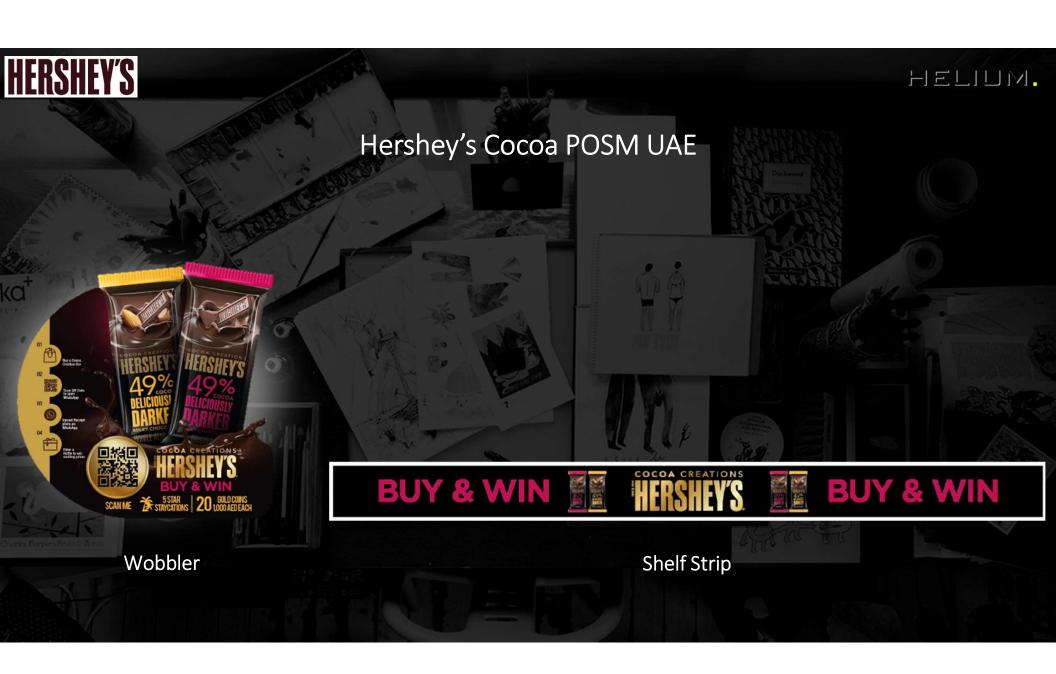














### Hershey's Cocoa POSM UAE

Bottle Neck Tags











### Hershey's Kitchens POSM Kuwait



