

SPECTRUM

JUNE 2020

ISSUE 9

THE PRISM NEWSLETTER

Good News? We've Got Plenty!

The first half of 2020 has come and gone, with most of us waiting out 'the storm' inside our homes. What lies beyond our front doors are fear and uncertainty. It's no wonder why news outlets (our news feeds included) contain an endless stream of bad news. But at Prism, we've got plenty of good news to go around - not because we don't know any better, but precisely because we do. We're pleased to announce that our team is now back in our Bay Square office to deliver **Creative strategies**. **Strategic creatives** - not that we ever stopped! Here's a look back at our best works over the last 3 months...

Something Unique Has Just Arrived: Introducing



Soon to be the next household name in the UAE's e-commerce world, Jokoka is offering one-of-a-kind products you won't find anywhere else in the world wide web (e-tail giants included). We worked closely with Jokoka's CEO and GM to develop everything from brand naming and identity (yes, we came up with the name Jokoka!) to the tagline ('Unbox Uniqueness') and logo design. Talk about taking the campaign for a real 360-degree spin!

Strategic Creatives:

Brand Guidelines, Vendor's Manual, Posters, Outdoor Advertising, Emailers, Powerpoint Templates, Email Signatures, Business Cards, Office Stationery



The Voice that Deserves to Be Heard: Amit on Big FM 106.2

Our very own CEO Amit Vardhan went live at the Big Morning Show's 'The Big Voice', a new platform for the UAE's top entrepreneurs to share their business innovations amidst today's financial uncertainties. Amit discussed ways to adapt to the current market conditions, reach the target audience and ensure business continuity with new product and service offerings - with the help of his 5Cs: Stay Cool and Calm, Contemplate, Create and of course, Communicate.

To listen to the replay, [click here](#)

Foodie Unlocked:



To give families a chance to enjoy good food and great entertainment right from their homes, we brought together Zomato and Xbox for the Order & Win campaign to promote Xbox's Game Pass, a gaming subscription that gives players access to 100+ games on both PC and console. Customers got the chance to win Xbox consoles, controllers and 3-month Game Pass memberships and discount codes when they ordered from Zomato's select restaurants.

Up, Up and Away:



Goes Online

India's leading innovative skills provider in Aviation, Travel and Logistics has now landed in Dubai! From giving their website and social media pages a makeover to driving more traffic and generating new leads (and business!), Prism's right at the helm of WingsWay Training Institute's digital strategy.



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Creatives with a Cause: Prism Supports #FlattenTheCurve



No social distance is too great to not share creative ideas! So we came up with a series of Facebook and Instagram posts to increase awareness on #FlattenTheCurve, a movement with a mission to slow the spread of COVID-19 and prevent hospitals from becoming overwhelmed. Check out the full campaign on our social media pages here

You Can Continue to Count on Us: Prism #WFH

In case you're wondering what Team Prism's been up to for the past few months, take a look at a day in our work-from-home lives by clicking



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

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Creative strategies. Strategic creatives