



Company Case Studies 2007 - 2014

FERRARI Perfume Launches



The legendary Oud resin is so rare that it is said to be worth more than gold. Known for centuries in the Arab world, it is brought to its full majesty by association with other fragrant plants and spices. The deep vibrant base notes of Oud resonate with sexy animal echoes enriched by ciste labdanum and leather, creating a mystical and voluptuous wake in the best traditions of the legendary perfumes of Arabia.

The very soul of Ferrari. The ultimate olfactory expression of affirmation, a charismatic attraction United to the passion for excellence, in the smallest detail. This new Ferrari fragrance confirms the passion for the timeless values that the Prancing Horse brand shares with its connoisseurs and admirers...the great attitude, the natural born elegance and the driving power of a heart beat that nothing can withstand.

Objectives of both events

- Promote Ferrari Essence Oud Perfume, New, Powerful, Sensual for Men that blends with the Arabic culture to Media and Customers
- Promote Ferrari Red Power Perfume, the new fragrance dedicated to the authentic Ferrari man

Event details

- Launch of Ferrari Essence Oud and Ferrari Red Power Perfume
- Customers, Retailers and Media Event



FERRARI OUD Essence Launch

Ferrari
ESSENCE OUD



FERRARI OUD Media Event

Ferrari
ESSENCE OUD



FERRARI RED POWER Launch

RED POWER
Ferrari



FERRARI RED POWER Launch

RED POWER
Ferrari



Fashion Collection Chocolate



Galaxy (During Dubai International Fashion Week)

- Galaxy launched its limited edition fashion collection chocolates with a view to link it to fashion and indulgence

Objectives

- Accentuate media's attention & enthusiasm towards Galaxy Fashion Collection as being a brand that understands a woman's indulgence with chocolate by way of indulgences and its link to fashion
- Create a hype and interest around the Fashion Collection
- Develop an awareness of the brand, its identity and the use of the fashion platform to create excitement

Event details

- Chocolate indulgence lounge was created for the afternoon event during Dubai International Fashion Week (3 days)
- PR and Designer's afternoon chocolate time



Galaxy Indulgence Lounge



Galaxy Indulgence Lounge



Lancel at The Dubai Mall

LANCEL



Lancel Opening – at The Dubai Mall

- Founded in 1876, Lancel Paris is famous for its high quality product range of elegant handbags, timeless luggage, a variety of women's leather accessories including cosmetics bags and organizers, as well as catering for men with a range of accessories including wallets, briefcases, portfolios and desk accessories
- Lancel's Store Opening at the Dubai Mall coincided with the launch of the Brigitte Bardot Collections

Objectives

- Accentuate media's attention & enthusiasm towards Brigitte Bardot's Collection
- Create a hype and interest around the store and collection
- Develop an awareness of the brand, its identity and the use of the fashion platform to create excitement

Event details

- Lancel Store Launch/Brigitte Bardot Collection
- Customer and Media Event



Lancel at The Dubai Mall



LANCEL



Lancel at The Dubai Mall

LANCEL





Altaroma Fashion Extravaganza

Altaroma (Italian Trade Commission)

- The Italian Trade Commission in Dubai had taken an initiative to introduce the Italian Haute Couture Designers; part of the Altaroma Design house; for the first time in Dubai (Sarli, Bilota, Gattinoni, Calignano and Abed Mahfouz). The event was meant to host high net worth guests, delegates, ambassadors and key influential decision makers via fashion show and gala dinner. The event was followed by an exhibition sales day

Objectives

- To introduce Altaroma Design House in Dubai and its key representatives and designers
- To generate media interest in the haute couture Italian designs via PR exercises
- To explore the opportunity of establishing design houses in Dubai related to the Altaroma designers

Event details

- Ladies Fashion Day
- Customer Fashion Night and Gala Dinner
- Exhibition Day



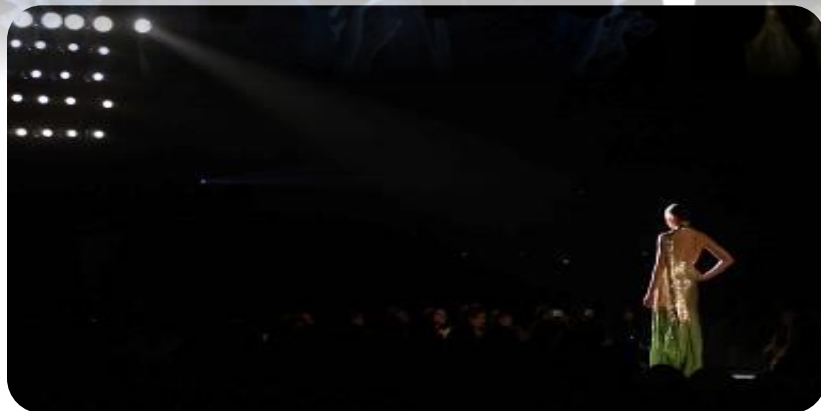
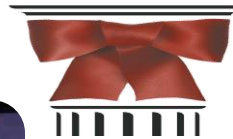


Fashion Event and Gala Dinner



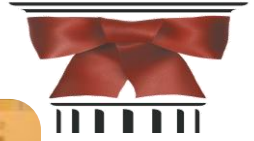
Fashion Event and Gala Dinner

ALTAROMA
STYLE AND EVENTS AGENCY



Exhibition Day

ALTAROMA
STYLE AND EVENTS AGENCY



MCM Store Opening at Dubai Mall



MCM Boutique Launch Event

- Founded in 1976, German brand MCM (Mode Creation Munich) crafts luxury bags and leather goods for the world's most seasoned travelers. It provides the ultimate luxury accessories to the most discerning international voyagers. MCM combines iconic German-engineered functionality with traditional craftsmanship, offering a heritage of elegance
- MCM's Store Opening at the Dubai Mall was followed by a lady's gathering in the presence of the owner SUNG JOO KIM

Objectives

- Introduce the brand to women and media as being a new initiative in the Middle East
- Accentuate media's attention & enthusiasm towards MCM's Collection
- Create a hype and interest around the store and collection
- Develop an awareness of the brand, its identity and the use of the fashion platform to create excitement

Event details

- MCM Store Launch
- Customer and Media Event



MCM Store Opening at Dubai Mall



MCM Store Opening at Dubai Mall



World Gold Council



Gold Expressions (World Gold Council)

- Gold Expressions was launched in year 2004 to capitalise on
 - Innovative 'Made in Italy' design
 - Product excellence to stimulate global consumer demand for gold jewellery
- This programme continues to build momentum with participants representing 50% of Italy's jewellery manufacturing base
- Gold Expressions is sponsored by World Gold Council and by key partner organisations:
 - Vicenza Fair, whose trade fairs are the most important in the gold industry
 - AngloGold Ashanti, one of the world's leading gold producers
- It also brings together the best Italian designers and manufacturers to produce outstanding gold jewellery for sale worldwide

Objectives

- To stimulate consumer's demand for Italian gold jewellery
- To revitalize the Italian industry and increase the desirability of gold jewellery in the ME region
- Showcase the pieces to potential customers and open the doors for direct interaction with the brand and public

Event details

- Media Press Conference and Ladies Fashion Show
- Customer Fashion Night and Gala Dinner



Press Conference



Fashion Event and Gala Dinner



Fashion Event and Gala Dinner



Officine Panerai



Officine Panerai

- In 1997 Officine Panerai is acquired by the Richemont Group (at that time the Vendôme Luxury Group). The brand is launched on the international market in the following year
- Today, Officine Panerai is recognized as the exclusive engineer for Ferrari watches, the manufacturer for two luxurious brand; Radiomir & Luminor and plays a big role in SIHH Exhibition- Salon International de la Haute Horlogerie- in Geneva

Objectives

- Complement and increase current awareness of the Panerai brand as a high end status brand
- Accentuate media attention and enthusiasm in the fundamental values of the Panerai brand based on heritage/history, authenticity and exclusivity
- Develop further the current awareness of the Panerai product range, identity, Italian design and Swiss technology
- Expand and build on categories of key influencers and customers access the region

Event details

- Ferrari Media One to One Presentations
- Customer and Media Event



PANERAI
LABORATORIO DI IDEE



Ferrari Media Event

PANERAI
LABORATORIO DI IDEE



Customer/Media Event

PANERAI
LABORATORIO DI IDEE



Customer/Media Event (P2002 Movement)

PANERAI
LABORATORIO DI IDEE



Customer/Media Event (P2002 Movement)

PANERAI
LABORATORIO DI IDEE



Dubai Cosmetic Surgery



Dubai Cosmetic Surgery

- Established in Dubai, United Arab Emirates in 2005, it has evolved into complete aesthetic institute offering the latest techniques and procedures for complete 'head-to-toe' aesthetic restoration, rejuvenation, and embellishment. The team consists of world renowned experts in the field of Cosmetic Surgery, Hair Transplant, Minimally Invasive Aesthetic Procedures, Laser & Skincare, as well as Cosmetic Dentistry

Objectives

- Promote the Clinic, its services and the doctors individually to the public and press
- Complement and increase current awareness of the clinic
- Accentuate media attention and enthusiasm to do trials and tests
- Expand and build on categories of key influencers and customers access the UAE

Event details

- Dubai Cosmetic Surgery Doctors' Presentation to press



Dubai Cosmetic Surgery



Dubai Cosmetic Surgery



Dunhill London



Dunhill London

- The brand portrayed:
 - Alfred Dunhill (Founder)
 - Inventor (Creativity)
 - London England (Origin)
 - Motoring (Automotive)
 - Leather (Accessories)
 - World of Smoking (Tobacco)
 - Masculine Universe (Men's wear)
- Dunhill is part of the Richemont Group

Objectives

- Change the current target audience perception and reposition the brand in the region
- Enhance the British Heritage along with emphasis on Dunhill's core values attitude, elegance, luxury, lifestyle, aspiration Englishness and authenticity
- Create a hype and interest around Dunhill while enhancing the brands' image as the leading luxury
- Accentuate media attention and enthusiasm across the region
- Expand and build on categories of key influencers and customers across the region

Event details

- Dunhill – Bentley Joint Customer Evening (Brand Affinity)



Customer Event

dunhill
LONDON



Customer Event

dunhill
LONDON



Autism in Dubai



Autism in Dubai, an organization that strives to integrate autistic children in the society, held a lovely Gala night under the approval of the Red Crescent in Dubai, on the 25th of May at the Atlantis Hotel The Palm; to raise awareness for autism in the UAE.

The event hosted more than 300 high-net worth individuals from the country where all funds – a total of (AED 200,000) - was donated to The UAE Red Crescent Authority – the second best humanitarian authority at the level of the continent of Asia.



Autism in Dubai



www.autismindubai.com





<http://www.pazmarketing.com>



<http://www.facebook.com/pazme>



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