



# Event Case Studies 2015 - 2016

# Wafi Fashion Week 2015 – October 2015



An initiation created, conceptualised and executed by PAZ Marketing Management; which involved Wafi Mall and their tenants.

The tenants took part in different fashion shows, to boost their brand presence and to simultaneously increase the footfall of the mall.

The event was attended by renowned US-based celebrity and influencer makeup artist Frias names as **"FIFO"** – who is known for his social presence and videos. Fifo demonstrated makeup techniques in a live segment; in addition to well-known beauty bloggers **Huda Kattan**, **Taim Al Falasi** and TV show host **Roa'a AlSaban**.

The celebration of style trends was presented by fashion consultant and blogger **Amira Ashour** (Streetstyledubai).



# Wafi Fashion Week

# WAFI



# Wafi Fashion Week

# WAFI



# Promoting ART – Live Demonstration

## November 2015



PAZ Marketing worked with various Artists at WAFI Mall, among which **Mohsen Ghareeb**, the Bahraini Artist specialised in Arabic Calligraphy. The campaign aim was to promote Arts and Culture.

Mohsen's talents draw from his hobby through titles written in Arabic newspapers and advertisements. Ghareeb is known to be a brilliant and innovating individual from the present generation of Arab artists.

Malak, Wesal and Fatma were also Graffiti Artists that took part in the activation with other local artists in the UAE.



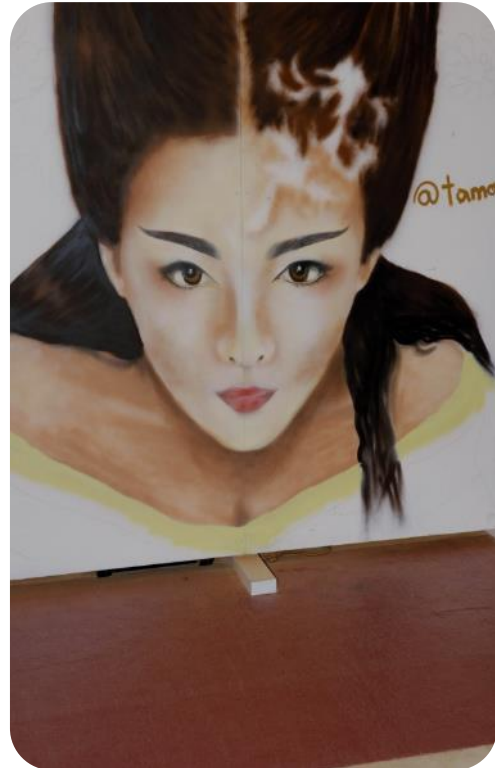
# Art Live Demonstration

WAFI



# Malak, Wesal, and Fatma - UAE Graffiti Artists

WAFI



## Christmas at Wafi – December 2015



PAZ Marketing Management and Wafi Mall brought its famous grotto to life. During the festive season **Kris Fade** was present to host the launch of the event with a group of kids that sang Christmas Carols. It was a fun filled day for families and children. The grotto got into full festive sparkly swing with Santa lighting up the famous WAFI Christmas tree.

In the spirit of the season, visitors had a chance of winning tremendous prizes, including the grand prize of a family trip to Germany courtesy of Lufthansa Airlines. Guests were given exceptional package deals, a framed photo with Santa, and a cuddly Gonk toy. The season sparkled to the life with entertaining games including a Pick and Win that gave out instant prizes.



# Christmas at Wafi

WAFI



# Women's Activations



PAZ Marketing and Khan Murjan at Wafi hosted a ladies gathering in collaboration with **Sobhiyetna** Group – an association of women who promote social and cultural awareness within the community – with the presence of the renowned dermatologist, **Dr. Hassan Galadari**.

The event celebrated Valentine's Day via morning breakfast followed by a high tea afternoon at Café Alaturka.

The same format was also implemented for other's Day embedded with a shopping fiesta called the Shopping Sunday experience at WAFI Mall and Khan Murjan Souq.

Ladies were presented with exclusive sales and offers at selected outlets. The morning breakfast was hosted by **Mirna Rahme**, a well-known host of Al Arabiya 99FM. It was a successful event attended by more than 100 ladies, VIP guests and media.

Event held with Sobhiyetna

- General Ladies Gathering at Khan Murjan
- Wafi Celebrates Valentines
- Shopping Sunday
- Mother's Day Festival



# Ladies Gathering

WAFI



# Valentine's Morning Breakfast

WAFI



# Shopping Sunday

WAFI



# Mother's Day

WAFI



# Matryoshka Russian Festival



Matryoshka Russian Festival took place at WAFI Mall from March 3<sup>rd</sup> to 12<sup>th</sup> 2016. It was organized by PAZ Marketing to celebrate Russian culture. The Festival's opening day was hosted by **Sheikha Hend Al Qassemi** for the signing entitled the "Black Book of Arabia".

The festival is named after the traditional Matryoshka, or Russian doll, where figurines of descending size nestle into one another. Originating from 1890 when the folk painter Vasily Zvyozdochkin made the first one, the Matryoshka are known for their intricate paintwork and have become a staple export to Russian culture.

**Ex Miss Russia Victoria Lopyreva** was the face of the festival and present at the opening with Russian Ambassador and Trade Commissioner. Other events included special weekend shows, tours for school children and painting master classes where audience learned to decorate their own traditional Matryoshka dolls.



# Matryoshka Russian Festival

WAFI



## Al Reem Bazaar 3



WAFI Mall and PAZ Marketing created, sponsored and hosted Al Reem Bazaar 3 during the holy month of Ramadan in 2016. After a two-year track record of success, the celebration of fashion, beauty, accessories and more returned to WAFI Mall from June 8<sup>th</sup> to June 11<sup>th</sup> 2016. The event gathered thousands of visitors over 4 days.

Al Reem Bazaar 3 was set up in association with fashion guru and businesswoman Eman Al Flamerzi. She is known for her innovative contemporary lines and has helped define the world of fashion in the UAE. The Bazaar is named after Al Flamerzi's daughter Reem.

Al Reem Bazaar 2016 was a star-studded affair, hosted by influential guests of honour including Ameera Mohammad, Lojain Omran, Shujoon, Reem Rahma and Heba Ruhman organised and coordinated by PAZ Marketing.



## Al Reem Bazaar 3

WAFI



# Al Reem Bazaar 3

WAFI



# Asha's Birthday Gathering at Pyramids Wafi



Asha's at Wafi offers a modern contemporary interior, creating a warm soothing and intimate setting this award winning restaurant was the first to open in the world's only International Indian restaurant chain. Asha's currently operate 10 restaurants in five countries including 2 European locations, a further eight restaurants are scheduled to open in 2017. Boasting 40 culinary awards the revered **Michelin guide** is recognized as Asha's most coveted culinary endorsement.

PAZ Marketing invited media and bloggers last 28 September, 12 October, and 26 October, 2016.

Asha, a quintessential cook at home whose passion in life is to prepare her food with love, has pampered Bollywood veterans and iconic prime ministers with her secret Biryani recipes.



# Asha's Birthday Gathering at Pyramids Wafi

WAFI



# Honda Motor Co. (Middle East)



Honda Motor Co. (Africa and the Middle East Office) was established in 1993 and initially looked after 2 countries in Middle East, namely KSA and UAE. Now, they are in charge of 21 countries and look after the entire Honda's range of products i.e. Automobiles, Motorcycles and Power Products.

PAZ Marketing along with Honda Motor Co. Africa and the Middle East Office; had worked on announcing and launching the third Generation **Honda New Pilot** on 4<sup>th</sup> November 2015 at Intercontinental Dubai Festival City, **Honda Accord Coupe** on 16<sup>th</sup> February 2016 at Al Murooj Rotana in Dubai and **Honda Civic** on 13<sup>th</sup> April 2016 at Four Seasons Resort.

PAZ Marketing invited, and coordinated top tier media for the events, and also organized the media test drive for Honda Pilot and Honda Civic for the press in UAE and Regionally.



# Honda Pilot

**HONDA**



# Honda Accord Coupe

**HONDA**



# Honda Civic Launch

**HONDA**



# Honda Civic Media Test Drive

**HONDA**





# Arab Woman Awards

The Arab Woman Awards was established by **ITP** in 2009 to recognise successful women in business, education, entrepreneurship, media, government, literature, and other fields. The awards have become powerful platform for recognising role models for a new generation of young women.

Held under the Patronage of the UAE's Minister of Culture, Youth, and Social Development **HE Sheikh Nahayan bin Mubarak Al Nahayan**. Over 350 female VIP guests and members of the UAE royal family attended the red carpet event presented by **NET-A-PORTER**, the world's premier online luxury fashion destination.

PAZ Marketing assembled and successfully executed all PR and Press Conference requirements for the event; in addition to managing Emirati winners.



# Arab Woman Awards 2015 winners



# RIRA Gallery - "A Vanishing World" - Launch



RIRA Gallery is an art space that hosts contemporary artists from the Middle East providing a platform to develop their talent, and showcase their works.

RIRA Gallery showcased "A Vanishing World" - A spectacular wildlife photography exhibition of predators in their natural habitat by wildlife photographer **Michel C. Zoghzoghi**. He received an award from **The Hamdan Bin Mohammed Bin Rashid Al Maktoum International Photography Awards (HIPA)** in 2012.

PAZ Marketing had managed all PR related activities for the artists and inviting guests (Database Management).



# Michel C. Zoghzi's "A Vanishing World"



# Ali Bin Thalith - TRULY, MADLY, DEEPLY

Emirati photographer **Ali Bin Thalith** announced the launch of his first underwater photography book, “**Truly, Madly, Deeply**” featuring 100 color images of marine life in some of the world’s most exotic deep sea locations. Over 20 years in the making; **Truly, Madly, Deeply** ranges far across the world’s most exotic oceans, from the Maldives to Malaysia, from Indonesia and the Philippines to the Bahamas and beyond.

Testimonials in the book are from the **Crown Prince of Dubai His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum**, Dr Alexander Mustard, Steve McCurry, Reza Deghati, and Caroline Metcalfe

PAZ Marketing implemented and managed the launch of the book in the presence of Emirati VIPs and in conjunction with Emaar to launch TRULY, MADLY, DEEPLY Underwater Photography by Ali Bin Thalith.



# TRULY, MADLY, DEEPLY Underwater Photography by Ali Bin Thalith



# Gianfranco Lotti – Handbags Launch

A brand owned and managed by Masafa Investment – a company that introduced special brands within the Fashion, Jewellery and Gourmet Food segment.

Gianfranco Lotti, the high-end luxury brand encapsulating the beauty and charm of Florence in Italy., has held its first in the region launch event at the Galeries Lafayette department store at Dubai Mall on 25 November, 2015. The event organized by PAZ Marketing drew fashion enthusiasts, members of the press and Galeries Lafayette customers, was held in the presence famous Kuwaiti media personality **Noha Nabil** as the guest of honour and representatives of Gianfranco Lotti, who flew in from Italy for the occasion.

The event was attended by over 300 people; where guests enjoyed music, food, taking pictures and buying the bags.



# Gianfranco Lotti



# Al Abbar Enterprises



Alabbar Enterprises, a Dubai based entity, is the Parent Company for a variety of Retail, F&B and Ecommerce Franchise operations across the Middle East and Asia.

**Candylicious** is the Middle East's largest candy store and one of the largest in the world. With over 115,00 square feet hosting more than 5,500 types of candy. It is also home to Chicago gourmet popcorn brand, Garrett Popcorn Shops, and Spun Candy, personalised bespoke candy headquartered in London.

PAZ Marketing had the opportunity to launch the first 3D Gummy printer in the Middles East on February 28, 2016, exclusively at Candylicious, UAE. PAZ had secured renowned influencers/media houses such as **The National**, **Khaleej Times**, **7days** and many more. Influencers and media persons enjoyed making their first ever 3D gummy, relished the delicious bites and conducted on-site exclusive interviews.

The event was hosted by the Head of Confectionary at Al Abbar Enterprises, Rosantina Sarawasti and. Special guest, Melissa Snover – Managing Director & Founder of the responsible Katjes UK.



# Candylicious



# Al Abbar Enterprises



**Candylicious** is the Middle East's largest candy store and one of the largest in the world. With over 115,00 square feet hosting more than 5,500 types of candy. It is also home to Chicago gourmet popcorn brand, Garrett Popcorn Shops, and Spun Candy, personalised bespoke candy headquartered in Covenant Garden, London.

PAZ Marketing partnered with Sassy Mama for Candylicious to promote and highlight the services provided by Partylicious. Partylicious, offers perfect petit parties for you little birthday people. This one stop private venue is guaranteed to be the No. 1 choice for the sweetest of birthday celebrations with packages offering yummy treats, candy loaded buffets, chocolates, gourmet popcorn from Garrett Popcorn Shops & delicious mini sliders.

PAZ Marketing leveraged the relationship with Sassy Mama and hosted an event at Partylicious from the elite database of Sassy Mama. Mothers, and their little ones spent two hours at the event wherein kids were engaged with various activities organized by the store such as learning how to make spun candies, and a private tour of the store.



# Candylicious



# Zuhour Group



The Zuhour Group successfully operates and conceptualizes F&B propositions in the Middle East. With a dedicated core approach, the Group has profitably developed a track record of working on unbeatable restaurant concepts, and offers its employees a great environment to work.

Zarob was launched in 2010 by the Zuhour Group, and is a concept inspired by the traditional street food vendors found around the Levant region. **Nasser Zuhour** Chairman and founder of Zuhour group wanted to bring in the history of Arab street food to a modern audience.

Zarob captures the best and authentic aspects of wholesome and simple cooking of Levantine Cuisine owned by Zuhour Group. The restaurant opened its door to the public for it's new branch, situated at Buhaira Corniche on al Majaz Street, Sharjah on February 13, 2016 in partnership with PAZ Marketing. The restaurant is located in a prime real estate location for tourists and residents along the waterfront.

Renowned food bloggers and lifestyle media houses attended and enjoyed the extensive menu of Arab Street food at the opening of the new Zarob branch in Sharjah.



# Zaroob's New Branch in Sharjah



# Sababa Lounge – Ramadan Launch

SOFRAJI | سفر جی  
Bespoke Catering Services



During the holy month of Ramadan; Sofraji (falling under Zuhour Group) presented a Ramadan night to lifestyle enthusiasts the “Sababa Tent” at the prestigious hotel Fairmont the Palm. The stunning arrangement at Sababa Tent in collaboration with Fairmont The Palm and Sofraji aims to accommodate friends, families and tourists to break their fast with delicious creations of the authentic Arabic cuisine.

Just before Ramadan comes knocking, “Sababa” had the pleasure of introducing itself in collaboration with PAZ Marketing. Sababa Tent, a unique spot where heritage and authenticity meet modernity, announced welcoming guests of the holy month for Iftar and Suhoor in an extravagant night that saw the presence of the region's brightest stars, elite bloggers and socialites, by which it marked itself as one of the most prominent destinations in Dubai during this Ramadan.



# Sababa Lounge – Ramadan Launch

SOFRAJI | سفر جی  
Bespoke Catering Services



# Winter Breeze 2016



House of Style and PAZ Marketing; brought in the Winter Breeze brand concept promoting a world of beauty, fashion, luxury, jewelry and technology at The Viewing Deck, in The Palace Downtown Dubai

Guests enjoyed the latest and contemporary designs in fashion and jewelry presented in true House of Style fashion

## **Brands Participated:**

Biddi.com, Dulaab, Sana Osmani, Nariman Zeidan, Maison Margiela, Morganne Bello, Ginette NY, Zadig and Voltaire, INSELLER, Sahar Madani, VOZDYH, Dar Al Aseel, and Hâshé.



# Winter Breeze 2016



# Starwood Hotels & Resorts Italy – St. Regis Abu Dhabi

## *Bringing Milano to Abu Dhabi – February 2016*



Starwood Hotels & Resorts Italy, under the auspices of the Embassy of Italy in the United Arab Emirates, and PAZ Marketing; have hosted a glamorous event to present their Italian Hotels and the Italian lifestyle, an authentic immersion into style and cuisine, in the luxurious atmosphere of The St. Regis Abu Dhabi

**The exclusive night at The St. Regis Abu Dhabi featured two Italian lifestyle events:**

- An **Italian afternoon Tea**, dedicated to 100 local Emirati ladies only; and showcasing a fashion show by the renowned Italian designer **Giada Curti**
- An epicurean dinner showcasing regional Italian cuisine to 400 mixed guests, where everyone enjoyed Italian fine dining with the special participation of three excellent chefs from Starwood properties in Italy. **Davide Castoldi**, The Gritti Palace in Venice – **Daniele Turco**, and the Cala di Volpe Hotel in Costa Smeralda, Sardinia – **Maurizio Locatelli**



# Italian Lifestyle Journey at The St. Regis Abu Dhabi



# BouBouffe – Lebanese Brasserie



BouBouffe , the 'Lebanese Brasserie' concept was born in the heart of charming Achrafieh district in Beirut, Lebanon. The influences of the French culture on the Achrafieh region are evident in the name 'BouBouffe', which originates from the French word 'bouffe' meaning 'food'.

PAZ Marketing worked closely with Add-Mind Team to launch Yas Mall and Dubai's Branch on Sheikh Zayed Road. The Grand Opening of BouBouffe Dubai was hosted by **Kris Fade** in the presence of the Lebanese Council, owner of BouBouffe, **Michel Aramouni**.

BouBouffe opens its doors on Sheikh Zayed Road on 25 April, 2016. Popular radio presenter, Kris Fade ensured the crowd had a spectacular time. The grand opening was enjoyed by a number of notable bloggers, influencers, food reviewers and close friends. Foodies relished the full-fledged Lebanese home-style cuisine, and also participated in several activities and raffle draw to win a sound trip to Lebanon.

PAZ Marketing took pride in embarking BouBouffe's first ever venture in Dubai by strategizing and planning event mechanisms alongside, public relations initiatives.



# BouBouffe Grand Opening

**BouBouffe**  
— LEBANESE RESTAURANT —  
Est. 1978





Mercedes-Benz

شركة الإمارات للسيارات  
Emirates Motor Company

# Mercedes-Benz E-Class Launch – Abu Dhabi

An exclusive day event that took place on 31 October, 2016 was held at Yas Marina Circuit, hosted by Emirates Motor Company – the flagship company of Al Fahim Group – in partnership with Mercedes-Benz.

**PAZ Marketing invited 20 key industry influencers and media to test drive the car of the future**

**All executions and logistics was planned and initiated by the agency**

## **Influencers invited:**

Christian Kachacha, Nadine Chammas, Natalia Hassanie, Wadih Elnajjar, Joe Akkawi, Walaa, Zeynab El-Helw, and Reem Lutfallah

## **Press:**

George Kuruvilla, Simon Pluckrose, Mamdouh Suwan, Mowfaq Mohammad Saad, Adel Habib, Assem Hatem, Suhad Rabah, Samuel McClusky, Marouf Chowdry, and Johny Giacaman.



# Mercedes-Benz E-Class



Mercedes-Benz

شركة الإمارات للسيارات  
Emirates Motor Company



# Mercedes-Benz E-Class - Influencers and Media Test Drive



Mercedes-Benz

شركة الإمارات للسيارات  
Emirates Motor Company



# She's Mercedes – Ladies Event



**She's Mercedes** is an international platform bringing together self-made and self-reliant women from the region to empower and lead a revolution of growth, inspiration and knowledge sharing through exclusive invites and speeches of key industry professionals.

**Fatima Abdul Jalil Al Fahim**, Supervisory Board Member and Founder of F7 Design, welcomed guests at the event.

The event was planned and produced by PAZ Marketing and EMC where the event was moderated by **Shereen Mitwalli**, a recognized Presenter and Entrepreneur, featured informative sessions and Q&A with **Sara Madani**, designer and owner of Rouge Couture abayas; fashion designer and self-made woman **Mariam Yehia**, designer and owner of Mrs. Keepa; and **Sara AbuDawood** who took jewelry designing to a new level with her chic but bold brand Yataghan.



# She's Mercedes

She's  
Mercedes



# 3<sup>rd</sup> UAE Economic Planning Forum



November 1 and 2, 2016 – Sponsored by HH Sheikh Saud Bin Rashid Al Mualla, Member of the UAE Supreme Council and Ruler of Umm Al Quwain, UAQ hosted the 3rd UAE Economic Planning Forum. The EPF looks at the concept of **“Industrial Sustainable Economy”** which has been initiated by Abu Dhabi DED supported by the Ministry of Economy and all UAE DEDs.

HH Sheikh Ahmed Bin Saud Bin Rashid Al Mualla, Deputy Chairman of the Executive Council of the Emirate of Umm Al Quwain, HH Sultan Bin Saeed Al Mansouri, Minister of Economy, as well as HE Sultan Abdullah Bin Hadda Al Suwaidi, Chairman of the Sharjah Economic Development Department (SEDD), and H.E. Khalifa Bin Salem Al Mansouri, Acting Undersecretary of the Department of Economic Development in Abu Dhabi, H.E. Humaid Mohammed Bin Salim, Secretary-General of the Federation of UAE's Chambers of Commerce and Industry and HE Ali Issa Al Nuaimi, Director General of the Department of Economic Development in Ajman were present at the forum.

PAZ Marketing worked on promoting the event via press and managing the production required for the conference



# 3<sup>rd</sup> UAE Economic Planning Forum

Umm Al Quwain 2016  
ام القيوين 2016  
ملتقى الإمارات للتخطيط الاقتصادي  
UAE Economic Planning Forum

الاقتصاد المستدام في مجال الصناعة  
ECONOMIC SUSTAINABILITY IN INDUSTRIAL AREA





# Chuck E Cheese – KIDS CSR Initiative

Chuck E. Cheese operates under Gardenia Family Entertainment, an affiliate of Magnolia RM Investments (MRM). With corporate headquarters in Dubai, MRM is one of the fastest growing master franchisors in the region, with some of the world's most popular food and beverage brands.

Family-friendly and fun restaurant Chuck E. Cheese has launched a **“Summer Season for Giving”** charity campaign. The campaign asks you to donate toys and clothes for differently-abled children and those in need, to be used by Dubai-based non-profit special care centre Senses and volunteer humanitarian organization Emirates Red Crescent.

As part of the campaign, Chuck E Cheese and PAZ Marketing worked closely with schools to reward children with special needs. Fun activities, mascots and songs will celebrate generosity while drumming up awareness for the collection drive in attendance and presence of Khuloud Al Maleh (one of the UAE CSR influencers)



# Chuck E Cheese – KIDS CSR Initiative



# Miyabi Sushi & Bento Dubai



In celebration of the one year anniversary of its Palm Jumeirah branch, **Miyabi Sushi & Bento** and **PAZ Marketing** welcomed guests on the Nov 28th for an evening of fun and laughter, accompanied by the powerful voice of recognized singer **Nya Crea** and a sneak peek into the new and upcoming menu.

The new **Miyabi Sushi** menu stays true to the venue's core identity; bringing Japanese cuisine in the freshest of ingredients to all customers at affordable prices. The revamp divides the venue's offering between clear categories, ranging from yakitori skewers and tempura, to simple one- or two-ingredient Makis, Nigiri, Temaki cones, and Sashimi, plus a selection of Ramen, fried Noodles, Donburi rice bowls, and Shabu-Shabu hotpots.



# Miyabi Sushi & Bento Dubai





<http://www.pazmarketing.com>



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



<http://www.twitter.com/pazmarketing>



<http://www.youtube.com/pazmarketing>



<http://instagram.com/pazmarketing>

