



# Company Case Studies 2017 - 2018



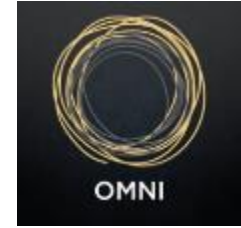
Autodata Middle East (ADME) is the pre-eminent provider of vehicle identification and pricing information in the GCC Region. The company provides its products and services to the automotive industry, government entities, major financial institutions and insurance sector.

Autodata Middle East in cooperation with PAZ Marketing unveils brace of new products at high-powered networking evening held on May 1st 2017 at the DIFC Capital Club in Dubai. Partners, media and VIP guests attended the event.



## Autodata Middle East unveils brace of new products at high-powered networking evening



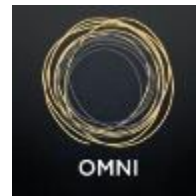


Megamix together with PAZ Marketing launched OMNI Dubai at Wafi Complex unveiling new stunning nightlife space with a state-of-the-art sound and light ready to daze the most discerning party-goers and trendsetters in Dubai and the region. Arab celebrities - Hatem Al Iraqi, Jenny Esber, Manal Ajaj, Rawaa Yaseen and Maya Diab were present during the opening. Some media, influencers, bloggers and VIP guests were also invited to attend the event.





## OMNI Dubai - Opening Nights to remember with Hatem Al Iraqi and Maya Diab





Honda Motor Company (Africa and Middle East Office) and PAZ Marketing launched the All New Honda Odyssey. Distributors, partners, media and guests attended the event.



## Honda Motor Company (Africa and Middle East Office) announces the launch





**Pascal Tepper French Bakery** is an international chain of dine-in cafes that brings a contemporary take on the traditional French dine-in bakery.

Pascal Tepper inaugurated its New Dine-in Bakery and Bistro branch at French Village Riverland Dubai Parks and Resorts with the help of PAZ Marketing. Partners, media and bloggers were invited to attend the event.





## Pascal Tepper inaugurates New Dine-in Bakery and Bistro branch at French Village Riverland Dubai Parks and Resorts

*Pascal Tepper*  
FRENCH BAKERY  
A Michelin Cheese de France



# SAHER DIA

Saher Dia is a Lebanese fashion designer born and raised in Abu Dhabi, UAE. He established his atelier in 1997.

Saher Dia in partnership with PAZ Marketing showcased Pret A Couture collection at Arab Fashion Week 2017. Some media, fashion bloggers and VIP guests were present during the show.



## Saher Dia's Golden Era Takes Over Arab Fashion Week

SAHER DIA





SHEIN is an international B2C fast fashion e-commerce platform. The company mainly focuses on women's wear, but it also offers men's apparel, children's clothes, accessories, shoes, bags and other fashion items. SHEIN mainly targets Europe, America, Australia, and the Middle East along with other consumer markets. The brand was founded in October 2008, and since then it has upheld the philosophy that "everyone can enjoy the beauty of fashion." Its business covers more than more than 220 and regions around the world.

PAZ Marketing managed the outdoor booking, airport booking and the activation programs for the SHEIN 2018 campaign.



# SHEIN







Villa Beirut is a Lebanese restaurant that offer age-old tradition and timeless recipes that have been passed down through generations.

PAZ Marketing and Villa Beirut organized a Lebanese Cooking Demonstration with the restaurant's specialty chef. Some media and bloggers were invited and covered the activity.



## Cooking Demo at Villa Beirut



**Manzil Downtown** is an upscale boutique hotel in Downtown Dubai managed by Vida Hotels and Resorts, for the urban travelers and the culturally attuned.

**Manzil**  
DOWNTOWN



PAZ Marketing and Manzil Downtown celebrated Emirati Women's Day with her Excellency Sara Al Madani during a tea time with 15 ladies on the 28th of August 2018.



PAZ Marketing and Manzil Downtown organized a Pink Afternoon Tea to mark Breast Cancer Awareness month on October 10, 2018. The special gathering was hosted by H.E Sara Al Madani, TV presenter and breast cancer survivor Fadia Al Taweel and TV presenter Nouraldin Al Yousuf. Some media were invited to join and cover the activity.





PAZ Marketing and Manzil Downtown organized a Battle of the Kids Menu at Boulevard Kitchen to officially launch the kids menu on 3rd November 2018. The children of Emaar staff and some media together with their kids were invited to join. The exciting event was hosted by celebrity Chef and MasterChef judge Silvena Rowe from Omnia.



PAZ Marketing and Manzil Downtown celebrated the 47th UAE National Day by hosting an exclusive Emirati poetry evening on 26th of November 2018. Some media and VIP guests from the UAE Government were invited.



O Concept Store, the brainchild of Emirati Entrepreneur Omar Bin Khediya, is one of Dubai's most unique lifestyle destinations with a concept that combines fashion and art. The store attracts young and passionate designers, artists and collectors from all over the world. It's an abode for unique accessories, shoes, clothes and dresses in addition to unique interiors. The boutique also houses their popular Café which is the perfect pit-stop for a cup of their signature coffee 'Nanacino'.

O concept store in conjunction with PAZ Marketing showcased its creative and trendy designs with renowned artists, interior designers and fashion brands. The event was successfully attended by some VIP guests, partners and media.





## 0 concept store Revealed its Stylish Creations in collaboration with Dubai Design Week





Founded in 1883, Benjamin Moore is North America's favorite paint, color and coatings brand. A leading manufacturer of premium quality residential and commercial coatings, Benjamin Moore maintains a relentless commitment to innovation and sustainable manufacturing practices.

Benjamin Moore and Ethan Allen with the help of PAZ Marketing hosted a morning gathering with leading color specialist Toni Snyder and Feng Shui interior designer Simone Osswald to officially launch The Color of the Year 2019 Metropolitan AF-690. Customers and media were invited to join the occasion.



# Benjamin Moore Unveiled Color of the Year 2019 in collaboration with Ethan Allen



# Lamborghini Female Advisory Board Dinner



Lamborghini UAE in collaboration with PAZ Marketing worked on selecting 14 ladies from the UAE to become part of the female advisory board that will be involved in a lot of upcoming activations for Lamborghini Worldwide





# TEST DRIVE



Lamborghini UAE in collaboration with PAZ Marketing organized a test drive for all selected Female Advisory Board of Lamborghini at Ritz-Carlton JBR





# Lamborghini UAE Test Drive Event



Saiid Kobeisy is a Lebanese fashion designer that presents 3 much-awaited couture, ready-to-wear, and bridal lines. With cascading silhouettes, dynamic cuts and elegant handcrafted touches, his designs give expression to every facet of the modern-day woman from her fearless ambition and passion, to her riveting charm and strength.

Saiid Kobeisy in cooperation with PAZ Marketing held an opening of the flagship store in Dubai Mall. The event was successfully attended by VIP guests, celebrities, partners, customers and media.



## Saïd Kobeisy inaugurated his flagship store in Dubai Mall





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