



Company Case Studies 2019 - 2022
Events, PR and Partnerships

Activations and Personal Profiling - 2019

Medica Group is the leader in the distribution of medico aesthetic equipment and products in the GCC, Middle East, South East Asia and North Africa.

The agency was involved to set media collaborations to promote Medica's KOL doctors via content creations and topics in addition to personally profiling the CEO.

The agency also took part in executing activations at Meidam Conference alongside Medica Group to promote the new products such as Venus Legacy, Galderma and expanding their Dentistry division.






medica
 Total Aesthetic and Medical Solutions

معالجة البثور ما تحتاجين إلى

بعد الانتهاء من معالجة البثور، تحتاجين إلى العناية بالبشرة بشكل صحيح لتجنب الإصابة بالبثور مرة أخرى. إليك ما تحتاجين إلى فعله:

يجب عليك تجنب لمس وجهك بغير ضرورة، خاصة في الأماكن التي تحتوي على البثور. كما يجب تجنب استخدام المكياج الثقيل الذي قد يسد مسامك.

استخدمي منتجات العناية بالبشرة التي يوصي بها الطبيب، مثل المرطبات والمضادات الحيوية. كما يجب تجنب التعرض لأشعة الشمس المباشرة دون حماية.

2023 Medica



Meidam 5th Edition - 2019

Agency worked closely with Dr. Khaled Al Nuaimi on organizing the Meidam 5th Edition in partnership with DHA post Covid 19.

The agency was responsible to assist all participants with needed preps and media coverage

Medica Group as a Gold Sponsor for the 5th Middle East International Dermatology & Aesthetic Medicine Organization Conference & Exhibition (MEIDAM) – The House of Dermatology held at Dubai, UAE.

Agency achieved inviting the needed press for onsite interviews and participant management



Singer Banah – Shu Bena Song Launch Beirut 2019

Banah is a Bahraini Palestinian singer & songwriter, showcasing a style of music that differentiates her from any other Arabic artist in the region.

Her musical interpretation plays on the sentiment of combining commercial or modernized elements with memorable classics.

PAZ Marketing managed executing Banah's song launch with Universal Music MENA in Beirut in the presence of Tier A media and guests





1st Organic and Natural Show – 2019 - 2020

Motiva Supplements exhibition area at the 1st Organic and Natural Show in the Middle East was targeted towards Natural, Holistic, traditional Chinese medicine ,and Alternative Medicine business field.

Here's some of our feedback from the attendance:

- The line of business requires Massive & Continuous Education to sell and that was confirmed by many people in the business & doctors in the field.
- The Agency raised awareness about Motiva brand along with Fine Guard & Tissue products and received many leads for the business that we plan to approach one by one next week and refer them to the right departments within FHH.
- Motiva booth was visited by reputable Doctors, Dietitians and Businesspeople in the medical, supplements, superfoods, and organic products field, we can now explore ways to collaborate with them.
- People there understood Curcumin and its bioavailability issue and were very keen on our Micellization formula
- Neuro Booster was a highlight and a confirmed need within the industry especially for brain disorders
- Trending products at the event were immuno booster, neuro booster, mushroom, probiotic, water with mineral and vitamins





المختصة في مجال العناية بالبشرة، حيث تقدم نصائح قيمة حول كيفية العناية بالبشرة بشكل صحيح، وكيف يمكن تجنب المشاكل الشائعة. كما أنها تشارك في مناقشات حول أحدث تقنيات العناية بالبشرة، وكيف يمكن استخدامها بشكل فعال. في هذا الحدث، ستتاح للزوار فرصة التعرف على أحدث المنتجات والتقنيات في مجال العناية بالبشرة، والتحدث مع الخبراء في هذا المجال. هذا الحدث هو فرصة رائعة للزوار للحصول على معلومات قيمة، والتعرف على أحدث تقنيات العناية بالبشرة، والتحدث مع الخبراء في هذا المجال.

هذا الحدث هو فرصة رائعة للزوار للحصول على معلومات قيمة، والتعرف على أحدث تقنيات العناية بالبشرة، والتحدث مع الخبراء في هذا المجال. هذا الحدث هو فرصة رائعة للزوار للحصول على معلومات قيمة، والتعرف على أحدث تقنيات العناية بالبشرة، والتحدث مع الخبراء في هذا المجال.

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The Wild, Sexy, Surprisingly Popular World of Botox, Lasers and Fillers

By [Name] on [Date]

It's not just for the rich and famous anymore. The cosmetic surgery world is booming, and it's not just for the rich and famous anymore. The cosmetic surgery world is booming, and it's not just for the rich and famous anymore.

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Arab Fashion Week 9th and 10th Edition 2019-2020

Arab Fashion Week took place in Dubai from 9 to 14 October 2019 in City Walk, bringing together over 40 regional and international prominent designers from the Middle East, Europe and Asia.

PAZ Marketing was involved in managing all visiting designers, their media allocations and exposure; in addition to their partnership with MEA





Dhamani – Dusoul Stores Opening 2019 - 2020

DUSOUL, the affordable luxury brand, celebrated a new step in its expansion by opening its boutiques at the iconic Mall of the Emirates, Merdiff City Center and Nakheel Mall.

The new boutiques are aimed at serving the discerning fashionista with its enviable line of jewelry designs & celebrity endorsed international brands.

Paz Marketing was involved in setting up the whole event, production and invitations / database management + officials





LA DUREE - 2020

French luxury bakery and sweets maker, Ladurée, in collaboration with H.E. Dr. Sara Al Madani, has unveiled its latest edition of premium double-decker macarons box, as part of its unique way of celebrating women in the region on 26th February 2020 at Ladurée Restaurant The Dubai Mall Fashion Avenue, in the presence of media and VIPs.

Paz Marketing was involved in setting up the whole event, production and invitations / database management



LADURÉE
Paris



Nayritta's Talk – Community Aesthetic Hub 2020 - 2021



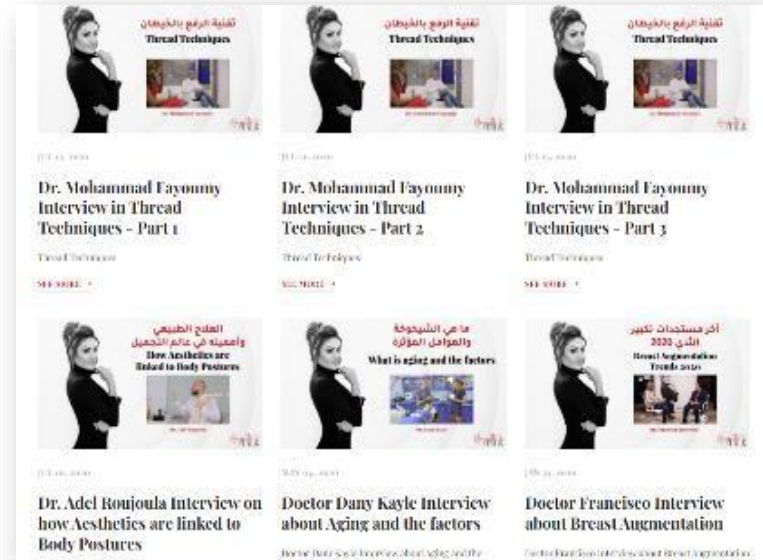
Agency developed an educational community platform concept that was sold to an entrepreneur to educate the public on aesthetics – invasive and noninvasive

The agency built the website from scratch with medical dictionaries supported with SEO and SEM

The agency managed booking clinics and doctors for interviews which can all be checked on the link <https://www.nayrittastalk.com/interviews/14>

Doctors' interview shoots and tutorials, scripting and editing was all managed by the company to achieve the best in this business

The agency worked closely with press to also achieve video interviews with doctors in line with Nayritta's Talk Strategy



Honda Motors Virtual Launch - 2021



A virtual launch was conducted by Honda Global where PAZ Marketing worked alongside the regional office in Dubai to engage press from the region.

The PR campaign is valued at \$1.8m which involved virtual event coverage, test drives and social media posts





SOBHA HARTLAND

Sobha Hartland Projects 2020 - 2021

PAZ Marketing managed executing two projects with the Marketing and PR Team:

Brokers Gala Dinner Night: responsible for location production and entertainment for 700 people

Experience Center: Influencer's Program, Media Visits to location to enjoy the Sobha experience center

Sobha Center Christmas Décor: decorating the whole premises of Sobha with Christmas lights and trees

PAZ Marketing was involved from the preparations, production, to PR and event management







Riyadh International Luxury Week 2021

Riyadh International Luxury Week was an event offering global jewellery, watch and bridal brands an incisive gateway to the Middle East's largest luxury market. This exclusive event showcased the biggest luxury brands in the jewellery, watches and bridal fashion with an extraordinary exhibition and events that took place from November 9 – 12 at Faisaliah Hotel in Riyadh.

Paz Marketing was involved in planning of the event with the organizers, managing participants and press allocations.

The agency also conducted a private dinner with the princesses sponsored by Atlantis the Palm.





Modest Fashion Week - 2021

The 7th edition globally and 3rd edition in Dubai, United Arab Emirates; Dubai Modest Fashion Week 2021 was held **on November 18-19-20, 2021** at the spectacular Rixos Premium Dubai - JBR. DMFW21 brought an awakening story to the people...a story for individuals, a story for modesty and a story for empowerment.

PAZ Marketing was involved in managing all visiting designers, their media allocations and exposure + production







Arab Social
Media Forum

Arab Social Media Forum 8th Edition - 2021

Arab Social Media Forum was acquired by PAZ Marketing to do the 8th edition in Dubai for the 1st time.

The agency allocated over 25 speakers from the tech industry, government officials, TV and Music industry, and SM influencers

The event was live streamed for all other companies and achieved over 500 attendances

PAZ Marketing executed the conference from production, to invites to allocating speakers, moderators and sponsors





EXPO 2020 Projects – 2021 - 2022

PAZ Marketing worked closely with international governments to hold different activations and forums at Expo 2020 – Dubai

The involvement included:

- **EU – GCC Forum with DEC** – DWTC in the presence of Margaritis Schinas the Commissioner of the EU
- **Maserati Experience** – Italian Pavilion
- **Opening Launch and Women in Tech Forum** – Swedish Pavilion in the presence of Lars Danielsson
- **Lean In Organization Forum** with Sheryl Sandburg (COO of META)– USA Pavilion
- **VIP Gala Night** – Australian Pavilion in the presence of General John Langoulant
- **Products Show** – Brazilian Government (Apex Brazil, Texbrasil, and Abit)

PAZ Marketing was involved from the preparations, to production, to PR and event management





EU – GCC Forum





Swedish Pavilion Opening





Women in Tech - “Women’s Path to Ikigai; Technology, Entrepreneurship, Self-Development, and Agility”



Maserati - Sustainable Mobility



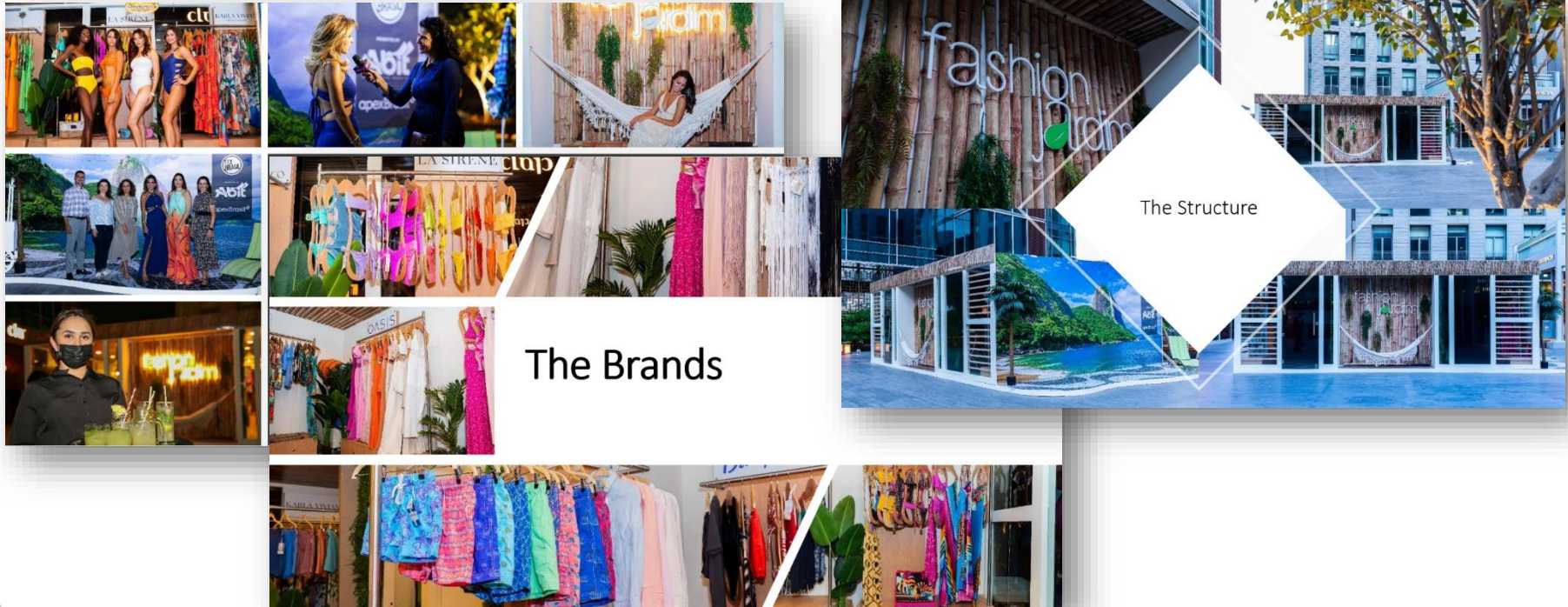
LEAN IN Forum by Sheryl Sandburg on International Women's Day



Western Australia - General John Langoulant Meet and Greet



Brazilian Government – Trade Launch at DIFC during Expo
Built in structure, opening night event and media exposure – PAZ Marketing



The Brands



Galeries Lafayette 2022

PAZ Marketing organized two conceptualized events with Galeries Lafayette covering two different topics:

January: **Dermatology and the new Aesthetic Trends** with Dr. Hassan Galadari. The event partnered with beauty brands existing at GL

April: **The Power of Gemstones** engaging majority of the jewellery brands at GL alongside the Gemologist Maha Al Sibai

PAZ Marketing was involved from the preparations, to production, to PR and event management



Dr. Hassan Galadari x Galeries Lafayette



Galeries
Lafayette



Galleries
Lafayette



Maha Al Sibai
x
Galleries
Lafayette



Atlantis, the Palm Projects 2022

PAZ Marketing managed executing two projects with the Marketing and PR Team:

Murex D'or: PAZ Marketing was allocated as committee member responsible for executing the whole awards and taking care of sponsors and partners

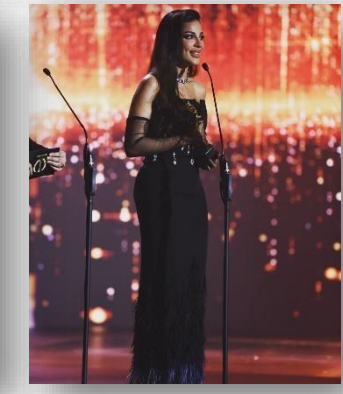
Asateer Ramadan Opening: Managed the logistics, invitations of press, influencers, celebrities and royalty from Al Maktoum and Al Qassimi

Arabian Travel Market: Managed interviews on set x 4 days with Tier A press for Atlantis the Royal with the Director Tim Kelly

PAZ Marketing was involved from the preparations, production, to PR and event management



Murex D'or Awards Night – 1st Edition



Asateer Ramadan Launch Opening



Atlantis the Royal – Arabian Travel Market

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At Dh180m, Dubai's costliest penthouse is nearing completion – and buyers are circling

25,000 sq. ft. unit is part of Royal Atlantis Resort & Residences on the Palm

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Hamed Nahr, Business Editor



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TRENDING

How is gratuity in UAE calculated?
Here's an explainer

'Villas in the clouds': Dubai's newest mega-resort takes luxury to new heights



Atlantis The Royal Resort & Residences is a massive, tiered building complex on the Palm Jumeirah, Dubai. The resort is designed to be a 'villas in the clouds' and is expected to be the most luxurious resort in the world. The building is a massive, tiered structure that rises from the water, with each level offering a different level of luxury. The resort is expected to be the most luxurious resort in the world, with a total of 1,000 rooms and 10,000 square meters of space. The resort is designed to be a 'villas in the clouds' and is expected to be the most luxurious resort in the world.

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Dubai. The residential part of the twin structure building will be complete late summer, with the hotel to be ready in the fourth quarter.

The 'super penthouse' is how Timothy Kelly, Executive Vice President and Managing Director of Atlantis Dubai, likes to call it. "Except for the super penthouse, all 231 residences have been sold," said Kelly. "The current price is Dh90 million and it will be the most stunning penthouse in entire Dubai, featuring three floors, 25,000 square feet and two outdoor terraces with pools.



In pics: Dubai's most expensive luxury penthouse listed for \$49m

The 25,000 sq-ft five-bed penthouse triplex is located at the Atlantis The Royal Resort & Residences in Palm Jumeirah



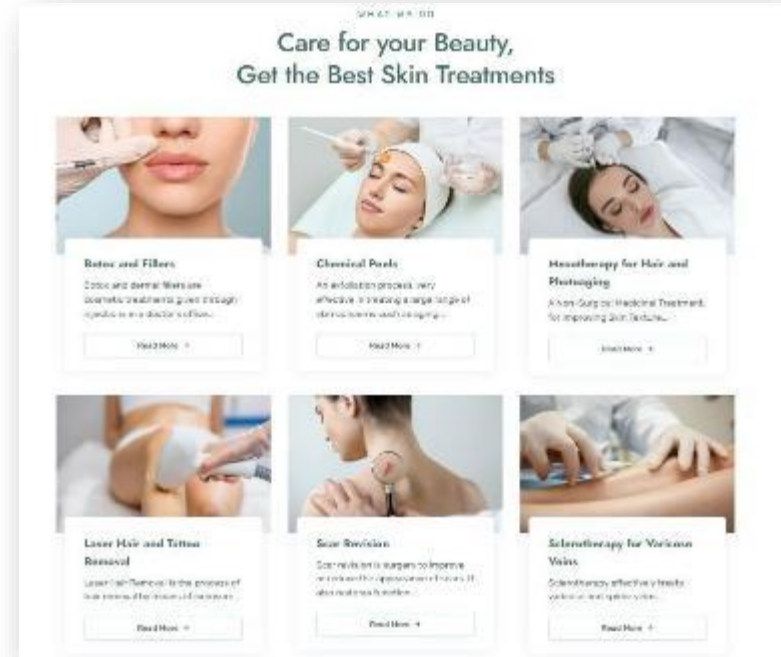
Dubai's most expensive luxury penthouse currently available has been listed for a staggering \$49m. The top-floor five-bed penthouse triplex at the Atlantis The Royal Resort & Residences in Palm Jumeirah is a 25,000 sq-ft property with six bathrooms, an outdoor deck with its own infinity pool and commanding views of the Palm Jumeirah and the Arabian sea. There's also a private lounge and beach, as well as access to five-star amenities.

Galadari Derma Clinic – Website - 2022

Agency worked alongside Galadari Derma – owned and managed by Ibrahim and Hassan Galadari – on building their website to support the latest in dermatology

In support to this, Dr. Galadari was given many interview opportunities and influencer's collaborations.

The agency worked on managing couple of events for Dr. Hassan Galadari and one of them was with Galeries Lafayette in 2022



Arab Cochlear Implant Conference (ACIC) - 2022

The Arab Academy of Otolaryngology & Cochlear Implant and MED-EL, the leading manufacturing of implantable hearing solutions, joins the World Health Organization (WHO) in celebration of the World Hearing Day and in raising awareness about the importance of hearing loss causes and prevention; holding a press conference during the Arab Cochlear Implant Conference (ACIC) in the presence of board members from the Arab Academy of Otolaryngology & Cochlear Implant.

PAZ Marketing executed the conference and managed all media attendances and coverages

MED-EL





Bashaar Al Jawad – The Voice Winner

PAZ Marketing did the first initiative deal for Bashaar with Universal Music MENA to collaborate with DJ Always April for his track TIRARA

TIRARA today achieved millions of views and one of the top songs for the past year.

The agency managed the 2nd song Bel Alb also with UMM and worked on brand collaborations with Ralph Lauren and Anta Sports

With the success of the regional PR work and media exposure; Bashaar today is an award winner of the 3 biggest awards in the region





<https://www.youtube.com/watch?v=kaEni1G6amU>



<https://www.youtube.com/watch?v=s4JQoObGNgM>





Auto Moto Show – Abu Dhabi - 2022

PAZ Marketing worked alongside Emiratis to put together the AutoMoto Show in Abu Dhabi

The agency assisted in conceptualizing, building stands and driving exposure

Dignitaries, Sheikhs and VIP's attended the event for 3 days and concept cars were sold





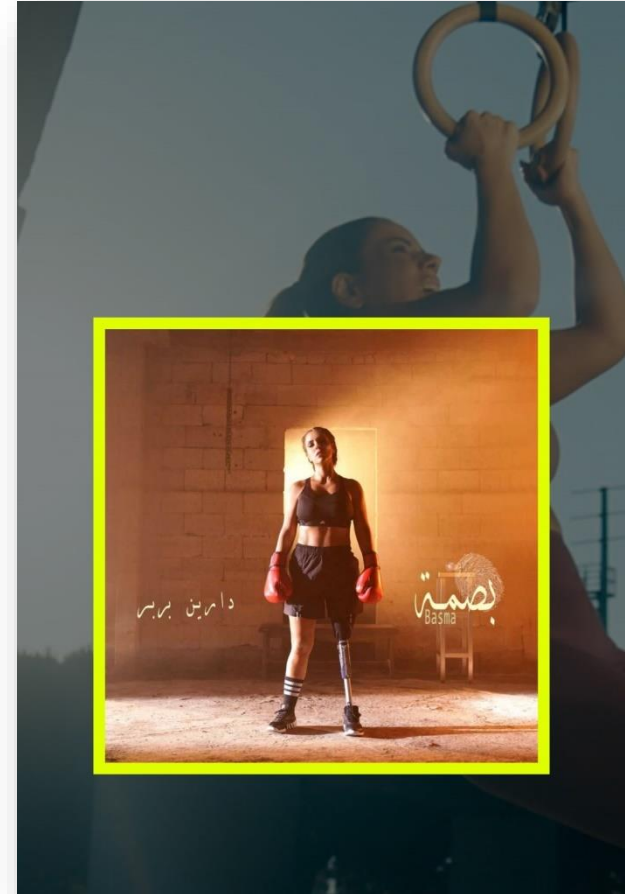
Dareen Barbar – Music Video - 2022

PAZ Marketing worked on a campaign coinciding with October Cancer Month tapping into amputation cases

Dareen Barbar lost her leg due to cancer and wanted to communicate a message to all women that anyone can do anything even with a deform

The agency sold the concept to be supported by Universal Music Mena for distribution and managed to collaborate with 3 brands to support the initiatives (Nai Tea, Shein and Adidas)

The video was shot in Lebanon with a Tier A director and NGO casts





<https://www.youtube.com/watch?v=OQ6EeV7A4iE>



Modest Fashion Week – Saudi Arabia 2022

PAZ Marketing worked on a collaboration model with the Fashion Commission to hold the 1st Edition of the Modest Fashion Week in Riyadh

The shows took place in Faisaliah Hotel for 3 days featuring modest shows by Saudi and Expat designers and talks

Modest Fashion Weeks vision is to bring all the industry talents together from designers to buyers, from influencers to media and celebrate the diversity of modest fashion while aiming to be the most effective platform for global, sustainable businesses.

The event was attended by Princesses from Riyadh





MUVI Cinemas Riyadh – Bullet Train Movie Launch Empire Entertainment and Sony Pictures

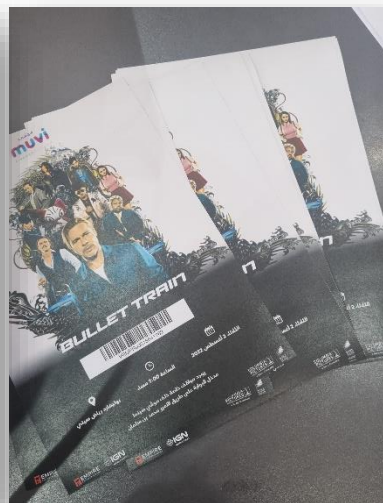
PAZ Marketing worked on the premiere launch of Bullet Train at MUVI Cinemas in Riyadh with Empire Entertainment

It was the 1st Premiere work to be done in Riyadh for an international movie from US

The event hosted over 500 Saudi guests with 3D gaming features and movie reveal. It also hosted prominent press from Saudi who enjoyed critiquing the movie

The agency produced the stands, collaterals and 3D gaming concept







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