



20 *Years*
ANNIVERSARY

Brand Architects and Designers of Demand





If it doesn't **sell**, it isn't **creative**.

– David Ogilvy



Through the Prism

Prism Advertising is a leading agency in Dubai that has been creating and delivering innovative solutions for brands for 20 years.

From branding and packaging to ATL campaigns and digital media, Prism has been at the forefront of strategic creativity and design excellence.

To celebrate this milestone, Prism presents this coffee table book that highlights its journey, achievements, and vision. This book showcases Prism's expertise and passion for building strong and lasting relationships with its clients and consumers.

The book follows Prism's journey from a humble beginning to being one of the go-to agency for some of the top brands in the region.

Deira



2004

Al Qusais



2008

Al Nahda Dubai



2010

Business Bay, Bay Square



2018

2004

2024

2004



+4

Corporate & Brand Identities, Print Ads, Packaging, AV production, Direct mailer



2008



+4 | Total: 10

Film and Celebrity Promotions



2011



Own Production & Fabrication House - Vital Sign



Print & Production

2012



Abbott



2005



+2 | Total: 6

360 Campaign, Retail Branding & POSM, Media Planning



2009



+3 | Total: 13

Events & Activations



2014



+8 | Total: 27



Website Development



PHILIPS

2007



Exhibition and Magazine



2010



+6 | Total: 19



India Star Award for Anchor

2016



MALABAR GOLD & DIAMONDS



Dairy for life

Pro Global Logistics

Clinova

2017



Sadia



The Watch House



2019



GUESS®



2020



Webinars & Learning Management



2018



New Department
Addition of Social Media Team +2,
Total: 29



Augmented Reality & Digital Media



المزارع العربية
Arabian Farms



MOVADO GROUP

جواهر
Jauhara



2018 Summit Creative Award
for Philips Healthcare ME

2022



Muse Creative Award
for Gulf Paints

2023-24



Current Team - 29 Employees



AI-Technology



2021



Muse Creative Award for Aqua de Fonte

The Co-Founder's Voice

By upscaling, updating, adapting, collaborating, and co-creating, Prism Advertising has not only survived but thrived over the past two decades. As a leading marketing and advertising agency in the region, we've been at the heart of the Middle East and UAE's remarkable growth. We've actively participated in and adapted to the dynamic changes in media and communication, witnessing firsthand the highs, lows, and resurgence of the economy. These market shifts and the evolving target audience have continually shaped our strategies and creative solutions.

Our journey has been fueled by the unwavering trust of our clients, who have guided and pushed us toward growth and innovation. Continuous learning, upskilling, and the addition of top-tier talent to our team, along with the support of our associates, collaborators, and vendors, have empowered us to navigate all challenges. We take immense pride in our enduring presence, continuous growth, and the stellar reputation we've built over 20 years.

This reputation is a testament to our steadfast values and our commitment to delivering exceptional value to all our stakeholders. We extend our gratitude to the leadership of the UAE for fostering an excellent ecosystem that has propelled our growth alongside the country's economic development. Above all, we are thankful for the divine blessings that have guided us to become what we are today, fulfilling our destined path.

Amit Vardhan

Co-Founder & CEO

Prism Advertising

The Co-Founder's Voice

I am honored to be part of Prism Advertising as we celebrate this significant milestone. Our journey over the past two decades has been characterized by remarkable growth and numerous achievements, reflecting our dedication and resilience in a rapidly evolving industry.

Reflecting on our 20 years of success, we are equally excited about the future, anticipating many more years of innovation, collaboration, and continued growth. Our commitment to staying at the forefront of marketing and advertising trends ensures that we will continue to deliver exceptional value to our clients and partners.

We extend our deepest gratitude to our dedicated coworkers, loyal clients, and reliable vendors who have supported us throughout these years. Your trust, collaboration, and unwavering support have been instrumental in shaping our journey and achieving our milestones.

Here's to two decades of incredible achievements and the promise of many more to come. Together, we will continue to innovate, adapt, and succeed, building on the strong foundation we've established.

Arti Vardhan

Co-Founder

Prism Advertising

The Co-Founder's Voice

As we celebrate 20 years of Prism Advertising, I am filled with immense pride and gratitude. From humble beginnings to becoming a cornerstone of creativity and innovation in the UAE, our journey has been nothing short of remarkable.

To our valued clients, thank you for your unwavering trust and partnership. Your vision and ambition have been our driving force, pushing us to continually innovate and deliver excellence.

To our vendors and support partners, your reliability and collaboration have been integral to our success. We deeply appreciate your steadfast support and commitment.

To our exceptional team, your talent, dedication, and passion are the heart of Prism Advertising. Together, we have navigated challenges, celebrated successes, and continually raised the bar in our industry.

As we look to the future, we remain committed to our core values of creativity, integrity, and excellence. We are excited to continue this journey with you, delivering impactful and transformative solutions in an ever-evolving landscape.

Here's to the next 20 years of innovation, growth, and shared success.

Thank you all for being a part of our story.

Masuood ul Rasheed

Co-Founder & Creative Director

Prism Advertising

From billboards to algorithms.

Evolution of advertising over the years.



Meet the Prism Team Shaping Tomorrow's Brilliance

The future of Prism Advertising gleams brightly thanks to the talented individuals you see here. This dynamic team brings together a diverse range of skills, experiences, and perspectives. Together, they are the driving force behind our continued success and the architects of our innovative future.



Amit Vardhan
CEO & Managing Partner
Leading with vision, guiding with purpose, and inspiring with action.



Arti Vardhan
Co-founder
Melding past achievements with future aspirations.



Masuood ul Rasheed
Chief Operating Officer
Mastering the art of seamless execution, turning strategy into triumph.



Faye Marsden
Founder Prism Create
Blending creative, content, and digital marketing into top B2B campaigns for IT and Fintech brands



Navsheen Kaul
Associate Client Servicing Director
Championing client visions with strategic finesse and unwavering passion.



Chandra Mohan
Business Development Manager
Forging alliances, charting growth.



Jerin John
Associate Creative Director & Copywriter
Maestro of the creative symphony, orchestrating brilliance.



Binu Koshy
Design Studio Manager
Coordinating creativity and efficiency to deliver on time, every time.



Deepa Abraham
Finance Manager
Balancing the books with precision and foresight, ensuring stability in every penny.



Vaishali Sharma
Digital Account Manager
Navigating the digital landscape, crafting stories that resonate across screens and hearts.



Roselyn Abando
Procurement Executive
Sourcing & negotiating inspiration with a keen eye for quality and innovation.



Lijoy Joseph
Senior Developer
The wizard behind our seamless tech operations.

Meet the Prism Team



Dhanya Shyam
Account Manager

Aligning client needs with innovative advertising solutions.



Shreya Shah
Account Manager

Curating experiences that leave an indelible mark on hearts and markets alike.



Faizah Jameel
Account Executive

Elevating brands through strategic storytelling.



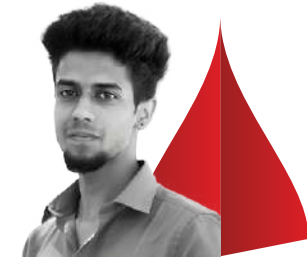
Priscella Varghese
Junior Account Executive

Creating campaigns that captivate and convert.



Mehbar Shaikh
Social Media Executive

Transforming clicks into connections, one post at a time.



Vikas Velan

Digital & Social Media Executive
Harnessing the power of trends to elevate brand presence.



Bhavesh Chhabria
Social Media Executive

Curating communities where engagement flourishes.



Roshni Patel
Digital Marketing Expert

Navigating the social sphere with strategic insights.



Shinu Shajahan
SEO & Digital Marketing Manager

Optimizing pathways to ensure brands shine in search.



K.N Murali
Photographer

Capturing moments that transcend time, revealing stories in every frame.



Hani Turkawi

Arabic Copywriter & Graphic Designer
Crafting culturally rich stories and designs that connects.



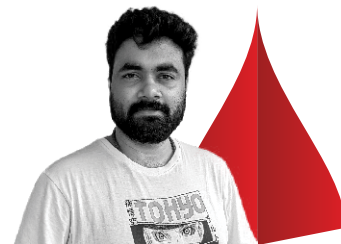
Tarique Mahmood
Sr. Graphic & Motion Designer

Shaping narratives that captivate, frame by frame.



Pradeep Liyanage
3D Artist

Crafting dimensions where imagination meets possibility.



Arjun Sasidharan
Graphic Designer

Creating visual symphonies that speak louder than words.



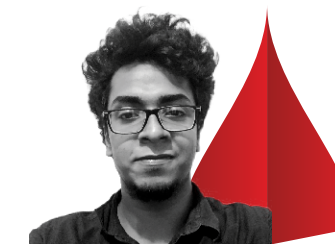
Amaljith Rajendran
Animation Specialist

Crafting visual journeys that mesmerize.



Deya Aburas
Graphic Designer

Crafting visual stories that blend creativity with cultural essence.



Rinu Joseph
Graphic Designer

Blending artistry with functionality.

Honoring our Star Alumni

A fond farewell to those who paved the way. Recognizing the invaluable contributions of our alumni.

Their dedication, talent, and hard work played a pivotal role in shaping our journey over the past two decades.

We are forever grateful for their legacy, and we know they carry a piece of the Prism spirit wherever they go.



Madiha Khan
Account Director



Prathiba Chabrah
Account Manager



Aashika Ajith
Account Manager



Simran Chainani
Senior Account Manager



Anjana Anand
Account Manager



Deepti Israni
Account Manager



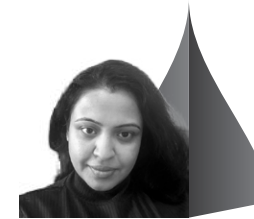
Sakshi Mathur
Account Manager



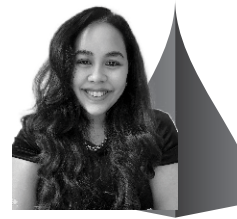
Rukhsar Baig
Account Manager



Tanisha Patnaik
Account Manager



Charanya Kumaraswamy
Account Manager



Jamila Yusuf
Senior Account Executive



Niell Vaz
Senior Account Executive



Sahil Baig
Client Servicing Executive



Nicholette Jeanne Legaspi
Senior Copywriter



Shyjith Cheriya
Senior Art Director



Wisam Abbu Saab
Art Director



Corporate Brand Identities











Logo Positive Color

Yanbu Cement logo family should be used in 100% positive color unless otherwise specified.

- Full color
- Grey
- Black

There should not be any other colors added for the printing or copy, otherwise it will affect the trademark.

© 2018 Yanbu Cement
All Rights Reserved

Folder design Cover

© 2018 Yanbu Cement
All Rights Reserved

Notepads A4 & A5

© 2018 Yanbu Cement
All Rights Reserved

Logo Variants

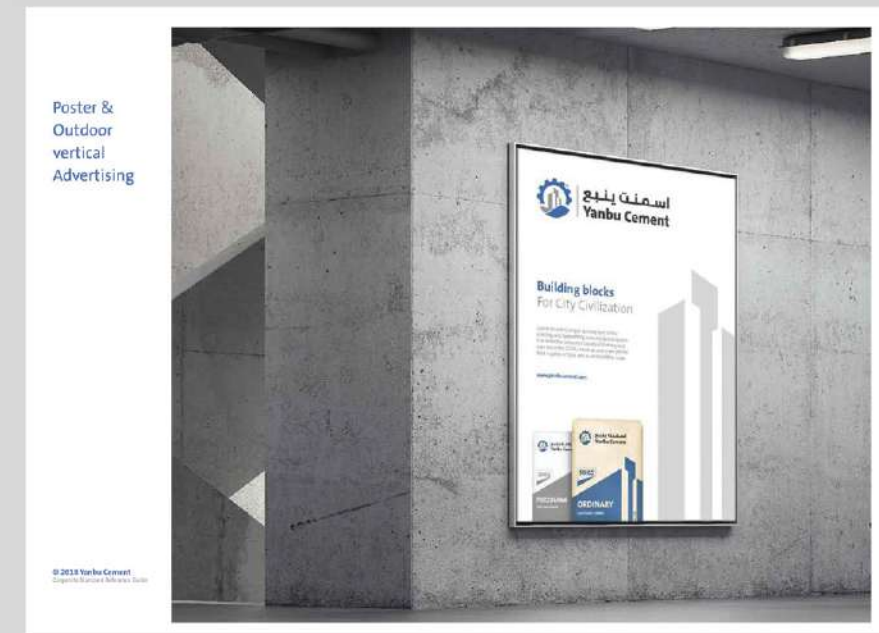
Use these variations for Yanbu Cement logo:

- Bilingual
- English
- Arabic

There are no other logos, please do not change the logo unless you have an agreement.

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جوكوكا
نرتقي بتفردك
Jokoka
UNBOX UNIQUENESS

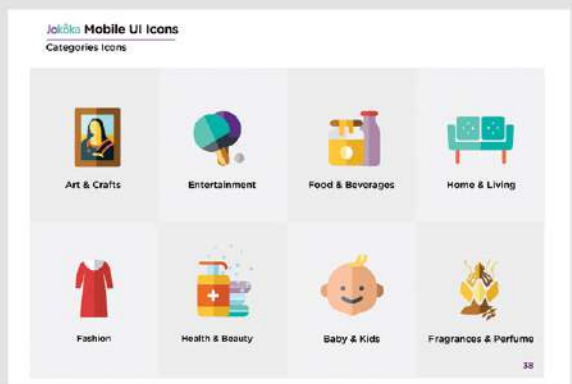
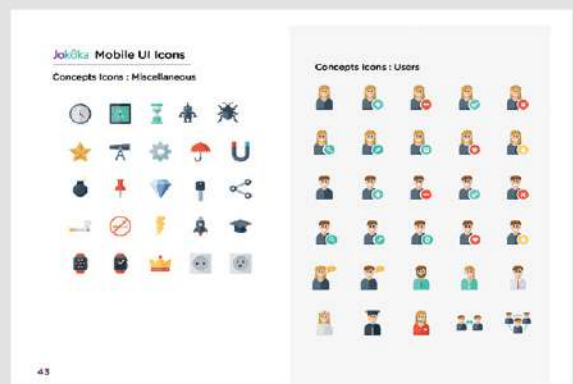
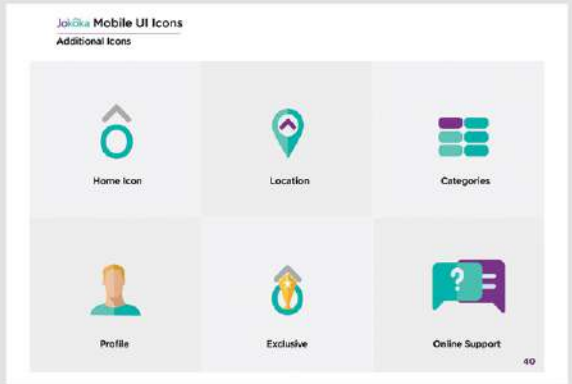
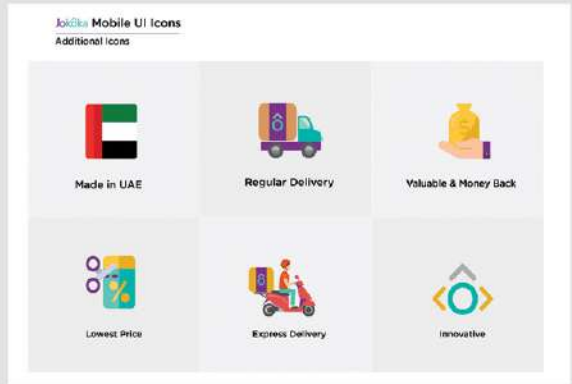
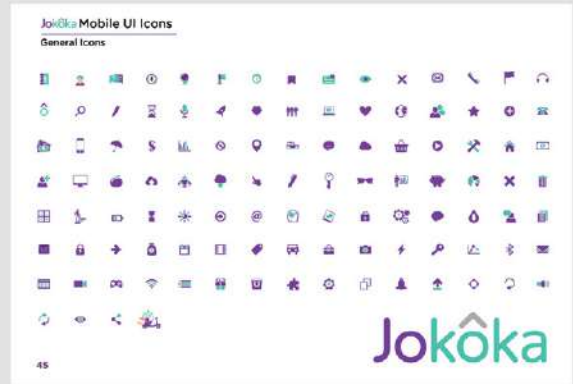
حمّل التطبيق وسجل الآن
Download our app
& register to get
a unique surprise*

Shop Online Now!
www.jokoka.com

جوكوكا

نرتقي بتفردك







Print Advertising

Similac Gold

OVER 95 YEARS
OF SUPPORTING
INFANTS' IMMUNITY
AND COGNITION*

**FOR STRONGER IMMUNITY AND
BETTER COGNITIVE DEVELOPMENT****

Abbott

Ensure MAX PROTEIN
Optimizing Protein Nutrition

Abbott

SPECIALLY FORMULATED TO PREVENT DEHYDRATION

Pedialyte

Abbott

STAY STRONG AND ACTIVE WITH ENSURE

Ensure إنشور

Register to know more at www.ensureclub.com
To place an order, Click Here

Abbott

EMPOWER YOUR DIABETES JOURNEY WITH GLUCERNA

Glucerna

For Healthcare Professionals: Use Only.

Abbott

Ensure

FEELING YOUNG INSIDE

BUT MUSCLES ON A DIFFERENT RIDE?

FEEL AS YOUTHFUL AS YOU ARE.

Abbott
life. to the fullest.®

For Healthcare Professionals Only

Similac Total Comfort Gold

A NEW FRONTIER IN MANAGING GASTROINTESTINAL TOLERANCE

NEW and Improved Formula Now with 2'-FL HMO

Abbott

For healthcare professionals only

Similac Gold

INTRODUCING THE 1ST LIQUID FORMULA WITH

HMO
PALM OLEIN OIL FREE
NATURAL VITAMIN E
DHA + LUTEIN

NEW

0-12 months

Similac Gold

Stronger Immunity. Better Cognitive Development.

Abbott

This material is intended to be realized by healthcare professionals and is not for distribution amongst the general public. Breastfeeding is the best source of infant nutrition. Good maternal nutrition is important for preparation and maintenance of breastfeeding. When infant formula is to be used, a mother should be aware of the financial and social implications of formula feeding, the difficulty of ensuring the decision not to breastfeed, and the care that must be taken to prevent partial formula feeding from interfering with lactation. Proper preparation of powder or concentrated liquid infant formula also requires the use of boiled water to mix the formula and clean implements as well as careful adherence to mixing instructions. Improper mixing or preparation may make the baby sick. A health-care professional should be consulted before initiating formula feeding.



PHILIPS
OneBlade

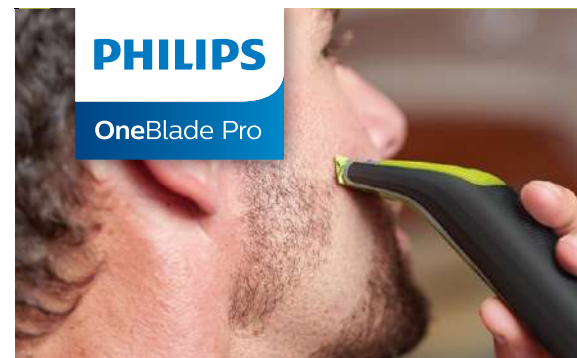
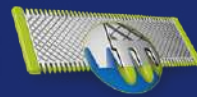
Trim, edge and shave with OneBlade

Gentle on skin, tough on any length of hair



New

Unique cutting-edge technology



PHILIPS
OneBlade Pro

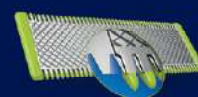
Trim, edge and shave with OneBlade Pro

Gentle on skin, tough on any length of hair



New

Unique cutting-edge technology



PHILIPS
Series 7000
Beardtrimmer

Less mess vacuum trimmer
Integrated vacuum captures up to 90% cut hair*

Vacuum Beard Trimmer BT7206

No.1
Best Beard Trimmer

* Tested in lab environment on hair mats.

PHILIPS
Series 7000
Wet & dry shaver

Choose our No.1 for sensitive skin*

Dermatologically tested

Protects against skin irritation, now even on 3-day stubble**

- SkinGlide Rings with antifriction coating
- GentlePrecisionPRO blades with skin protection technology
- 5 direction DynamicFlex heads

No.1
Best Shaver

* Compared to other Philips shavers
** vs. predecessor Sensohybrid 20

PHILIPS
Airfryer
Premium XXL

Home-cooked meals just got effortless
Smarter. Easier. Tastier.

New Smart Sensing technology

Excess fat removed by Airfryer XXL

Excess fat removed by conventional oven

Now with Smart Sensing technology for more of the food you love and less of the fat you don't

- Smart Sensing technology for effortless cooking
- Fry with 90% less fat*
- Fry, grill, bake and roast
- Large 7.3L capacity basket
- Dishwasher-safe parts
- Exclusive access to NutriU app

* Compared to fresh fries cooked in conventional Philips fryer

The NEW Airfryer XXL
Removes fat. Retains taste.

Removes 80% excess fat

Removes 80% excess fat

PHILIPS
Airfryer
Premium XXL

A healthier way to fry
Smarter. Easier. Tastier.

Automatic time and temperature adjustment

Excess fat removed by Airfryer XXL

Excess fat removed by conventional oven

* Compared to fresh fries cooked in conventional Philips fryer

PHILIPS
Liquid Health

Unlock more vitamins with the Philips Liquid Health Squad

HR1921 Avance Collection Juicer

HR3555 Viva Collection Blender

HR3652 Avance Collection Blender

50% extra fiber

on-the-go accessory

50% finer blending*

* Independent lab testing compared to Philips Avance HR2261

PHILIPS
Smart Irons

No Burns. No Worries.

100% No Burn
Philips Guarantee

Unique innovations from the World's No 1 ironing brand*

- OptimalTemp Technology means no temperature setting required, guaranteed no burns
- DynamIQ Sensor releases automatically perfect amount of steam for effortless ironing

#PhilipsNoBurn

No 1
World's No.1
ironing brand
Source:
EUROCOMPTON
INTERNATIONAL
Market Category:
Retail volume Sales
2012-2018

PHILIPS

ProTouch 2-in-1 Garment Steamer with Tilttable ErgoFit board

The ProTouch 2-in-1 is the most advanced Vertical Steamer from Philips. An easy-to-use powerful steamer combines with a tilttable backboard to remove even the toughest creases.

innovation + you

ErgoFit Board

ProTouch 2-in-1

PHILIPS

PHILIPS
Hair Care

Salon-like styling from the comfort of your home.

innovation + you

PHILIPS
Lumea
Prestige

Experience hair-free smoothness for months*

Philips – the number one brand in IPL*

*Measured on legs, after the initial 4-5 treatments. Individual results vary

WIN UP TO 100 GOLD BARS ACROSS GCC



WIN UP TO 100 GOLD BARS

- WIN 100 GM GOLD**
Get 1 Raffle coupon for AED 500 & 2 raffle coupons for Diamond Jewellery
- FREE 1GM GOLD COIN**
on Every AED 3000 Diamond Jewellery purchase
- FREE 2 GM GOLD COIN**
on Every AED 5000 Diamond Jewellery purchase
- PAY 10% & GET GOLD RATE PROTECTION**
until 31st April 2018
- ZERO DEDUCTION ON 22 K (916) GOLD EXCHANGE**
(Not available in UAE)
- NO MAKING CHARGES ON 8 GM GOLD COIN**
for the entire campaign period (Not available in UAE & KSA)

MALABAR GOLD & DIAMONDS

OVER 180 BRANCHES SPREAD ACROSS UAE, OMAN, BAHRAIN, SAUDI ARABIA, KUWAIT, QATAR, SINGAPORE, MALAYSIA & INDIA | Shop 24/7 at www.malabargoldanddiamonds.com



MALABAR GOLD & DIAMONDS
CELEBRATE THE BEAUTY OF LIFE

INSPIRED BY HER FOR HER EVERY MOOD.

The modern woman is an enigma. She's a go-getter, trendsetter, showstopper. She's everything all at once. She's ever changing, ever shining. Our brand-new collection of lightweight, elegant and exclusive jewellery, inspired by the modern woman. Crafted for her every mood.



PRICE RANGE STARTING FROM AED 499

ZOUL
LIFESTYLE JEWELLERY

PRESENTING THE PERFECT ACCESSORY FOR THE WOMAN OF TODAY.

OVER 260 STORES ACROSS 10 COUNTRIES



MALABAR GOLD & DIAMONDS

SEASON'S GIFT GUIDE



MALABAR GOLD & DIAMONDS

bella
COLLECTION

GET BACK THAT PRECIOUS GLOW



FREE RESTORE & REPAIR SERVICE FOR YOUR JEWELLERY*

Let Malabar Gold & Diamonds bring out the glimmer in your gold and the sparkle in your diamonds once more! You can also avail of our 'Zero Deduction Exchange' offer, and add a beautiful piece or two to your collection. Create brand new memories with your timeless treasures today, only with Malabar.

0% ZERO DEDUCTION ON 22 K (916) GOLD EXCHANGE

MALABAR GOLD & DIAMONDS

OVER 180 BRANCHES SPREAD ACROSS UAE, OMAN, BAHRAIN, SAUDI ARABIA, KUWAIT, QATAR, SINGAPORE, MALAYSIA & INDIA | Shop 24/7 at www.malabargoldanddiamonds.com

AN EXCLUSIVE RANGE OF
**GOLD & DIAMOND
JEWELLERY**
FOR ALL OCCASIONS

PARAMPARA ACHCHAI KI
SINCE 1832

PARAMPARA ACHCHAI KI
SINCE 1832

Wishing you Golden Prosperity

Get one or more gifts
depending on the value of purchase

- FREE GOLD COIN
- FREE BRANDED WATCH
- FREE GOLD & DIAMOND PENDANT
- FREE SOLITAIRE DIAMOND RING

Offer valid on purchase of Gold & Diamond jewellery
No Making charges on select jewellery

0% Deduction on Old Gold Exchange | 0% Easy Payment Plan for 3 & 6 months on purchases of AED 1000 & above

Emirates NBD | RAKBANK

PNG Jewellers Showroom Location: Meena Bazaar, Cosmos Lane, Bur Dubai. Phone: 04 3598 009. www.pngadgil.com
UAE | INDIA | USA

PARAMPARA ACHCHAI KI
SINCE 1832

More bright offers
to treasure this
festive season

Add more dazzle to Diwali
with PNG Jewellers

- FREE Solitaire Ring
- FREE Gold Pendant & Diamond Pendant
- FREE Pearl Set
- FREE Branded Watch
- FREE Gold Coin

Get one or more gifts
depending on the value of purchase

Offer valid on purchase of Gold Jewellery and Diamond Jewellery

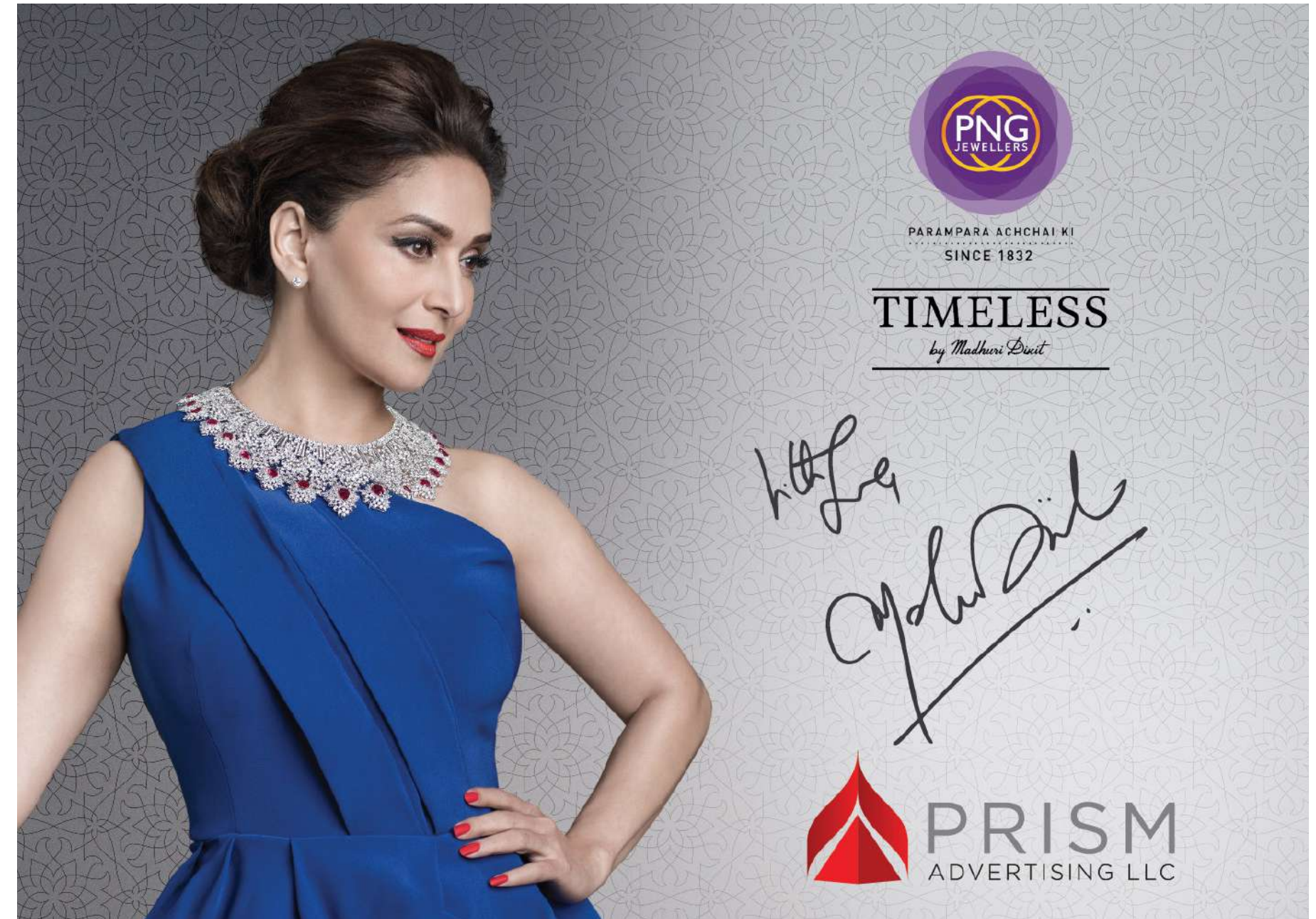
- Pre-Booking of Gold Rate | Pay 10% now, purchase during Diwali*
- 0% Deduction of 22Kt Old Gold | No Making Charges on Selected Items

0% Easy Payment Plan for 3 & 6 months on purchases of AED 1000 & above

Emirates NBD | RAKBANK

*Terms and conditions apply. *Book the gold as per today's rate. **No two offers can be combined together.

PNG Jewellers Showroom Location: Meena Bazaar, Cosmos Lane, Bur Dubai. Phone: 04 3598 009. www.pngadgil.com
New store opening soon at Al Fahidi Street | UAE | INDIA | USA



PHILIPS
Summer offer

Look your best
this summer
with Philips

Kellogg's
COCO pops

Breakfast-time turned playtime
with Coco's Breakfast-Time
Adventures

Unlock an
AR adventure game
inside every 500g pack

PediaSure
Complete

Perfect for growing
children on the
GO

Voted No. 1*
By Moms in the
Gulf Region

Complete Nutrition for your Child's Growth

بيشور
PediaSure
For children 1-10 years

Abbott
Nutrition

*A representative independent survey conducted by TNS on a sample of 3,000 consumers in the GCC. دراسة استقصائية مستقلة أجرتها شركة TNS على عينة من 3,000 مستهلكة في دول مجلس التعاون الخليجي

PHILIPS
Domestic
Appliances

Switch to healthy living
this Ramadan
Make room for great Ramadan offers

Kellogg's
COCO pops

Unbox &
Score Goal!

BACK TO SCHOOL

SCRATCH & WIN

Be one of 5 lucky winners of the latest Xbox Series X and PS5 Ultimate edition

OR.S STAY HYDRATED
STAY REFRESHED

**SWEATING
IT OUT?
JUST TAKE TWO**

WHO APPROVED

• Corrects electrolyte imbalance
• Increases fluid absorption
• Balances hydration levels

AVAILABLE IN TASTY STRAWBERRY, LEMON OR BLACKCURRANT FLAVOUR SOLUBLE TABLETS.

OR.S STAY HYDRATED
STAY REFRESHED

GET BACK UP

WHO APPROVED

• Corrects electrolyte imbalance
• Increases fluid absorption
• Balances hydration levels

AVAILABLE IN TASTY STRAWBERRY, LEMON OR BLACKCURRANT FLAVOUR SOLUBLE TABLETS.

OR.S STAY HYDRATED
STAY REFRESHED

**STAY
REFRESHED
JUST TAKE TWO**

WHO APPROVED

• Corrects electrolyte imbalance
• Increases fluid absorption
• Balances hydration levels

AVAILABLE IN TASTY STRAWBERRY, LEMON OR BLACKCURRANT FLAVOUR SOLUBLE TABLETS.

OR.S STAY HYDRATED
STAY REFRESHED

**BRING BACK
YOUR LIVELY SIDE**

WHO APPROVED

• Corrects electrolyte imbalance
• Increases fluid absorption
• Balances hydration levels

AVAILABLE IN TASTY STRAWBERRY, LEMON OR BLACKCURRANT FLAVOUR SOLUBLE TABLETS.

OR.S STAY HYDRATED
STAY REFRESHED

**STAY COOL
THIS SUMMER
JUST TAKE TWO**

WHO APPROVED

• Corrects electrolyte imbalance
• Increases fluid absorption
• Balances hydration levels

AVAILABLE IN TASTY STRAWBERRY, LEMON OR BLACKCURRANT FLAVOUR SOLUBLE TABLETS.

Annoying earache to smiling relief

Children's Panadol...
Strong on Pain

Liquids and Suppositories

Effective fever relief
during cold and flu

Children's Panadol Range
Liquids and Suppositories

Let us talk about sinusitis

Panadol Sinus

Powerful relief from
Sinus pain and congestion

Powerful relief from
Sinus pain and congestion

100% Vegan | No Chemical Nasties
Halal Certified | Cruelty-free

Fever and pain relief in
yummy strawberry flavour

Calpol

Suspension for
Babies and Infants
from 3 months

Fever and pain relief in
pleasant orange flavour

CALPOL 6PLUS

Suspension
for Children,
6 years and above

35% OFF

ON LAFZ & ZM RANGE OF PRODUCTS
April 24th to April 30th

100% Vegan | No Chemical Nasties
Halal Certified | Cruelty-free

Shop with
Confidence
16001

50% OFF

ON ALL ITEMS

100% Vegan | No Chemical Nasties
Halal Certified | Cruelty-free

Shop with
Confidence
16001

30% OFF

ON LAFZ & ZM RANGE OF PRODUCTS

100% Vegan | No Chemical Nasties
Halal Certified | Cruelty-free

40% OFF

ON LAFZ & ZM RANGE OF PRODUCTS
April 3rd to April 14th

100% Vegan | No Chemical Nasties
Halal Certified | Cruelty-free

Shop with
Confidence
16001

UP TO 60% Discount

on LAFZ and ZM lip and nail care

100% Vegan | No Chemical Nasties
Halal Certified | Cruelty-free

Shop with
Confidence
16001

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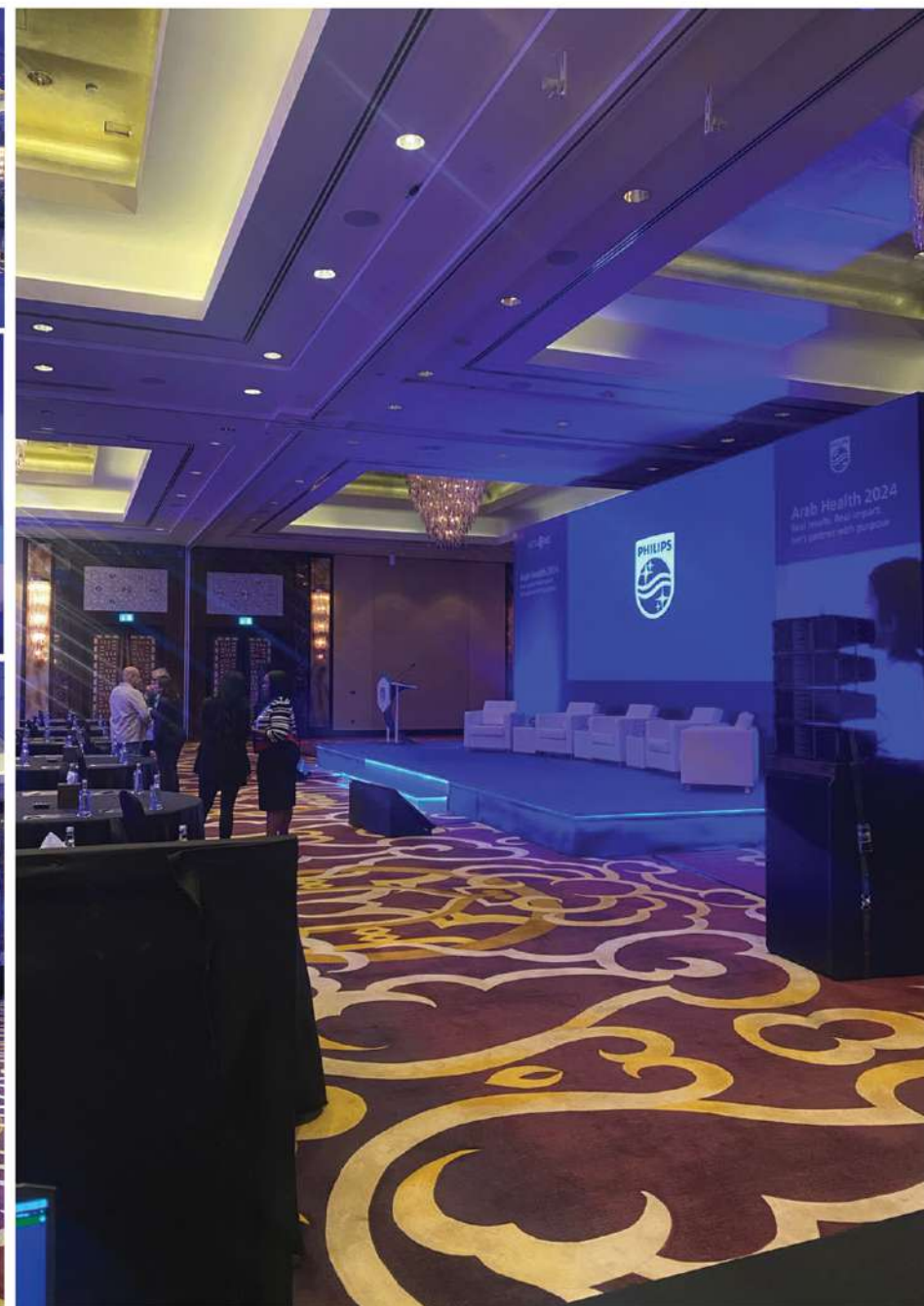
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Event & Activations











A surreal landscape featuring a person walking through a field of floating, glowing pyramids. The pyramids are made of a translucent, crystalline material and are suspended in the air by thin vertical lines. The scene is set against a backdrop of rolling sand dunes and a bright, hazy sky, suggesting a sunset or sunrise. The overall atmosphere is dreamlike and futuristic. A large red curved shape is visible on the left side of the image.

Packaging









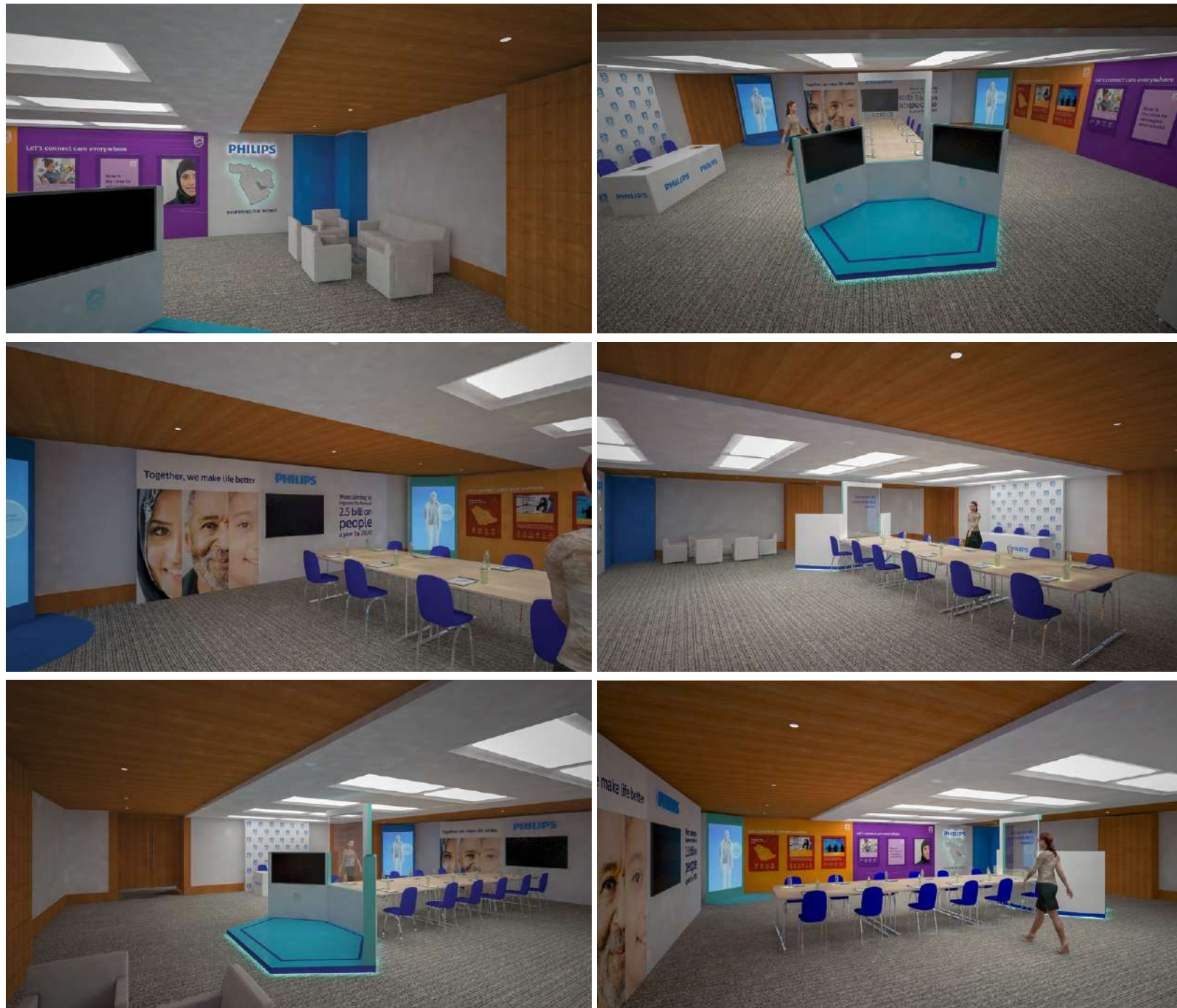






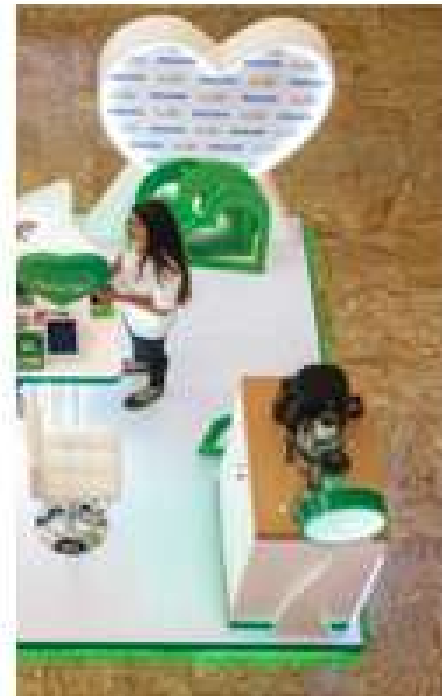
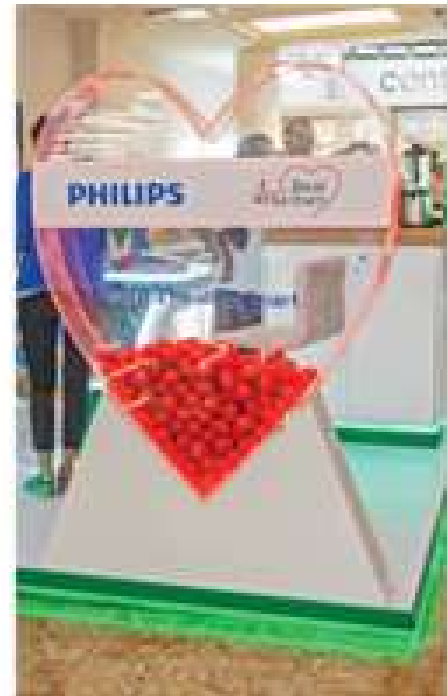
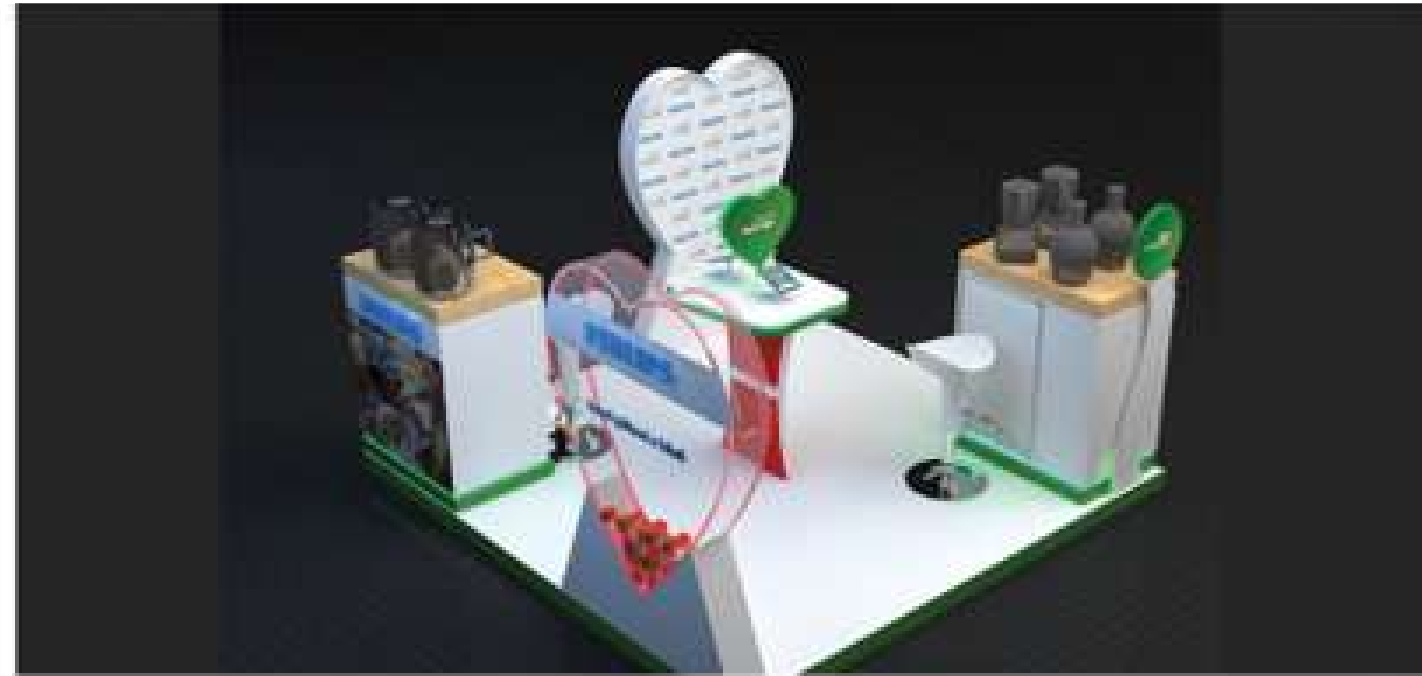
A futuristic exhibition stand design featuring a large, curved, metallic structure with glowing orange and yellow light trails. A person is walking through the structure, and their reflection is visible on the polished floor. The background shows a hazy, futuristic cityscape under a blue sky. A red curved shape is visible on the left side of the image.

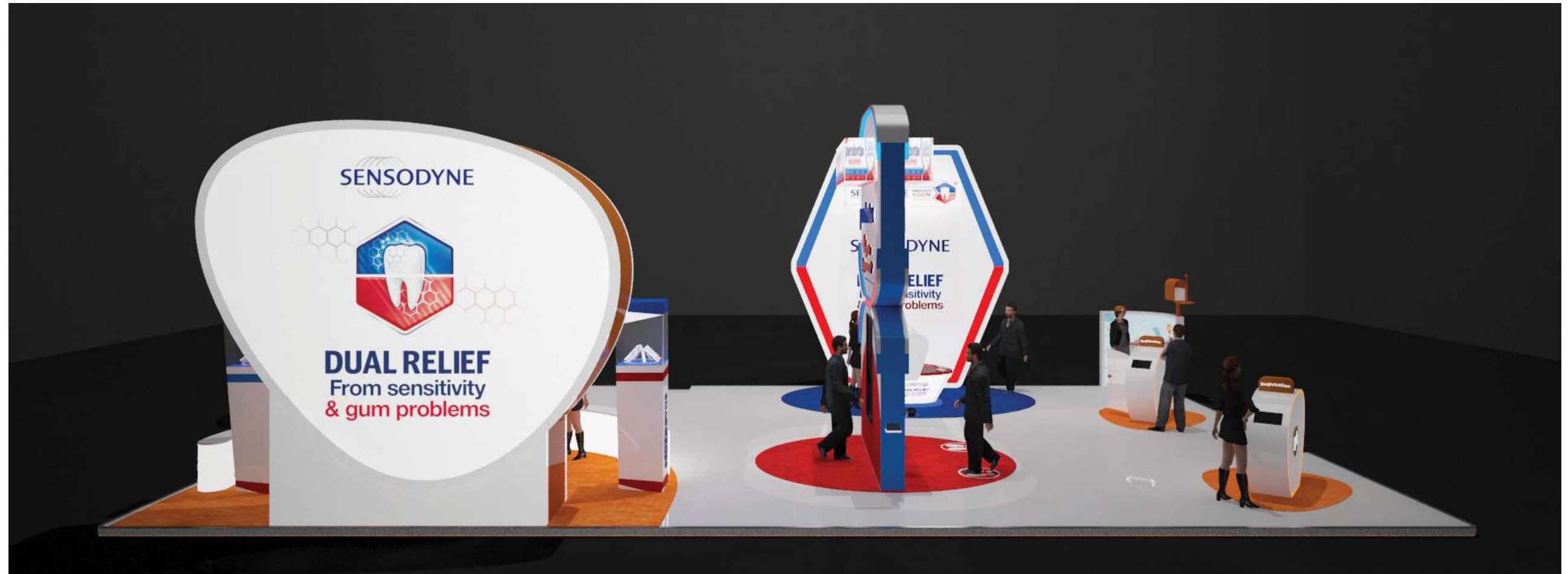
**Exhibition Stand Design,
Fabrication & Management**

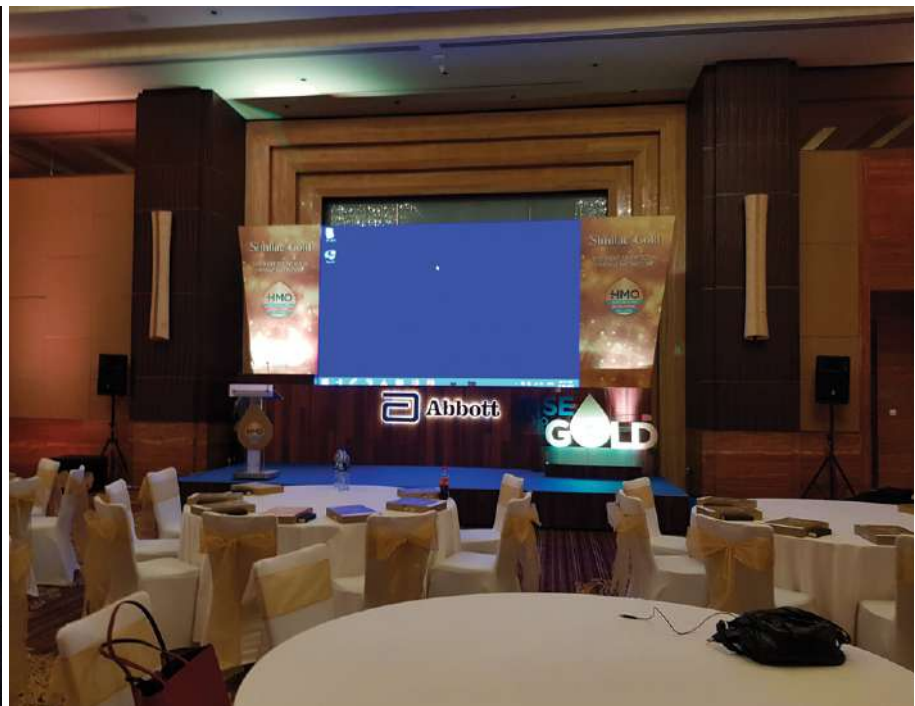
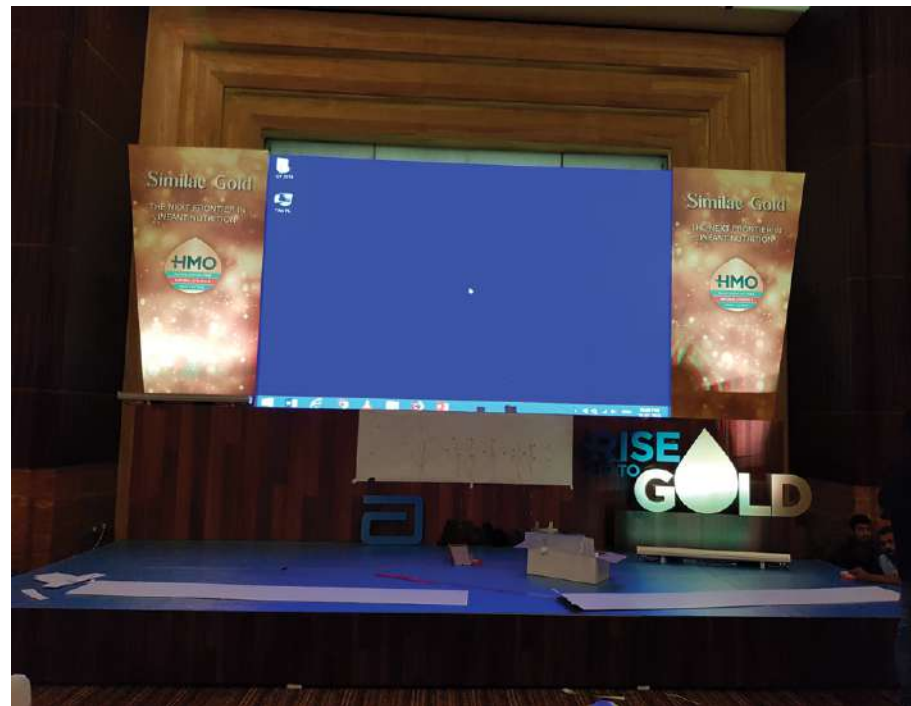






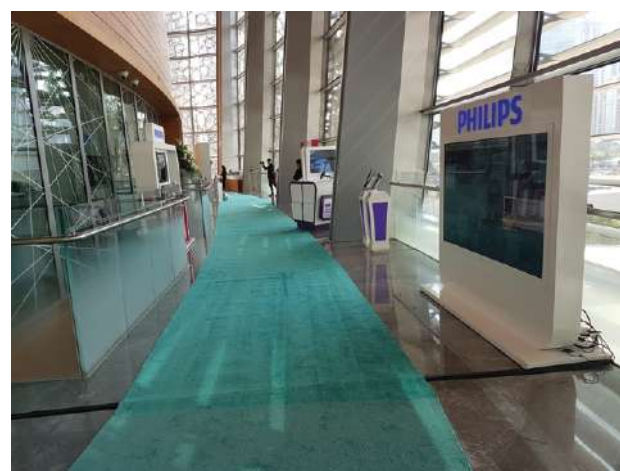
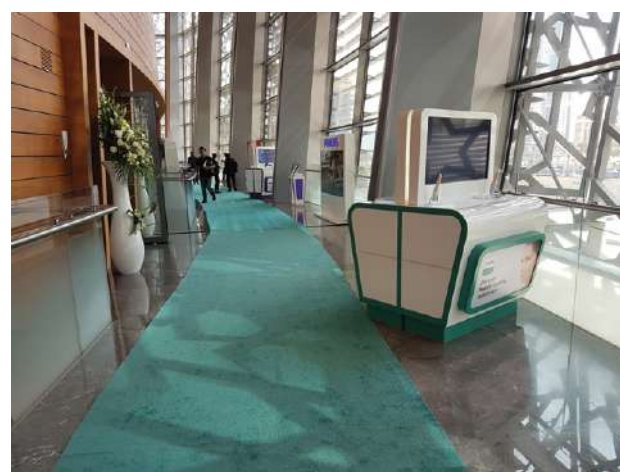








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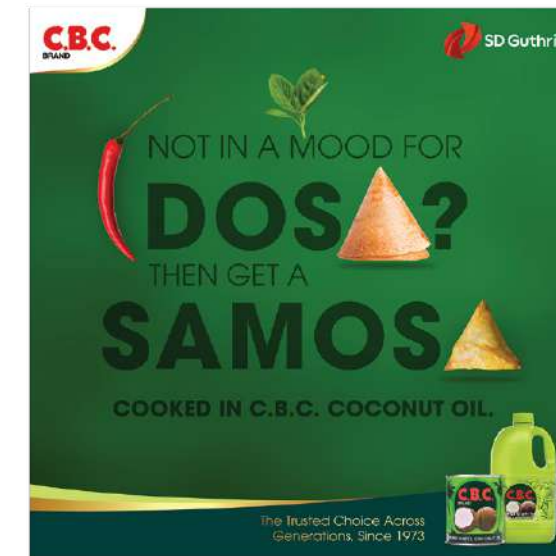
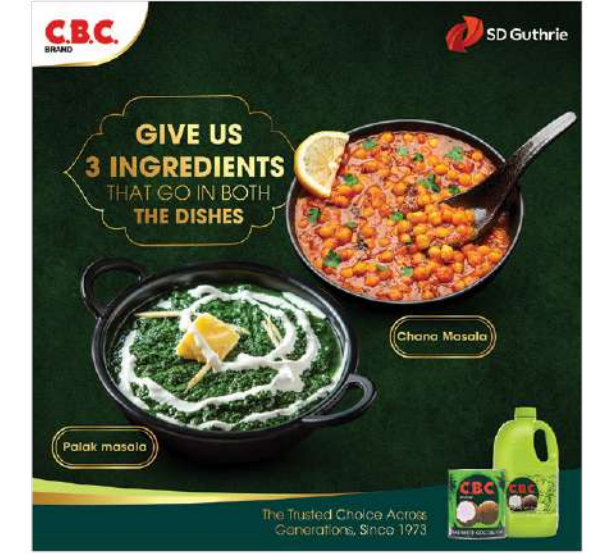
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Guess the Surprise!!!
Progress offers you a special 10% discount on the twin packs of Progress Gold or Progress Kids Gold (900gms and 1.7kg).

Surprises to continue!!!
Also, this season we bring you more fun with the purchase of Progress...

What's the Fun?

1. Find the letters of "PR-OG-RE-SS" in the 10% discounted twin pack of Progress.
2. Scan to the customer service counter to claim your **Exciting Prizes (Prizes are Battery cars, Bicycle, Push Scooter, Progress tins, etc.)**

Top Secret: Feed the letters under the lids of cans. ssssssshhhhhhhh. Don't tell it to anyone!

Where to find this promotion?
You can find this promotion in all leading supermarkets & hypermarkets in UAE. Hurry!! Offer available until stocks last.

غذّي قدراتهم

اجمع و اربح

الوقت يمر بسرعة! وبذلك المصغير ينمو بسرعة وبالتالي فإن التغذية الجيدة مهمة للطور التنموي للطفل. غذّي قدرات طفلك مع حليب بروجرس جولد. التنموي.

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وتستمر المفاجآت!!!
أيضاً، هذا الموسم جلبنا لك المزيد من المرح مثل سكرت بروجرس جولد.

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- 1- اجمع حروف كلمة بروجرس من عبوات التخفيض بالعرض الساري (خصم 10%) من بروجرس جولد / بروجرس كيدز جولد.
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أين تجدون هذا العرض الترويجي؟
يمكنك التمسيد على هذا العرض الترويجي في معظم المتاجر والمجموعات في دولة الإمارات العربية المتحدة.

أين تجدون هذا العرض الترويجي؟

أين تجدون هذا العرض الترويجي؟

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COLLECT 'n' WIN

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Just collect the letters "PR-OG-RE-SS" from the discounted stocks (10% OFF) of Progress Gold / Progress Kids Gold and **win exciting prizes (Battery Cars, Push Scooters, Bicycles, Progress Tins etc.)**

Increase your chance of winning by buying more & more & more...

Top Secret: You can find the letters under the lid ... sssssssshhhhhhhh. Don't tell it to anyone!

Note: Redeem your prizes from the customer service counter

غذّي قدراتهم

COLLECT 'n' WIN

Everyone is a winner!!!

Just collect the letters "PR-OG-RE-SS" from the discounted stocks (10% OFF) of Progress Gold / Progress Kids Gold and **win exciting prizes (Battery Cars, Push Scooters, Bicycles, Progress Tins etc.)**

اجمع و اربح

الكل رابح مع بروجرس!!!

اجمع حروف كلمة بروجرس من عبوات التخفيض بالعرض الساري (خصم 10%) من بروجرس جولد / بروجرس كيدز جولد / اربح جوائز مذهلة (سيارات كهربائية، سكوترز، دراجات، عبوات بروجرس مجانية... الخ).

بروجرس جولد بروجرس كيدز جولد

غذّي قدراتهم

FREE
Progress' School Bag

Get a free School bag on purchase of Progress Gold or Progress Kids Gold Growing Up Milk.*
* As per the displayed promotion.

Progress' GOLD 1-3 Years
Progress KIDS' GOLD 3-6 Years
Feed Their Potential

غذّي قدراتهم

مجانياً FREE
Progress' School Bag
حقيبة بروجرس المدرسية

احصل على حقيبة مدرسة مجانية عند شرائك حليب نمو الأطفال بروجرس جولد أو بروجرس كيدز جولد*
* كما في العرض الترويجي

Progress KIDS' GOLD 3-6 سنوات
Progress GOLD 1-3 سنوات

Get a free School bag on purchase of Progress Gold or Progress Kids Gold Growing Up Milk.*
* As per the displayed promotion.

غذّي قدراتهم

FREE
Progress' School Bag

احصل على حقيبة مدرسة مجانية عند شرائك حليب نمو الأطفال بروجرس جولد أو بروجرس كيدز جولد*
* كما في العرض الترويجي

غذّي قدراتهم

FREE
Progress' School Bag

Get a free School bag on purchase of Progress Gold or Progress Kids Gold Growing Up Milk.*
* As per the displayed promotion.

Progress' GOLD 1-3 Years
Progress KIDS' GOLD 3-6 Years
Feed Their Potential

Progress' GOLD 1-3 Years
Progress KIDS' GOLD 3-6 Years
Feed Their Potential



مجانياً
حقيبة بروجرس المدرسية

احصل على حقيبة مدرسة مجانية عند شرائك حليب نمو الأطفال بروجرس جولد أو بروجرس كيدز جولد*
* كما في العرض الترويجي

غذّي قدراتهم

بروجرس كيدز جولد 3-6 سنوات
بروجرس جولد 1-3 سنوات
غذّي قدراتهم



Pack your bag with Progress!

It's time for School... It's time for Studies... It's time for Fun...
Get the Progress School Bag FREE on every purchase of Progress Gold/Progress Kids Gold, a complete milk formula for your child's mental and physical growth.

FREE
Progress' GOLD
FREE
Progress KIDS' GOLD

The promotional stocks are available in major supermarkets & hypermarkets. For more information please call us on our Gold Careline : 800 99384

PRISM ADVERTISING

Feed Their Potential



The India Show
Land of limitless opportunities

The India Show



Live Light. Love Life.

Now **Weight is Manageable, Naturally**

Nutra Lean Max

SUNSHINE NUTRITION

CLINICALLY PROVEN INGREDIENTS

TERMOGENIC FORMULA

Live Light. Love Life.

Now Weight is Manageable, Naturally

Nutra Lean Max

Live Light. Love Life.

Now Weight is Manageable, Naturally

Nutra Lean Max

Live Light. Love Life.

Now Weight is Manageable, Naturally

Nutra Lean Max

Live Light. Love Life.

Now Weight is Manageable, Naturally

Nutra Lean Max

LIFE ش.ذ.م.م

صيدية باي سكوير ش.ذ.م.م

Bay Square Pharmacy L.L.C.

HAIR Max

Hair deserves care.

Essential vitamins and minerals for beautiful, nourished hair.

HAIR Max

Beautiful Hair

Beautiful Hair

BIOTIN COLLAGEN HAIR NUTRIENTS

HAIR Max

Beautiful Hair

HAIR Max

Beautiful Hair.

BIOTIN COLLAGEN HAIR NUTRIENTS

Advanced formula for strong, shiny and voluminous hair.





Audio and Video Production

CORPORATE VIDEOS



**ARABIAN FOOD
PRODUCTION COMPANY**

CORPORATE VIDEOS



BROTHERS GAS



EHS X Abbott Video



SIGNATURE SNACKS

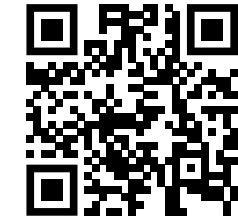


RACE TO THE FUTURE

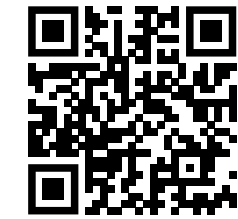
EVENT VIDEOS



**GSK ADEEC
DUBAI EXHIBITION**



CONFIDENCE IS BEAUTIFUL



CONFIDENCE MALL ACTIVATION

EVENT VIDEOS



**PHILIPS ARAB HEALTH
CASE FILM 2021**



**HALEON
ANNUAL GNE EVENT**



THE INDIA SHOW PROMO

EVENT VIDEOS



**TIMELESS BY
MADHURI DIXIT**

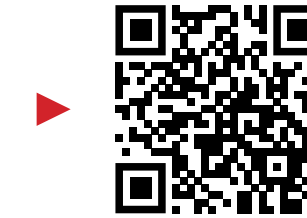


**PNG JEWELLERS FIRST
ANNIVERSARY IN DUBAI**

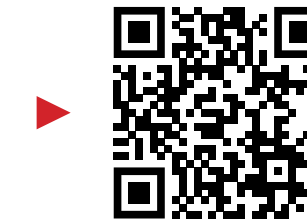


**MET - 2015
YEAR IN REVIEW**

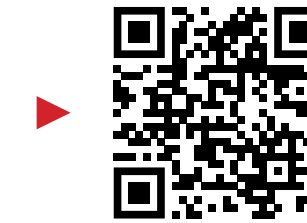
COMMERCIALS



NUTRICIA METABOLICS 1

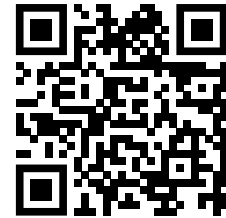


NUTRICIA METABOLICS 2

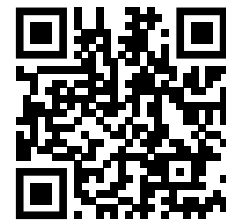


NUTRICIA METABOLICS 3

COMMERCIALS



DISNEY - Cinderella



DISNEY - Jasmine



DISNEY - Ariel

COMMERCIALS



SUPER GENERAL AC



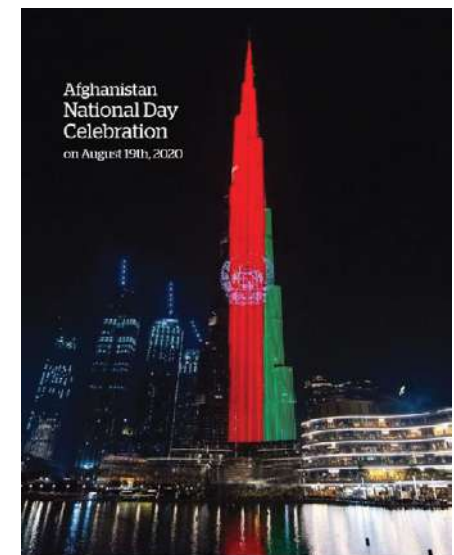
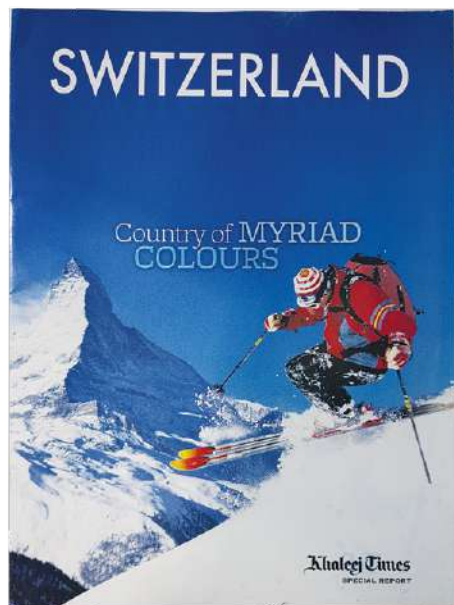
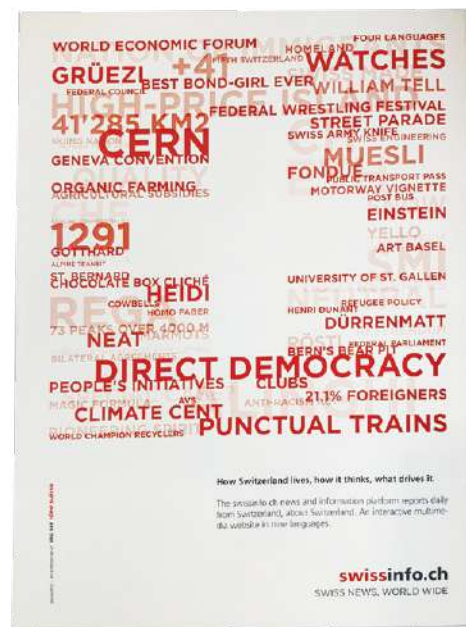
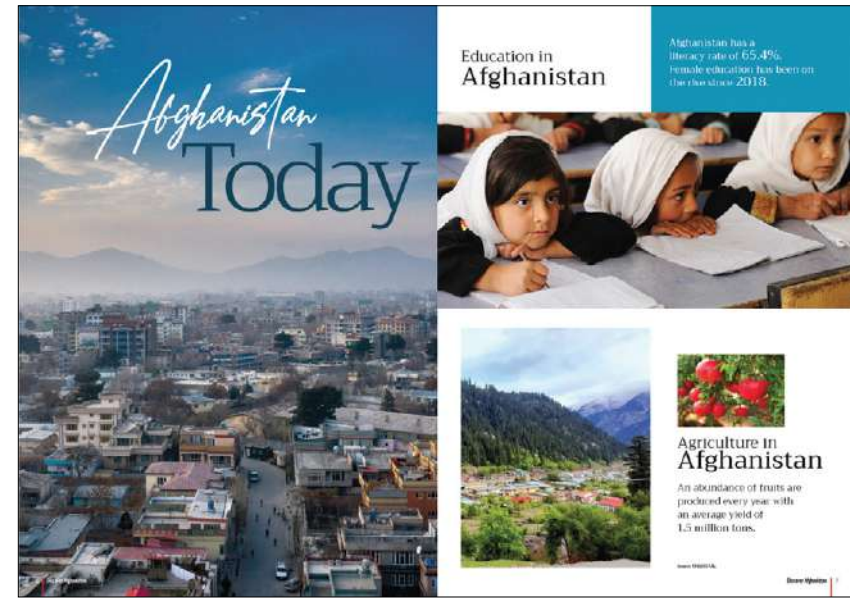
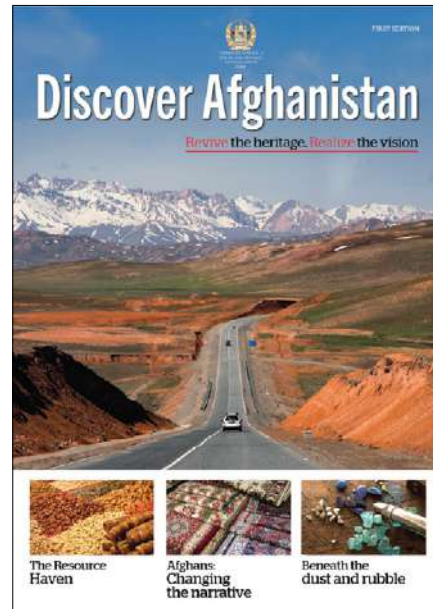
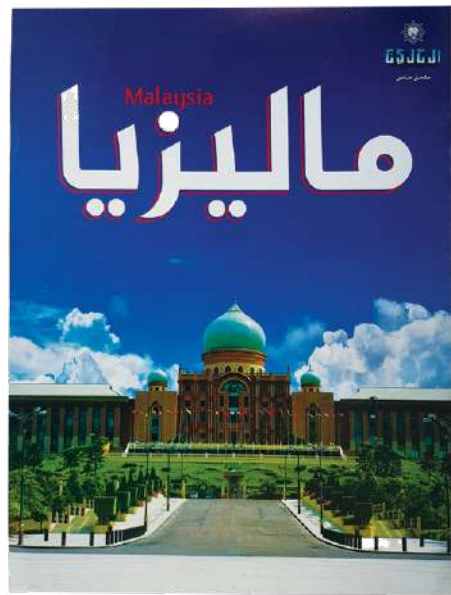
SUPER GENERAL STOVE

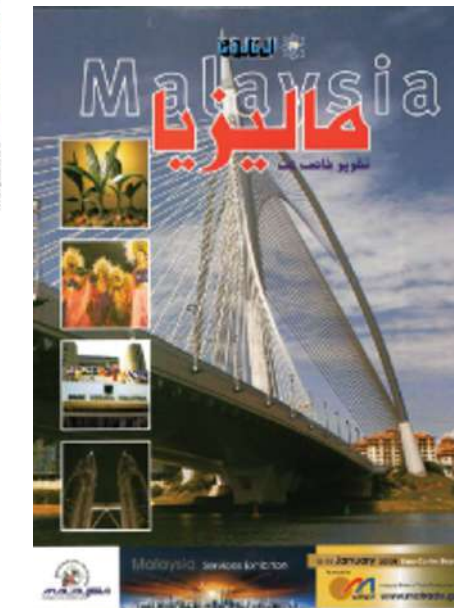
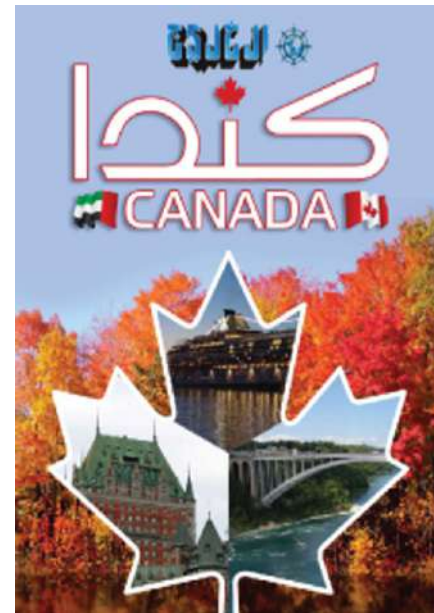
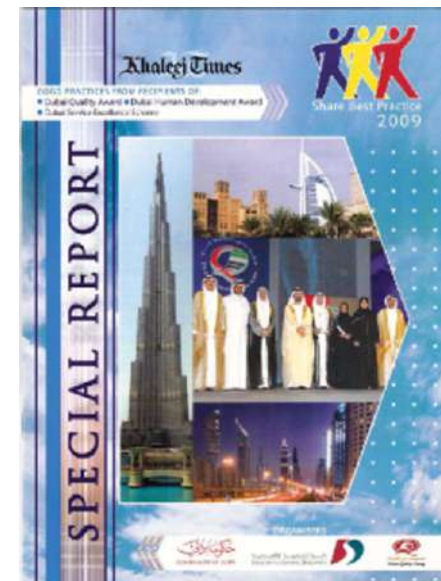
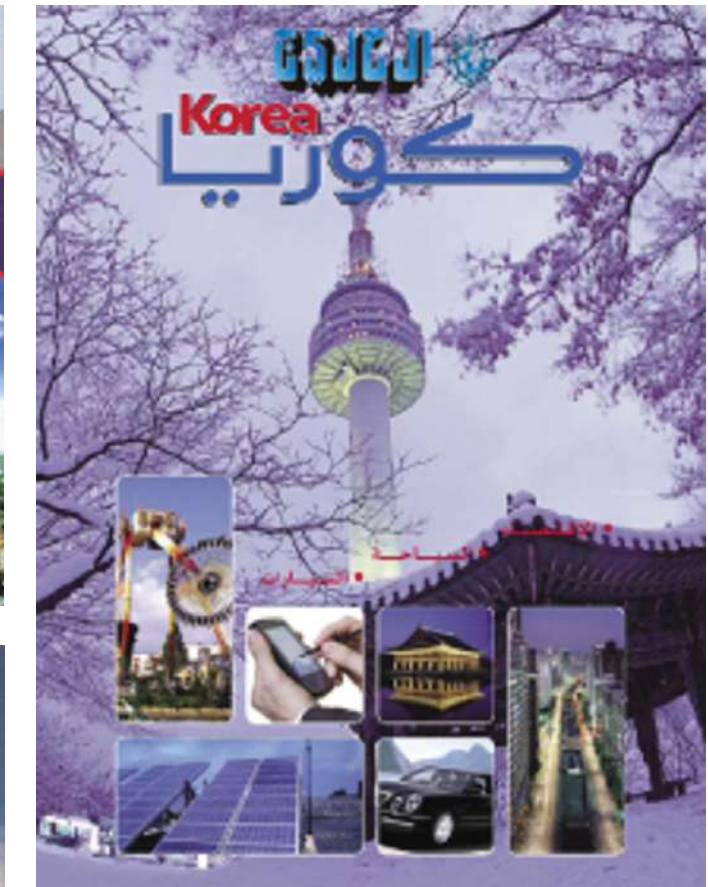
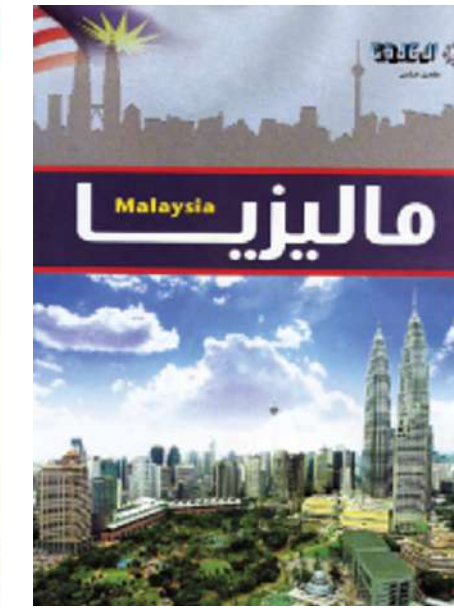
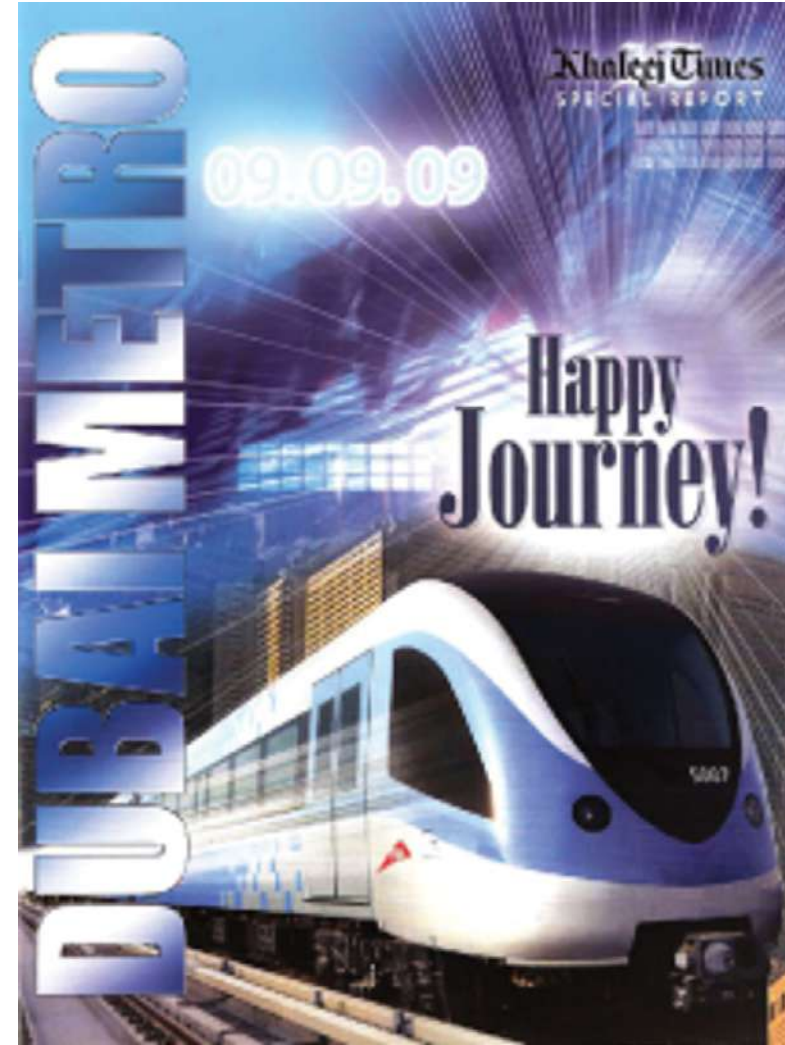


SUPER GENERAL FRIDGE



Magazine







Social Media

May you have a
**HEALTHFUL,
BOUNTIFUL,
DELIGHTFUL**
festive occasion

Eid Mubarak

صحّة SAHA المزارع العربية Arabian Farms

From one table to the next
An egg meal is a delight

صحّة SAHA

Say **NO** to hormones,
and **YES** to Saha Fresh Chicken

صحّة SAHA

May you have a
HEALTHFUL, BOUNTIFUL, DELIGHTFUL
festive occasion

Eid Mubarak

صحّة SAHA المزارع العربية Arabian Farms

May you have a
HEALTHFUL, BOUNTIFUL, DELIGHTFUL
festive occasion

صحّة SAHA المزارع العربية Arabian Farms

FLY HIGH
on rich flavors with SAHA

صحّة SAHA

May you have a
HEALTHFUL, BOUNTIFUL, DELIGHTFUL
festive occasion

Eid Mubarak

صحّة SAHA المزارع العربية Arabian Farms

May you have a
HEALTHFUL, BOUNTIFUL, DELIGHTFUL
festive occasion

Eid Mubarak

صحّة SAHA المزارع العربية Arabian Farms

GRILL YOUR WAY TO FASTER METABOLISM

Saha Chicken contains Niacin that aids digestion

صحّة SAHA

The Watch House

• HAPPY •
Easter

Make time for Easter joy with The Watch House!

The Watch House

ALEN-TIME SPECIALS

Gift your special one your time

30% DISCOUNT
ON PURCHASE OF A HIS AND HER WATCH*

Be one of 5 Winners Daily

Tag a picture of your watches with #TheWatchHouseUAE to win!

*conditions apply

WESTAR

WOMEN WHO MAKE EVERY SECOND COUNT.

March

HAPPY INTERNATIONAL WOMEN'S DAY FROM WESTAR!

The Watch House

The Watch House

INVICTA

WRIST CANVAS REVOLUTION

GET 30% OFF
YOUR FAVOURITE TIMEPIECES

The Watch House

GUESS

Unlock Style. Embrace Savings

Flat 25% off

The Watch House

MAGNIFICENT MOVADO SUMMER SALE

48 30% off

The Watch House

ESPRIT

BUY 2 FOR 399 AED

ES.1L291M0085 ES.1L327M0105 ES.1L239M3065

The Watch House

ELEVATE YOUR RAMADAN MOMENTS WITH WESTAR

ESPRIT

SAVE BIG THIS RAMADAN

BUY ANY WATCH FOR

AED 169

The Watch House

Ensure MAX PROTEIN

FUEL YOUR DAY!

- 150 Calories
- 30g Protein
- 1g Sugar

ANI-KSA-MN-2023-3214
SFDA-646-6225

*Nutrition facts are available upon request

Ensure MAX PROTEIN

Be a winner always with Real Madrid & Ensure Max Protein!

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SFDA-646-6225

*Nutrition facts are available upon request

Ensure MAX PROTEIN

MORE STRENGTH IN JUST 2 WEEKS

Want to build your muscles like your favorite team?

ANI-KSA-MN-2023-3214
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PARK REGIS
BUSINESS BAY - DUBAI

WHAT'S ON YOUR SUMMER BUCKET LIST?

✓ Staycation at Park Regis Business Bay

PARK REGIS
BUSINESS BAY - DUBAI

PARK REGIS
BUSINESS BAY - DUBAI

Ensure MAX PROTEIN

Ensure Max Protein and Real Madrid: The champions' choice!

ANI-KSA-MN-2023-3214
SFDA-646-6225

*Nutrition facts are available upon request

Ensure MAX PROTEIN

More Protein Less Sugar*

- 30g PROTEIN
- 1g SUGAR

ANI-KSA-MN-2023-3214
SFDA-646-6225

*Nutrition facts are available upon request

Ensure MAX PROTEIN

Ensure Max Protein Taking a step closer to your success!

ANI-KSA-MN-2023-3214
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*Nutrition facts are available upon request

PARK REGIS
BUSINESS BAY - DUBAI

PARK REGIS
BUSINESS BAY - DUBAI

What's on your summer Bucket List?

✓ Staycation at Park Regis Business Bay

PARK REGIS
BUSINESS BAY - DUBAI

WHAT'S ON YOUR SUMMER BUCKET LIST?

✓ Staycation at Park Regis Business Bay

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Dubai, UAE
Business Beyond Borders

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EXPLORE THE SUPERIOR CRAFTSMANSHIP OF JEWELRY COLLECTIONS FROM INDIA

✓ Access impressive top brands
✓ Generate transactable business
✓ Book orders in UAE

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JEWELLERY HOUSE FOR JUST YOU

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A TREND-SETTING JEWELRY DESIGNING AND MANUFACTURING COMPANY

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LIMELIGHT™
LAB GROWN CVD DIAMONDS

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With Xbox Series X|S

**MINECRAFT
Legends**

XBOX

Microsoft

Game and consoles each sold separately

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Just spread it !!!

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Ignite Your
Tastebuds with
Fiery Heat!

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Email: info@mhdaubol.com

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Classic's
**Pickled
Perfection**

Indian Classic

CHILLI PICKLE
IN PEANUT OIL

mh

GARDENIA

QUICK COOKING

WHITE OATS

ENERGY
THAT LASTS
ALL DAY

mh

Adding **freshness** to your room

aerier

petal
fresh
musk
violet
morning
cool

mh

Presenting Our
Latest Brand Partner.

Nambisan's

PURE GHEE

May the spirit of Ramadan illuminate your heart and bless your life

Ramadan Kareem!

Aqua de Fonte
Bottled Drinking Water

@aquadefonte

Being a woman itself
is a superpower

Happy Women's Day

Aqua de Fonte
Bottled Drinking Water

@aquadefonte

YOUR RELIABLE
HYDRATION
COMPANION

Aqua de Fonte
Bottled Drinking Water

@aquadefonte

Wishing you a 'hoppy'
Easter filled with joy,
laughter, and plenty of
hydration.

Aqua de Fonte
Bottled Drinking Water

@aquadefonte

Recharge yourself
and stay energetic!

Aqua de Fonte
Bottled Drinking Water

@aquadefonte

Aqua de Fonte
Bottled Drinking Water

Take a sip of Freshness

دانا Dana

The King of Breakfast!

Arabic Food Production Company
ISE MODEL JAPANESE TECHNOLOGY

دانا Dana

Celebrating World Environment Day
with Sustainable Choices!

Let's Crack Open a Better Future Together

Happy World Environment Day

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دانا Dana

Start Your Day with
Sunny-Side-Up Smiles
and Beachside Bliss

Arabic Food Production Company
ISE MODEL JAPANESE TECHNOLOGY

دانا Dana

أنهي هذه الجملة بطبق البيض
ستكون الحياة
مملة بدون...

Arabic Food Production Company
ISE MODEL JAPANESE TECHNOLOGY

دانا Dana

أخبرنا ٣ مكونات
موجدة في كلا الطيفين.

تكمشوكة

Arabic Food Production Company
ISE MODEL JAPANESE TECHNOLOGY

دانا Dana

اختبار جودة البيض

طازج ٢-٤ أسابيع قديم جدا

Arabic Food Production Company
ISE MODEL JAPANESE TECHNOLOGY

Purer Water for You,
Greener Earth for All

Reduce plastic waste when you install a Sachisa Water Purifier

REHYDRATE,
GET SET, GO!

Enjoy Dubai's great outdoors by staying hydrated with Sachisa

How pure is your water?

Our Sachisa Whole Villa Filtration uses Advanced Triple Filtration System

• Sand • Activated • Carbon Gravel

Filter negativity, Spread positivity!

Team Sachisa wishes you happy, healthy new year!

Sachisa

IT'S SIMPLE

We kill the hunger with health and taste.

ISE FOODS

ENERGY CHECK IN

HOW'S YOUR ENERGY TODAY?

TIED Tired emoji HAPPY Happy emoji NEED A NAP Nap emoji LOW Low emoji

Arabian Food Production Company

FIND THE MISSING PIECE

A B C

Arabian Food Production Company

Power Up with Protein-Packed Eggs for Strength, Stamina, and Endurance!

ISE FOODS

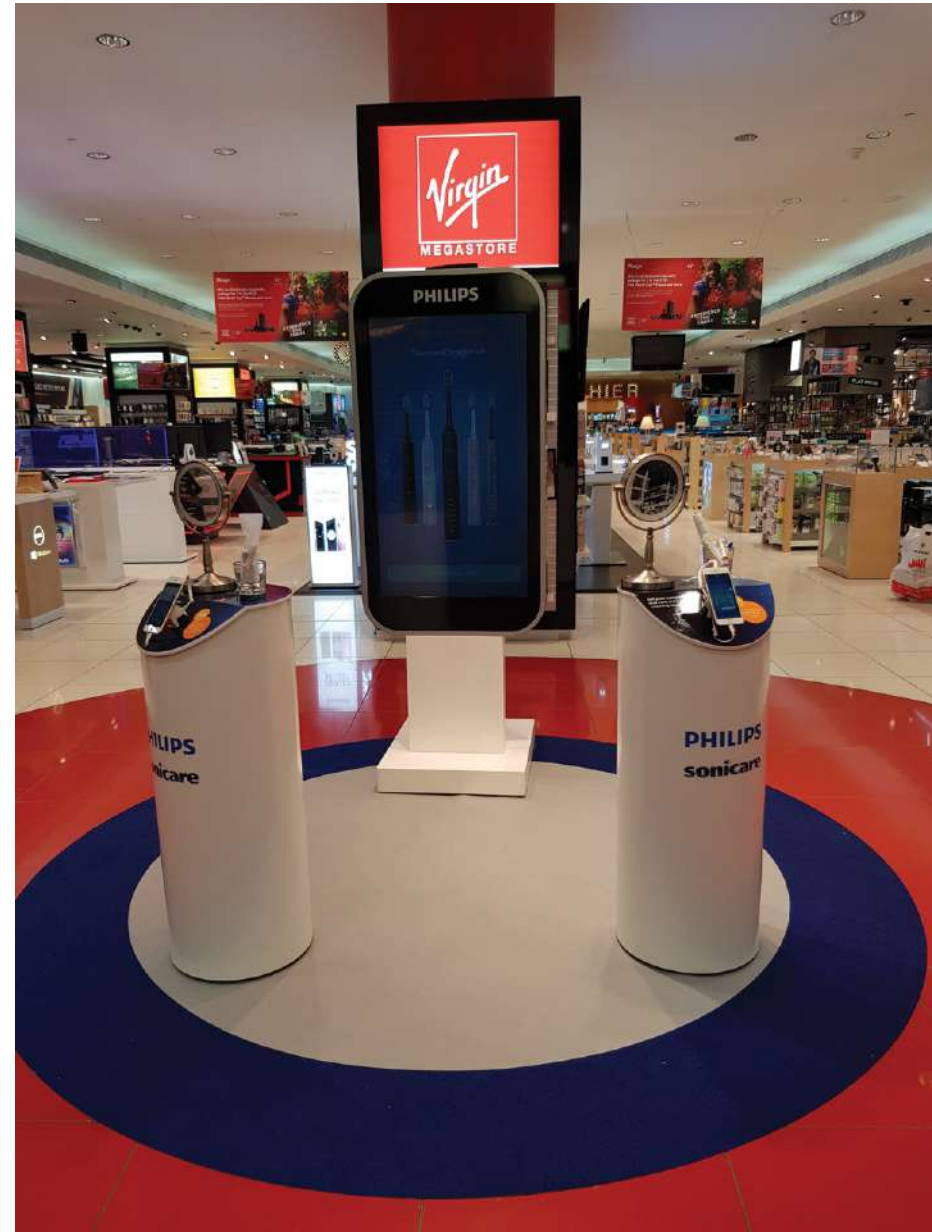
Arabian Food Production Company

ISE MODEL JAPANESE TECHNOLOGY



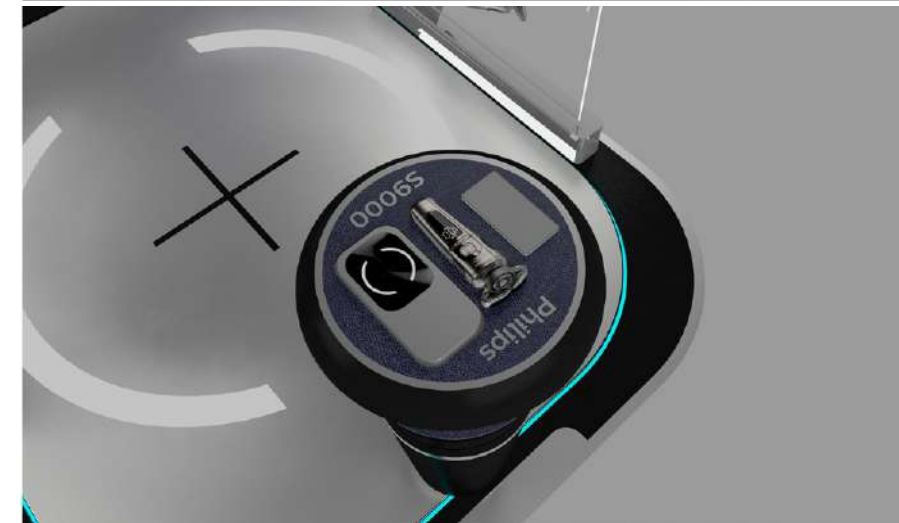
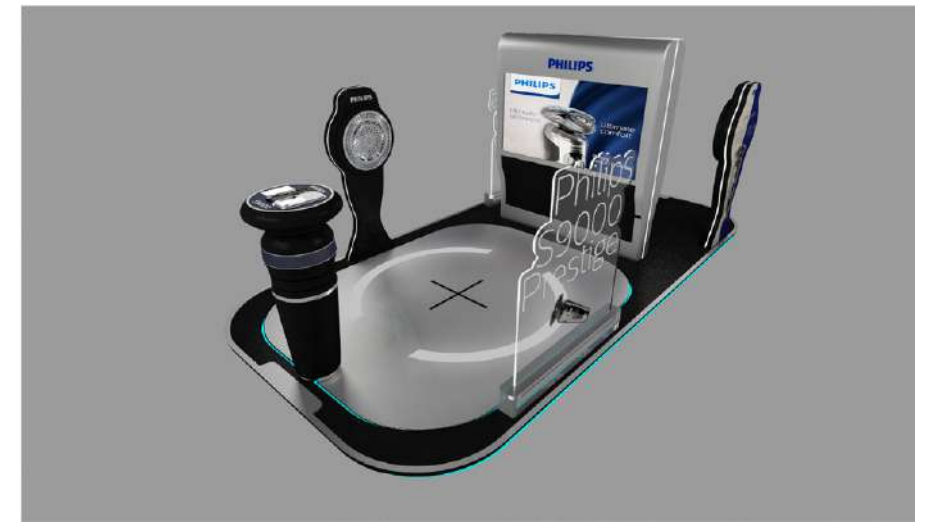
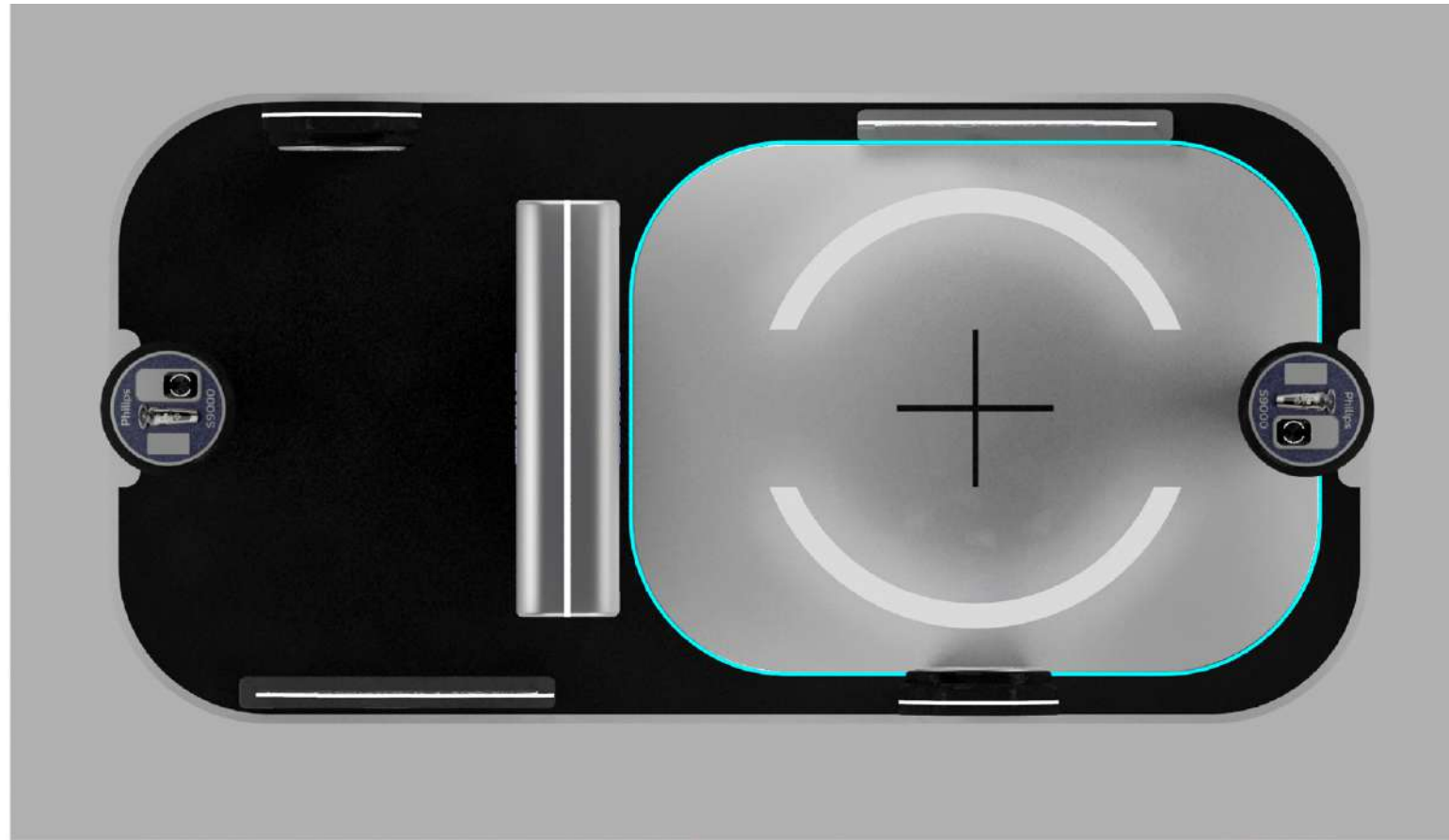
Retail Branding & POSM







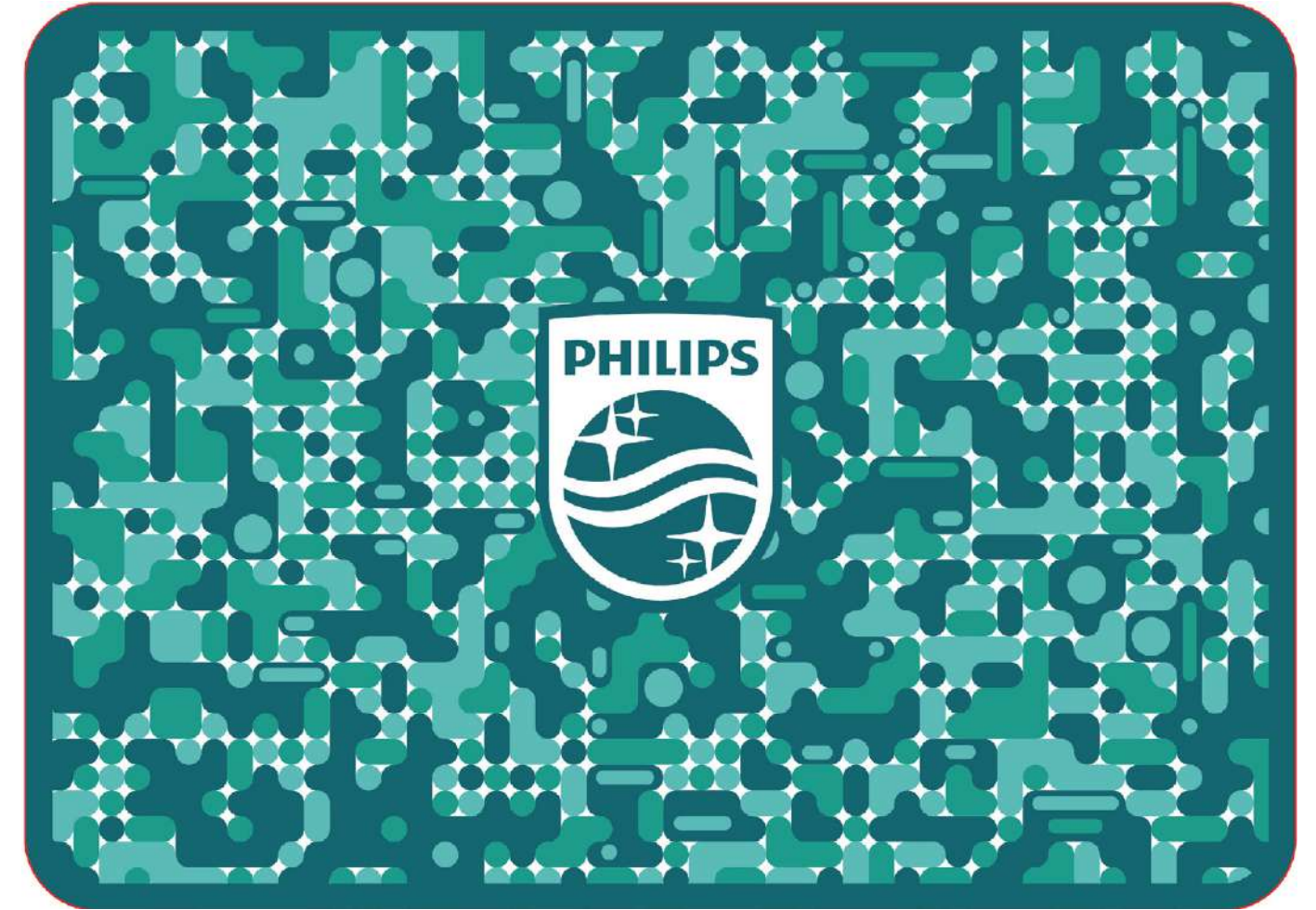






Augmented reality


Philips MRI



Philips Avent Mothercare




GSK



DUAL RELIEF
From sensitivity
& gum problems

AR MARKER




Sensodyne
Sensitivity & Gum:
Specialist dual
relief toothpaste

- %63 greater sensitivity relief
- Continued improvements in sensitivity relief over 24 weeks
- %40 improvement in gum health



*Percentage improvement in Schiff score vs fluoride-only toothpaste after 8 weeks, test 0.454% w/v stannous fluoride toothpaste vs. control fluoride-only toothpaste. The differences for tactile threshold for test toothpaste compared to fluoride-only toothpaste were 7.2 g after 4 weeks and 22.2 g after 8 weeks. †Study conducted using a daily w/v stannous fluoride toothpaste measuring Schiff score and D4ED questionnaire. ‡Percentage improvement in Bleeding Index after 24 weeks, test 0.454% w/v stannous fluoride toothpaste vs. control fluoride-only toothpaste. Study also showed 10% improvement in modified Gingival Index with the test toothpaste vs. control at Week 24. Both these measures are indicative of improvements in gum health. © Sensodyne, L. Parkinson C et al. Am J Dent, 2016; 28:191-204. 2. GSK data on file 204930; April 3, 2017. Parkinson C et al. Am J Dent 23-31:17, 2018.



Client Testimonials

Abbott Nutrition

Reshma Bhatia

Regional Senior Product Manager

We've worked with Prism Advertising for years and they consistently deliver high-quality projects on time. Their creativity, friendly team, and quick turnaround have helped us achieve our brand growth objectives.

Sadia

Nicholas Kehoe

Trade Marketing Specialist - BRF

Prism Advertising provides high-quality, timely, and cost-effective service. Their dedication has helped us grow our brand and enhance our activities. I highly recommend them.

The Watch House - Al Futtaim Watches

Asifullah Khan

Retail & Digital Marketing

Thank you, Prism Advertising, for managing our e-commerce and social media. Your support has driven our tremendous growth. Keep up the great work!

Philips Middle East & Turkey

Wasim Shora

Category Marketing Lead – Domestic Appliance & Coffee

Prism Advertising has been crucial for Philips' brand identity in ME. The energetic team understands our brand and integrates seamlessly with us. Proud to have them as part of our marketing team.

Masafi

Sara Amer

Social Media Specialist

Organizing an event during a pandemic was challenging, but Prism Advertising made it a success with their expert planning and support.

Star TV (Middle East)

Sarita Menon

Regional Marketing Manager

Prism has proven to be a reliable partner, consistently delivering quality products within tight deadlines.

Ecocell Dubai

Sanjeev Kumar Sharma

General Manager

Prism Advertising's service has been excellent, strengthening our relationship. We look forward to continued success together.

Federation of Indian Export Organisations

G.P. Upadhyaya

Prism Advertising exceeded expectations in coordinating PR activities for 'The India Show,' generating significant positive publicity.

Anchor Health & Beauty Care Pvt. Ltd

Hermant Oak & Sanjay Shah

Prism's creativity helped us win the 2010 India Star Award for Anchor Cool Menthol. Looking forward to more successes.

Planet Fair (Dubai)

Michael Mueller

Managing Director

Prism's friendly and hardworking team provides complete communication solutions with effective creative concepts that drive customer response.

Zyxel (UK & Ireland)

Sarah Guy

Marketing Director

Prism Communications offers excellent cost savings and customer service, helping us deliver successful marketing objectives.

Nikai Group of Companies

Paras Shahdadpuri

Chairman

Congratulations to Prism on their 20th anniversary. Their innovative strategies have significantly elevated our brand. We look forward to more successes.

AI Futtaim Watches & Jewelry

Sachin Wadwa

Business Head

Our -10year association with Prism has been fruitful. Congratulations on 20 years, and we look forward to more collaborative successes.

Philips

Sarah Morton

Ex Philips Employee, Regional Manager Marketing Engagement & Strategy META

I enjoy working with Prism's innovative and strategic team. They bring fresh ideas and help us achieve our business goals.

Philips Middle East

Tarek Karzon

Digital Marketing Specialist

Thank you, Prism, for your dedication and hard work on this project. Your effort and sleepless nights are appreciated.

Philips

Aun Ali

Ex Philips Employee, Senior Brand Manager Philips Beauty

I trust Prism as a marketing partner and consultant. They are reliable and always deliver quality work.

Big Bad Wolf Books

Andrew Yap

CEO

Our first collaboration with Prism Advertising in Dubai has been a great journey.

Haleon

Ahmed & Sally & Raymonda

Thank you, Prism. We appreciate everything you do. You are an amazing team.

Prism Create

Faye Marsden

The one thing that really stood out for me was their true kindness and passion for being such a wonderful team to work while delivering great assets. Thank you Prism, from all my heart.

