

Few Messaging & Key Visual examples



WORK SAMPLE

Ramadan Auto Loan – Video

Client
Emirates NBD

[Watch the video](#)



WORK SAMPLE

Ramadan Auto Loan – eDM

Client
Emirates NBD

The main eDM banner features a dark blue header with the Emirates NBD logo and 'Personal Banking' text. The background is a night desert scene with sand dunes and a crescent moon. A decorative gold scalloped border separates the top image from the text. The text reads: 'There's a car in your stars this Ramadan. Take the fast lane to your new or pre-owned dream car with a Ramadan Auto Loan from Emirates NBD and a host of benefits along the way.' At the bottom, there is a partial image of a hand holding a smartphone displaying a '2 mins' timer.

This vertical eDM strip continues the Ramadan Auto Loan promotion. It features a dark blue header with the Emirates NBD logo and 'Personal Banking' text. The background is a night desert scene with sand dunes and a crescent moon. A decorative gold scalloped border separates the top image from the text. The text reads: 'There's a car in your stars this Ramadan. Take the fast lane to your new or pre-owned dream car with a Ramadan Auto Loan from Emirates NBD and a host of benefits along the way.' Below this, there are three sections: 1. 'Instant eligibility check in 2 minutes' with a list of benefits: 'Find out your loan amount and EMI', 'Get your pre-qualification letter', and 'Book your car'. 2. 'Simple, minimal documentation' with a list of benefits: 'No salary certificate required', 'No driving licence required', and 'Same-day approval'. 3. 'Convenient trade-in' with a list of benefits: 'Trade in your existing car*', 'Pre-book your new car', and 'Financing of up to 12-year-old cars'. Below these sections, there are three icons with text: 'Enjoy 0% Instalment Payment Plan on Emirates NBD Credit Cards', 'Defer your first payment by up to 120 days', and 'Attractive interest rates starting from 1.99%** flat per annum'. At the bottom, there is a blue button that says 'Your ride is waiting. Start your journey now.' Below the button, there is a small text block: 'Terms and conditions apply. Rates and benefits will be applicable based on the customer segment, their eligibility and borrowing capacity as per the bank's credit policy and central bank regulations. * The trade-in & the car value offered is subject to the discretion of the dealership. ** Equivalent to reducing rate of 3.75% per annum'. At the very bottom, there are two buttons: 'Apply now >' and 'Know more >'. At the bottom right, there are social media icons for WhatsApp, Instagram, Facebook, and Twitter, along with the text 'Get mobile banking' and 'Subscribe to WhatsApp Banking'.

WORK SAMPLE

Ramadan Personal Loan – Video

Client
Emirates NBD

[Watch the video](#)




Enjoy competitive
rates and offers on
Personal Loans

WORK SAMPLE

Ramadan Personal Loan – eDM

Client
Emirates NBD



Let's spread the light of prosperity this Ramadan.

We extend our warmest wishes to you this Ramadan with our competitive personal loan offers, and an option to defer your first installment by up to 120 days for UAE nationals and 75 days for expats, all enhanced by meaningful benefits that matter to you.



Let's spread the light of prosperity this Ramadan.

We extend our warmest wishes to you this Ramadan with our competitive personal loan offers, and an option to defer your first installment by up to 120 days for UAE nationals and 75 days for expats, all enhanced by meaningful benefits that matter to you.

Benefits for UAE Nationals:

- Zero processing fees
- Complimentary life insurance
- Low interest rates
- Defer your first payment up to 120 days



Benefits for Expats:

- Loans up to AED 2 million
- Complimentary life insurance
- Competitive interest rates
- Defer your first payment up to 75 days



Terms and conditions apply.
Rates and benefits will be applicable based on the customer segment, their eligibility and borrowing capacity as per the bank's credit policy and central bank regulations.

[Apply now >](#) [Know more >](#)

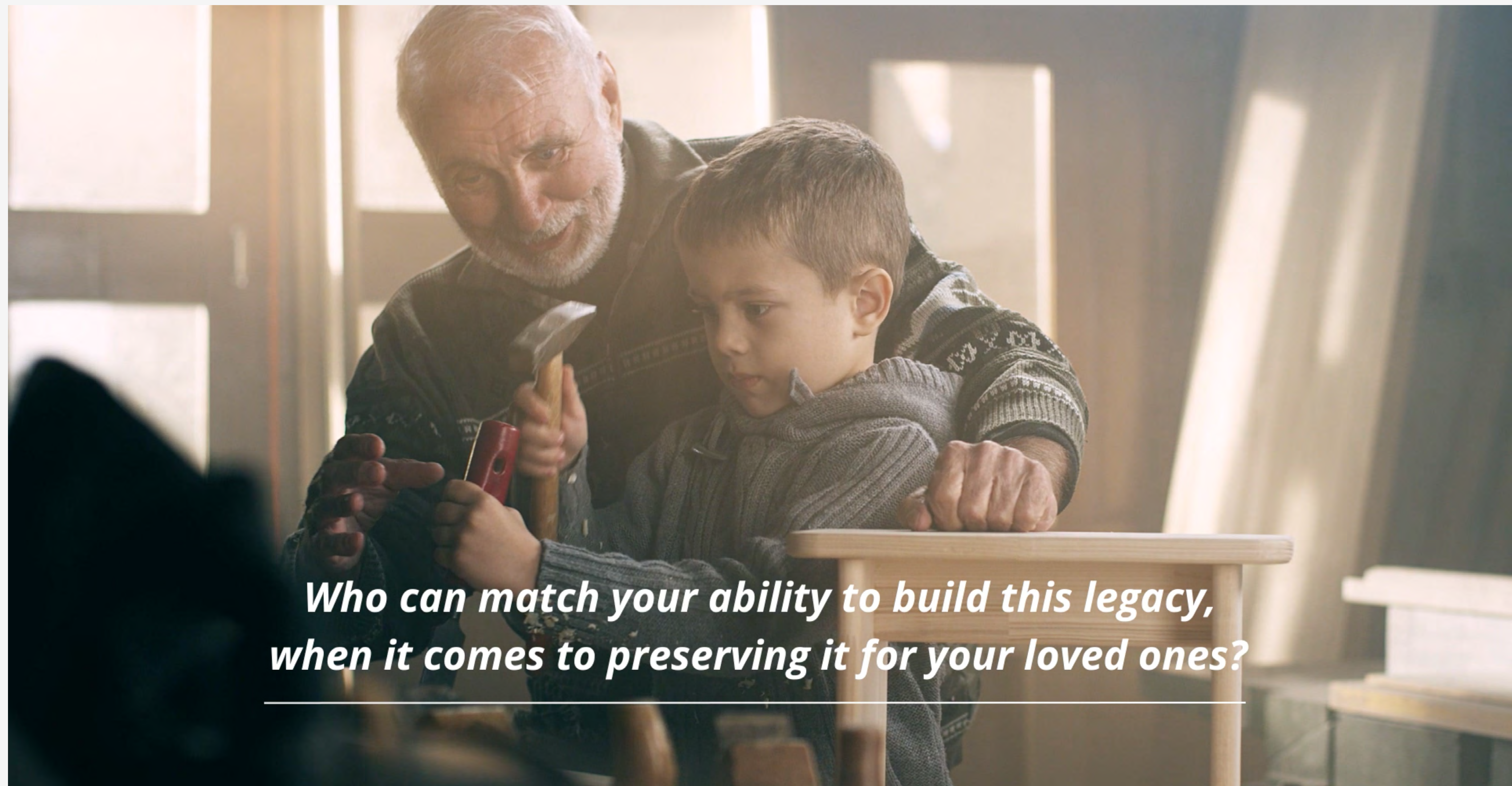
Get mobile banking  | Subscribe to WhatsApp Banking  | 

WORK SAMPLE

Emirates NBD Trust and Estate Planning Video

Client
Emirates NBD

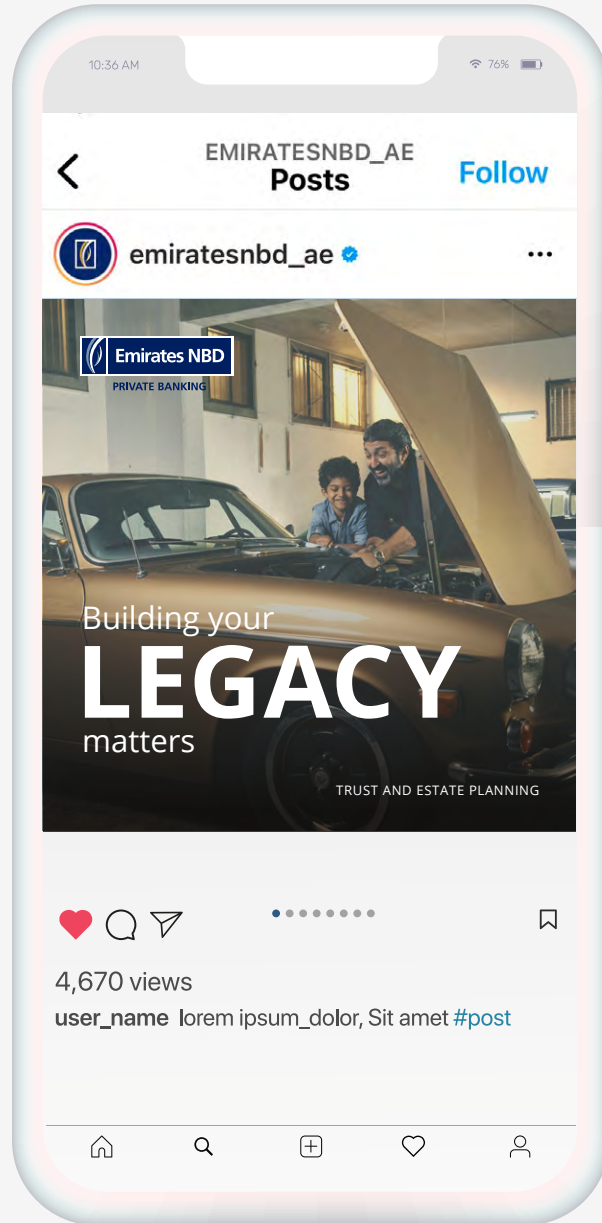
[Watch the video](#)



WORK SAMPLE

Emirates NBD Trust & Estate Planning Carousel

Client
Emirates NBD



WORK SAMPLE

Emirates NBD Trust & Estate Planning Carousel

Client
Emirates NBD



WORK SAMPLE

Emirates NBD Investment Advisory Services – Carousel

Client
Emirates NBD



Arriving at your desired destination requires a **CLEARLY MAPPED** course



INVESTMENT ADVISORY SERVICES



Achieving your **INVESTMENT** goals is no different




Who do you trust to **NAVIGATE** challenging landscapes expertly?




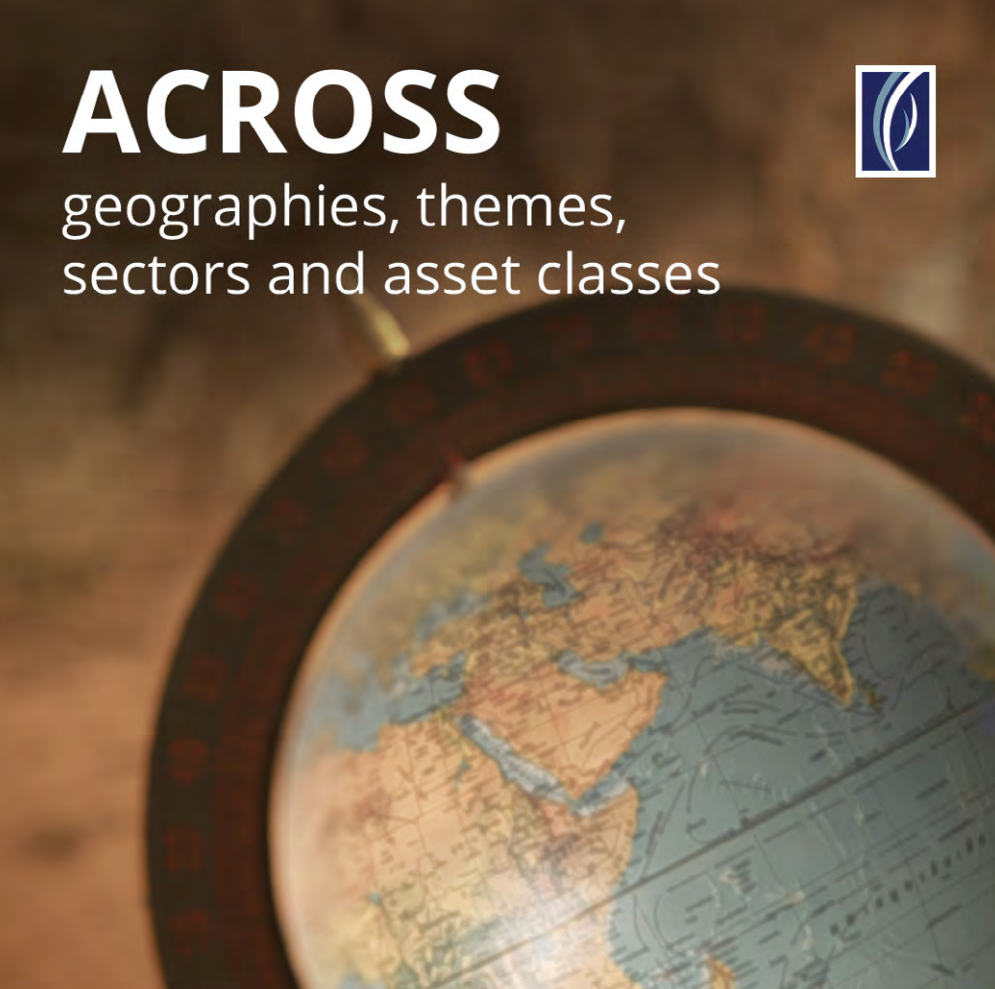
Whether you prefer the **ADVENTUROUS** route or a **CAUTIOUS** path




We provide **PRECISION-TAILORED** investment portfolio strategies



ACROSS geographies, themes, sectors and asset classes



With a trusted **ADVISOR** by your side, all the way



INVESTMENT ADVISORY SERVICES



PRIVATE BANKING

INSPIRING WHAT'S NEXT

WORK SAMPLE

Emirates NBD Lombard Lending Solutions – Carousel

Client
Emirates NBD

Untap the **VALUE** of your liquid assets

LOMBARD LENDING SOLUTIONS

With bespoke **LOMBARD LENDING** against your investment securities, deposits, precious metals and more

Enjoy a boost to your **CASH FLOW**

Finance your next **IPO**

Secure a promising **REAL ESTATE** opportunity

Be it **ACQUISITION,** refinancing or equity release

Make your liquid assets **WORK SMARTER** for you, your family and business

After all, you **DESERVE CREDIT** for all your success

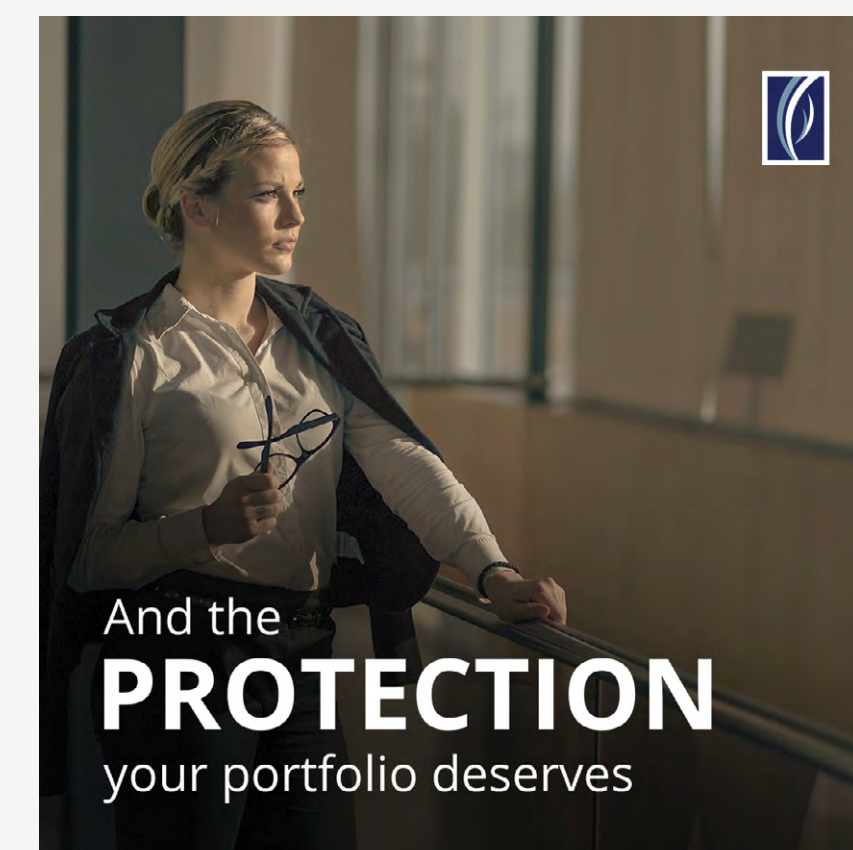
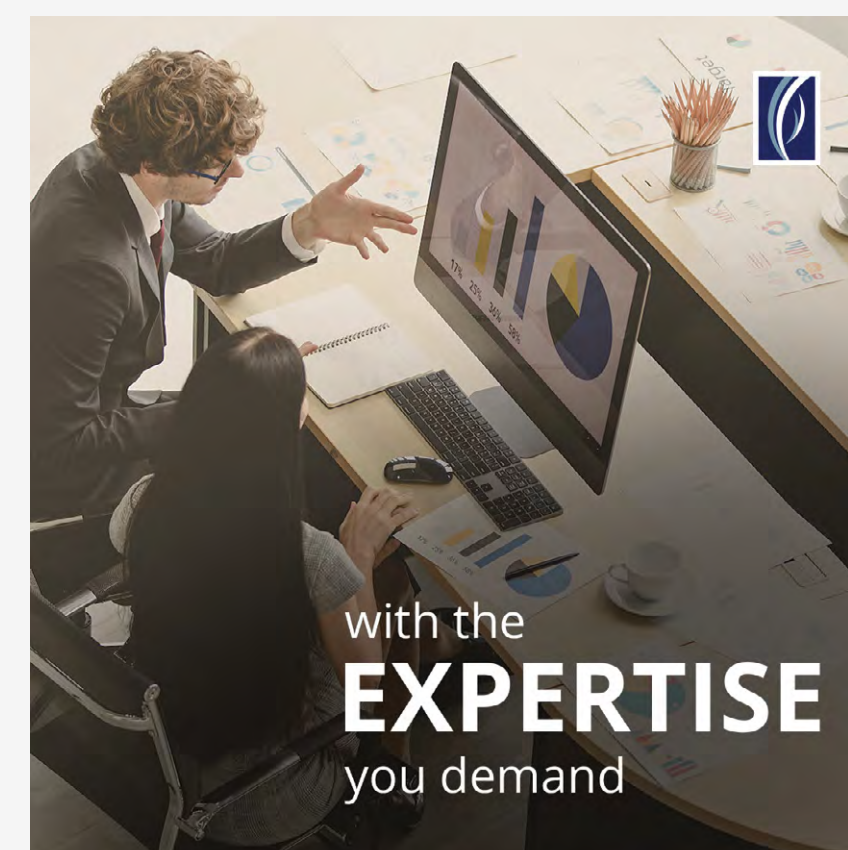
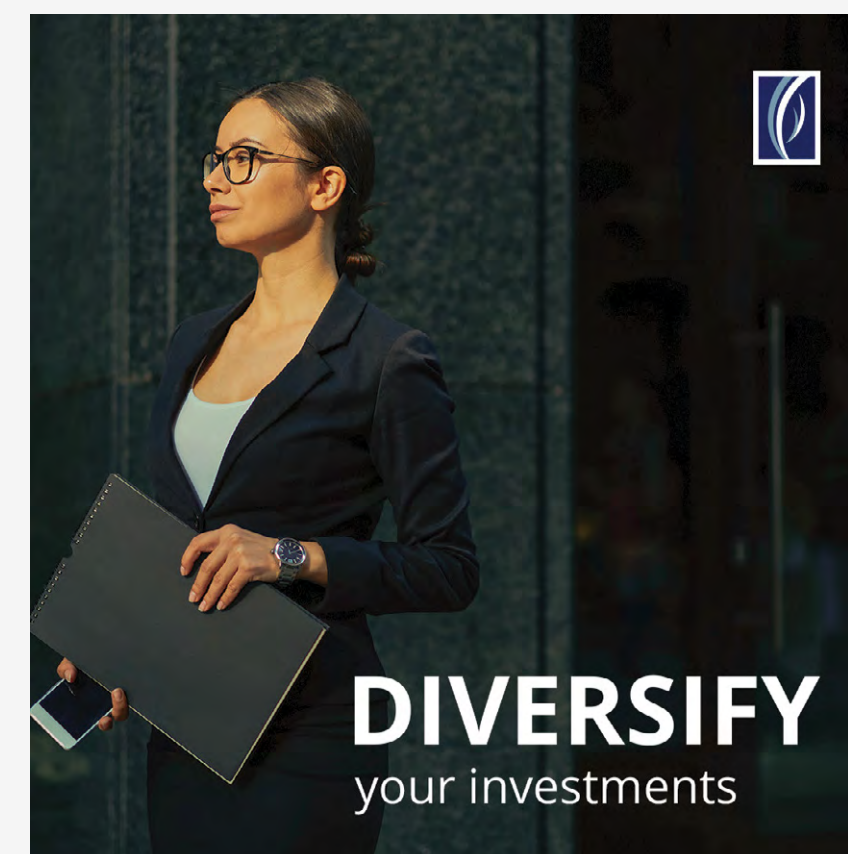
LOMBARD LENDING SOLUTIONS

INSPIRING WHAT'S NEXT

WORK SAMPLE

Emirates NBD Investment Advisory Services – Carousel

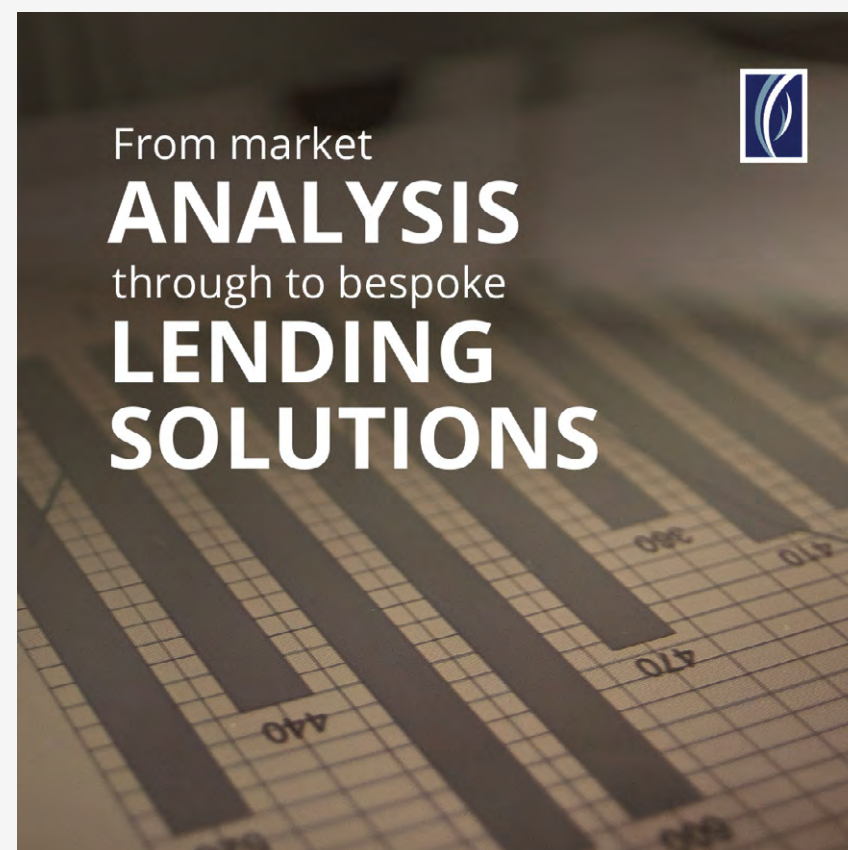
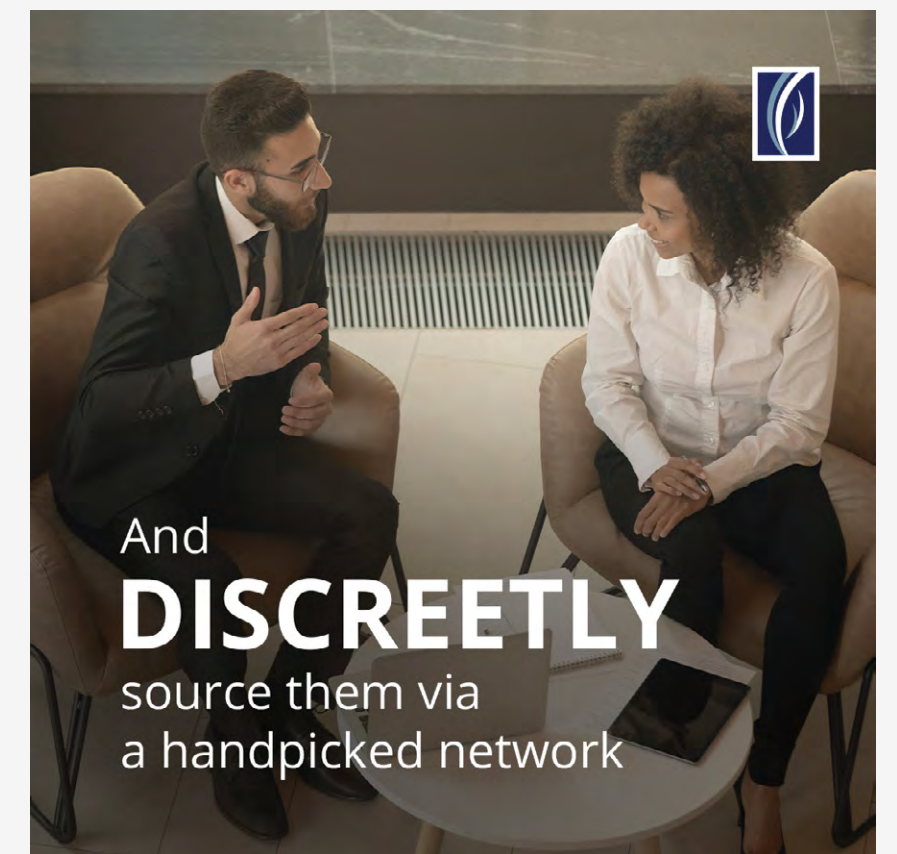
Client
Emirates NBD



WORK SAMPLE

Emirates NBD Real Estate – Carousel


Client
Emirates NBD




WORK SAMPLE

Emirates NBD Trust & Estate Planning – English eDM

Client
Emirates NBD




PRIVATE BANKING




Who would you trust to safeguard something as precious as your legacy?

To help preserve and grow your legacy for the ones who matter most in your life, trust a bank that already works for you with your best interests at heart.



PRIVATE BANKING




Who would you trust to safeguard something as precious as your legacy?

To help preserve and grow your legacy for the ones who matter most in your life, trust a bank that already works for you with your best interests at heart.


Benefit from deep expertise and decades-long experience in structuring and managing bespoke **Trust and Estate Planning** solutions, via our Trust Company in Jersey (Channel Islands).

With our dedication to serving our clients for generations to come, your legacy is in safe hands.


Our Proposition includes:




Estate & Succession Planning



Trust Services



Liquidity Planning



Business Continuity

Broad service spectrum
Bespoke structuring for trust and estate planning, including corporate and philanthropic requirements, with Shari'ah considerations if required

Presence and reach
Dedicated Private Banking offices in the UAE, KSA, UK and Singapore, linking directly to the Jersey office

Aligned with your values and mindset
Understanding what is personally important to you and your family when planning and structuring solutions

Our advantage
Leveraging our strong local and regional presence and insights to your advantage

Reach out to your Relationship Team to explore how we can help safeguard your legacy, or call 800456

[Get mobile banking](#) | [Key Facts Statement](#) | [Twitter](#) | [LinkedIn](#) | [Facebook](#) | [Instagram](#)

If you wish to stop receiving marketing communications
• via electronic channels (Email & SMS), send us an SMS with NOOFFERS to 4456.
• via calls, send us an SMS with NOCALLS to 4456.
Please ensure to send the SMS from your registered mobile number.

WORK SAMPLE

Emirates NBD Trust & Estate Planning – Arabic eDM

Client
Emirates NBD

الخدمات المصرفية الخاصة

بنك الإمارات دبي الوطني



بمن تثق لحماية شيءٍ ثمين كإرثك؟

لمساعدتك في حماية إرثك والمحافظة عليه لأغلى أحبائك، ضع ثقتك في بنك يعمل بالفعل لتلبية احتياجاتك وتحقيق أفضل مصلحة لك.

استفد من الخبرات العميقة والممتدة لعقود من الزمن

الخدمات المصرفية الخاصة

بنك الإمارات دبي الوطني



بمن تثق لحماية شيءٍ ثمين كإرثك؟

لمساعدتك في حماية إرثك والمحافظة عليه لأغلى أحبائك، ضع ثقتك في بنك يعمل بالفعل لتلبية احتياجاتك وتحقيق أفضل مصلحة لك.

استفد من الخبرات العميقة والممتدة لعقود من الزمن في هيكل وإدارة حلول الإئتمان وتخطيط الملكية المصممة حسب الطلب من خلال شركة الإئتمان لدينا في جيرسي (جزر القنال الإنجليزي).

نكرس سعينا لخدمة عملائنا جيلاً بعد جيل، لتضمن أن إرثك في أيدي أمينة.

يتضمن عرضنا:



خدمات الإئتمان



خطط الملكية والتوريث



استثمارية الأعمال



خطط السيولة



النطاق خدمة واسع

مكاتب مخصصة للخدمات المصرفية الخاصة في دولة الإمارات العربية المتحدة، والمملكة العربية السعودية، وسنغافورة، وجميعها على اتصال مباشر مع مكتب جيرسي.



هيكلية مخصصة للإئتمان

وتخطيط الملكية تلي المتطلبات المؤسسية والخيرية، ومتوافقة مع أحكام الشريعة عند الاقتضاء.



مزايانا

الاستفادة من حضورنا المحلي والإقليمي الراسخ ورؤانا المصرفية الخيرة لدعم مصالحك.



توافق تام مع قيمك ومفاهيمك

نعمل على مراعاة القيم والمفاهيم الأكثر أهمية لك ولعائلتك عند تخطيط وتصميم الحلول.

تواصل مع فريق العلاقات الخاص بك لمعرفة كيف يمكننا مساعدتك حماية إرثك، أو يمكنك الاتصال على الرقم 800456

تتبع خدمات الصيرفة

بيان حقائق رئيسية

عبر الهاتف المحمول

في حال عدم رغبتك بتلقي الاتصالات التسويقية، يرجى إرسال رسالة نصية تحتوي على كلمة NOOFFERS إلى الرقم 4456.
عبر القنوات الإلكترونية (البريد الإلكتروني والرسائل النصية)، يرجى إرسال رسالة نصية تحتوي على كلمة NOCALLS إلى الرقم 4456.
ننوه إلى ضرورة التحقق من إرسال الرسالة من رقم هاتفك المسجل لدينا.

WORK SAMPLE

smartscf – eDM

Client
Emirates NBD



SMART SUPPLY CHAIN FINANCE

When it comes to supply chain finance, it pays to be smart. smartSCF helps corporate buyers optimise their working capital through extended credit periods, while simultaneously helping suppliers with their cash flow via early payments that they can avail at preferential rates.



SMART SUPPLY CHAIN FINANCE

When it comes to supply chain finance, it pays to be smart. smartSCF helps corporate buyers optimise their working capital through extended credit periods, while simultaneously helping suppliers with their cash flow via early payments that they can avail at preferential rates.

Our easy-to-use cloud based digital platform, with its powerful dashboard and intuitive interface, offers full visibility to both buyers and suppliers while reducing inquiry traffic. Suppliers can self-onboard easily, and seamless ERP integration with smartSCF allows automated supplier payments. As always, you can count on Emirates NBD's exceptional product expertise and exclusive service, ensuring you make the most of this solution.

FEATURES

- Web Based Platform
- Contactless Supplier Onboarding
- Automated Payable Process
- Complete Transparency and Visibility
- Mutual Platform Access

Dynamic Discounting – an intelligent innovation, for the first time in the region

As a corporate buyer, you can now choose to either self-fund early supplier payments or do so through the bank, while utilising your surplus investable cash to generate attractive, risk-free returns. Suppliers can optimise their own cash flow, by receiving payments early at preferential financing rates.

The proposition gets even smarter – through smartSCF's web-based platform, you can solicit discounts from specific suppliers against an offer of early payment. Optionally, you can accept bids from suppliers who are willing to offer higher discounts in exchange for earlier payments, or payments on the basis of a decreasing discount percentage based on the proximity to the due date.



Intelligence, flexibility, simplicity. It's the smartSCF advantage.

To get started, contact your Relationship Manager.

WORK SAMPLE

BusinessONLINE – eDM



Client
Emirates NBD



One online platform that lets you take control of business like never before

Dear XXXXX,





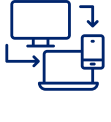
businessONLINE is a comprehensive new digital platform that provides full visibility and control of your banking needs, globally.




One online platform that lets you take control of business like never before

Dear XXXXX,

businessONLINE is a comprehensive new digital platform that provides full visibility and control of your banking needs, globally. A sophisticated online cash management ecosystem, it is accessible whenever and wherever you need it. Enjoy exceptional control across all vital business areas, and manage treasury, trade finance, borrowing, FX and more – beyond borders, and on one secure, intuitive platform.

-  **Simplified reconciliation through Virtual Accounts**
Easily identify payers without additional data from account credits
-  **Seamless integration**
Advanced APIs integrate seamlessly with your ERP systems, allowing real-time statement and transaction status inquiries and instant initiation of local and foreign payments
-  **Enhanced transaction security**
Measures such as soft tokens for login and authorisation, 256 bit SSL data encryption, and access control through robust system entitlements ensure superior security
-  **Access 7 years of account history online**
Leverage data from the past with full access to information and end-to-end visibility on all cash and trade transactions
-  **Omnichannel access**
Instantly view and manage all your financial needs across various devices, anytime you choose

[CLICK HERE TO FIND OUT MORE](#)



GET IN TOUCH WITH US
Our Client Servicing Team are on hand to assist you with any queries.

Business Banking Help Desk
+971 43160214 - Select Option 1 on IVR
businessONLINEhelp@emiratesnbd.com

Corporate Banking Help Desk
+971 43160214 - Select Option 2 on IVR
businessONLINEWB@emiratesnbd.com


businessONLINE

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Note: This is an automated businessONLINE e-mail communication. Please do not reply or forward this e-mail to the sender.

WORK SAMPLE

Wealth Management – eDM

Client
Emirates NBD




Priority Banking




Manage your wealth with our broad experience and deep expertise

Dear Valued Customer,

We all encounter well-intentioned 'advisors', but when it comes to your money, settle for nothing less than true expertise. With a thoughtfully designed wealth management approach and market-leading solutions, Emirates NBD helps you to stay focused on and achieve your financial goals.



Priority Banking

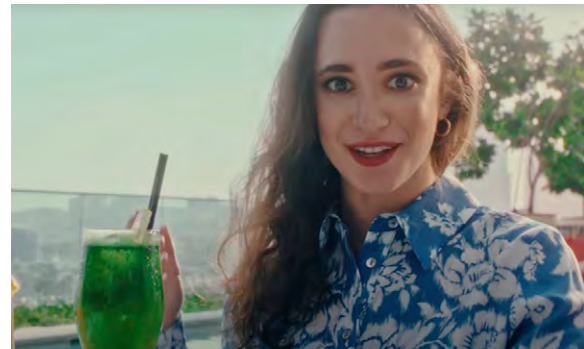


Manage your wealth with our broad experience and deep expertise

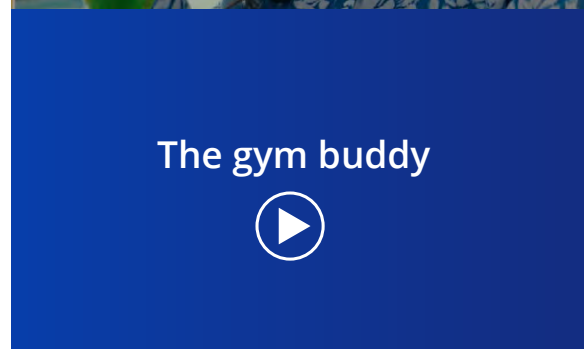
Dear Valued Customer,

We all encounter well-intentioned 'advisors', but when it comes to your money, settle for nothing less than true expertise. With a thoughtfully designed wealth management approach and market-leading solutions, Emirates NBD helps you to stay focused on and achieve your financial goals.


Here are some situations you may find yourself in when it comes to unsolicited financial advice – the familiarity of these situations will make you smile.



The friend






The gym buddy



The cab driver

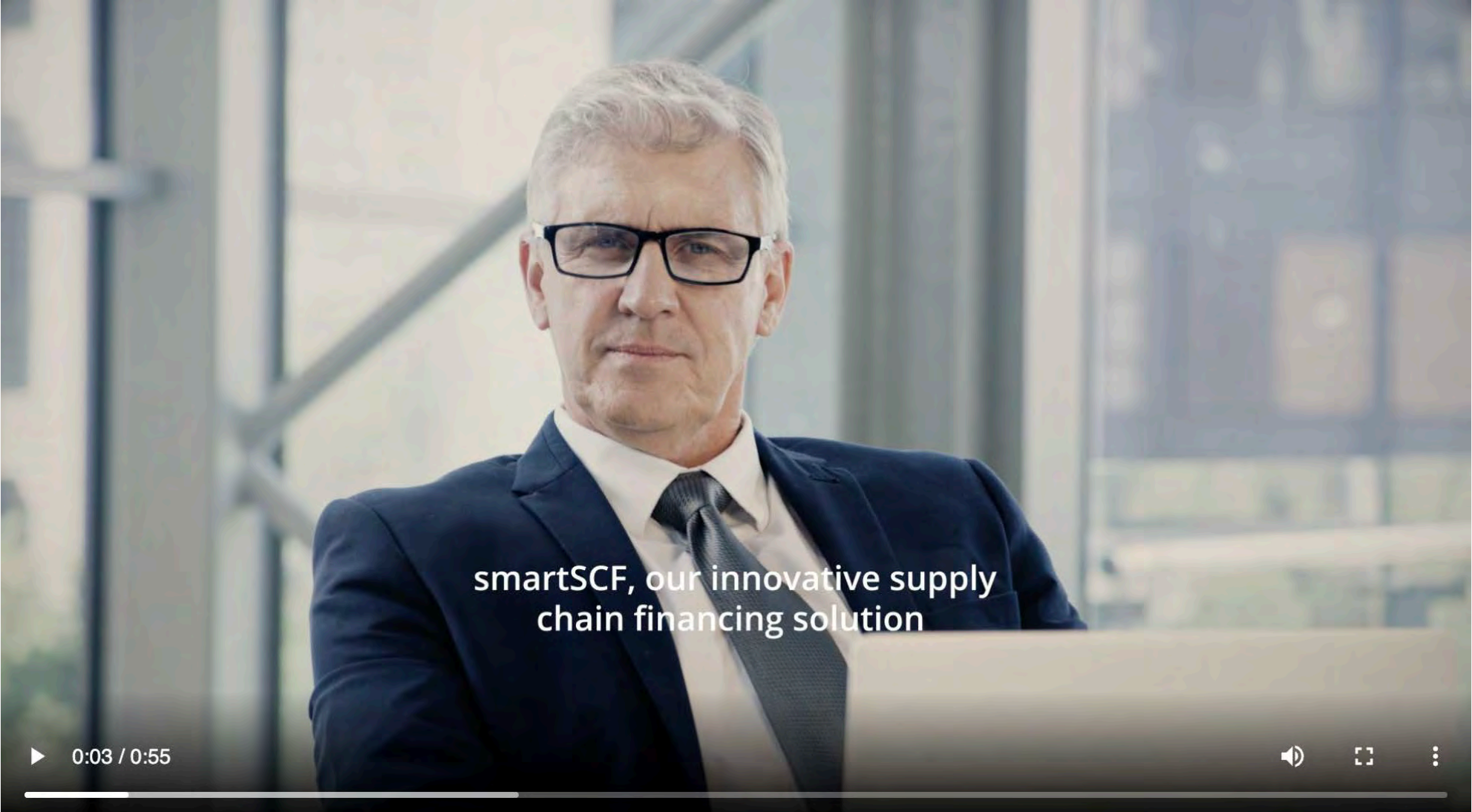
Talk to us
Arrange a complimentary consultation with one of our wealth advisors today

Click here
to discover our tailored wealth management approach

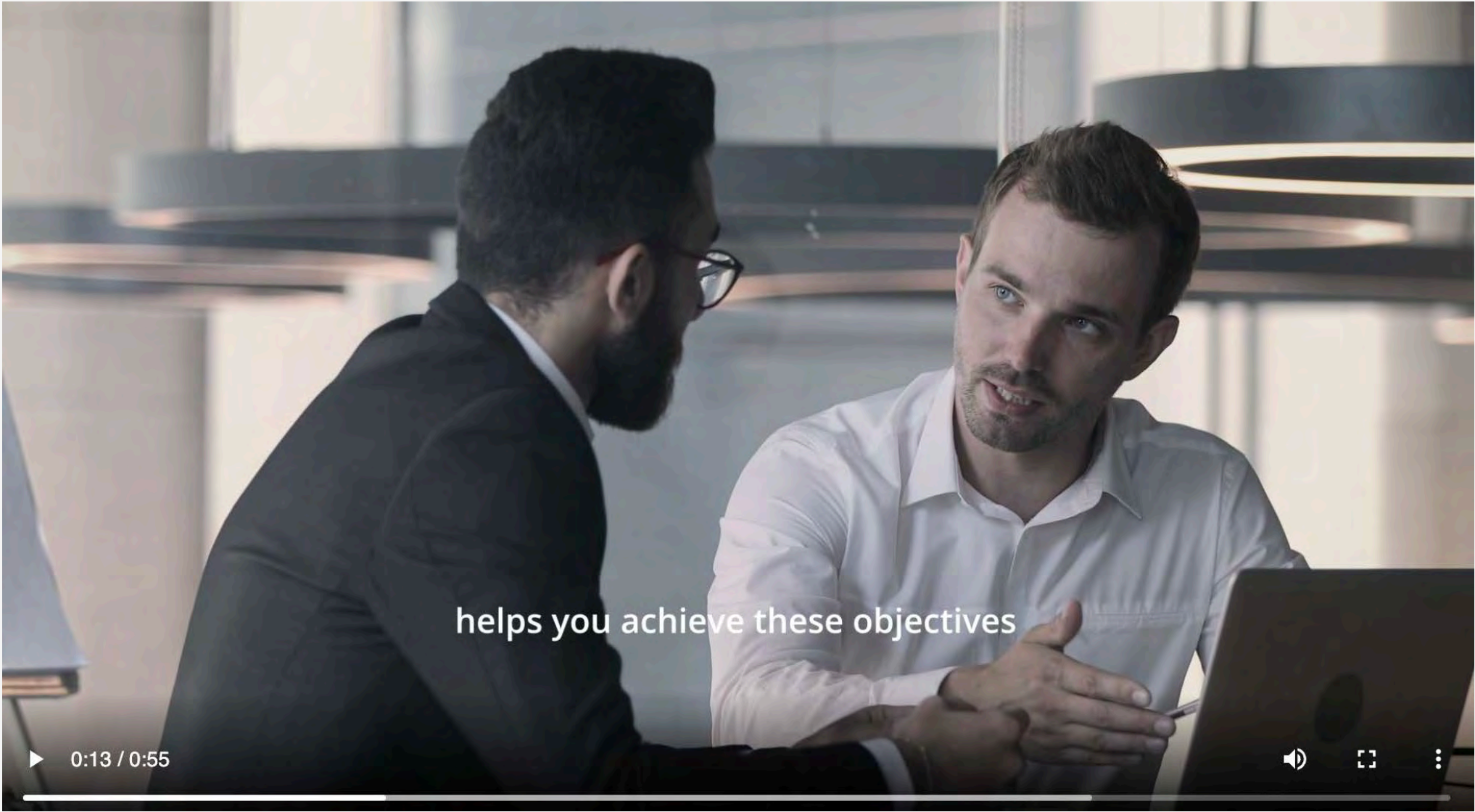
Get mobile banking  Subscribe to WhatsApp Banking  

Emirates NBD - C&IB videos

Watch the video



Watch the video



Watch the video



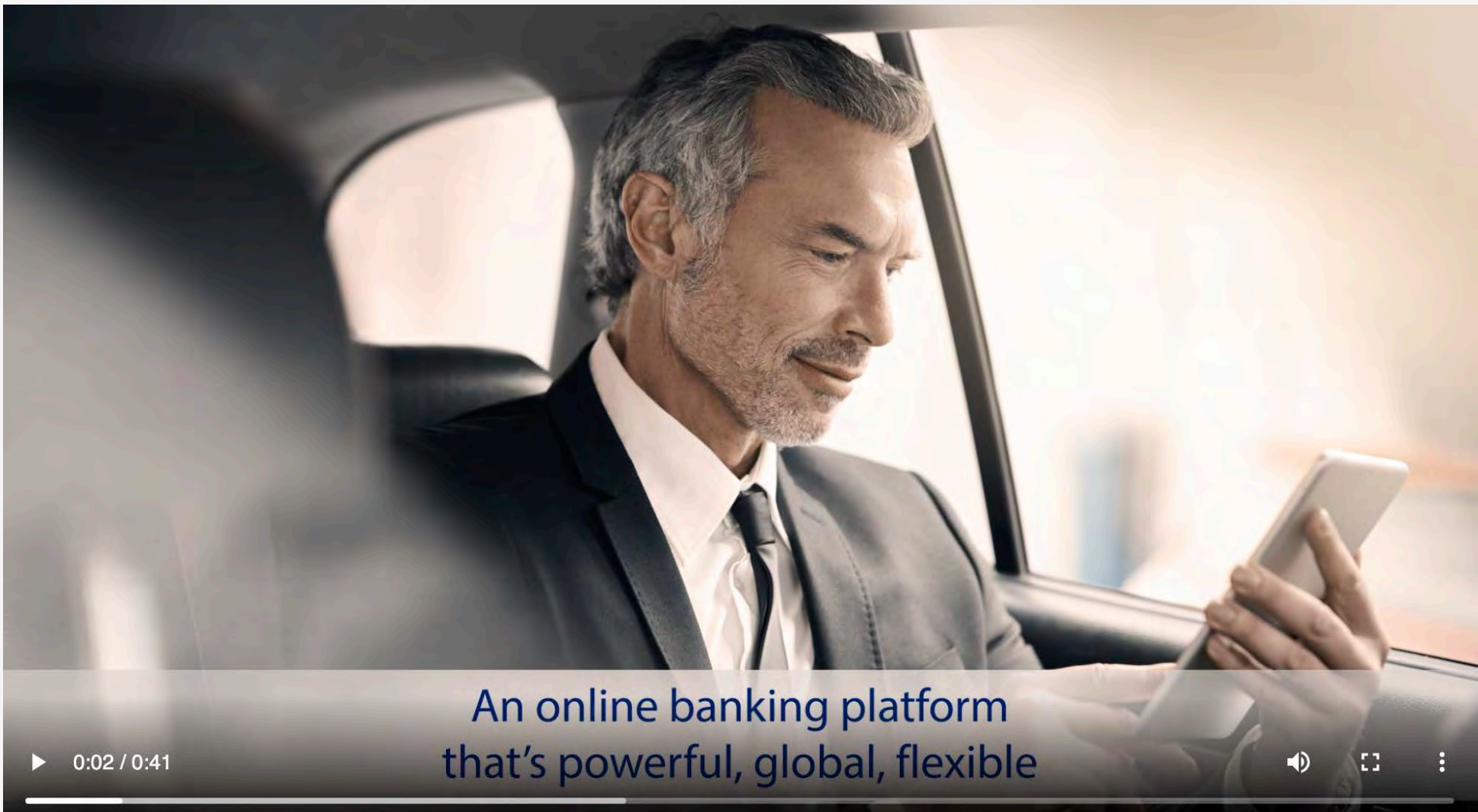
Watch the video



WORK SAMPLE

Emirates NBD - C&IB videos

Watch the video



Watch the video



WORK SAMPLE

Emirates NBD Private Banking Videos

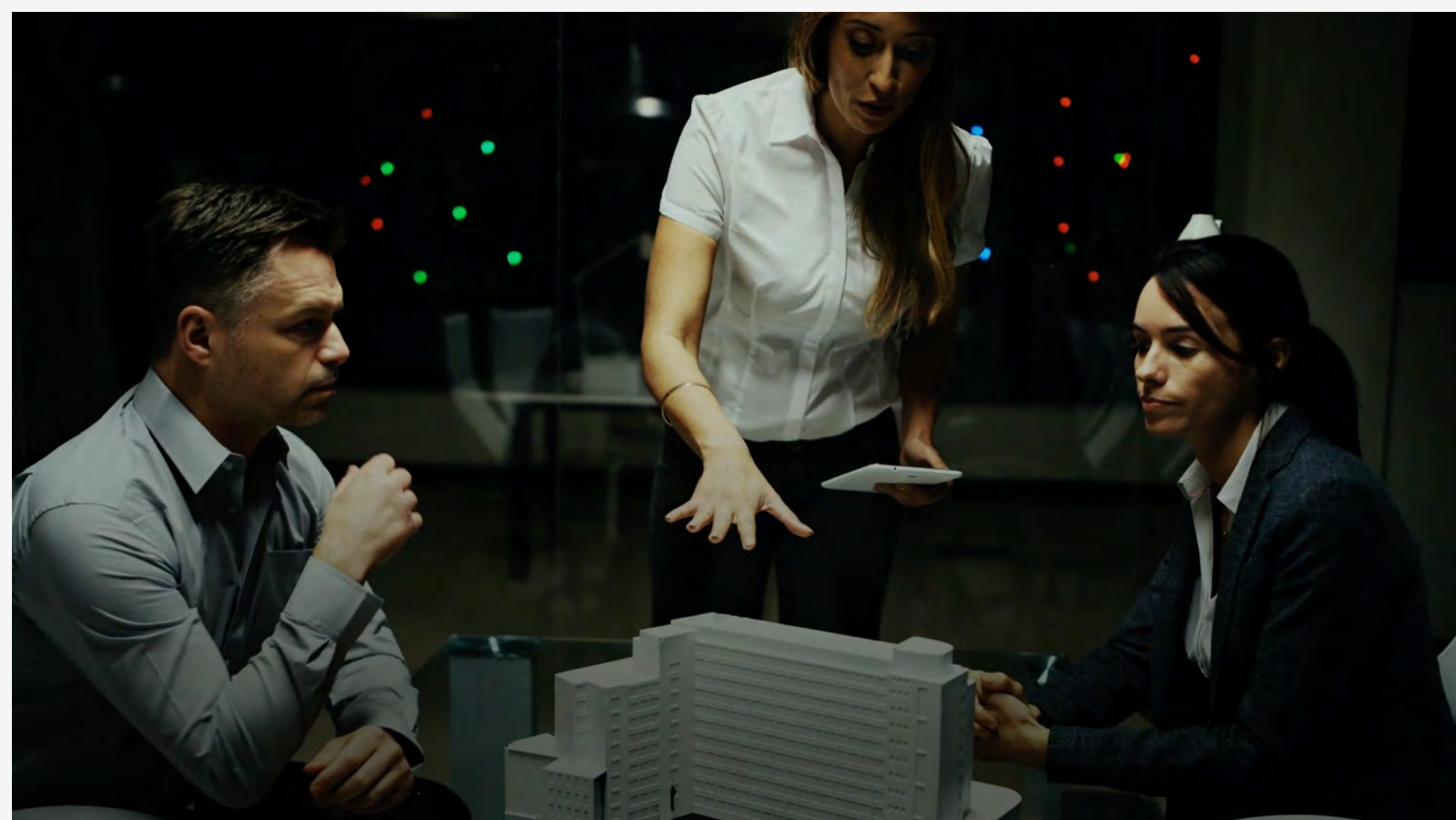
Watch the video



Watch the video



Watch the video



Watch the video



WORK SAMPLE

Emirates NBD Islamic Banking Advert

Client
Emirates NBD

 بنك دبي الإسلامي Dubai Islamic Bank USD 1,000m Joint Lead Manager & Joint Bookrunner PerpNC6 AT1 Sukuk Unrated November 2020	 الإتحاد ETIHAD USD 600m Joint Lead Manager & Joint Bookrunner 5 yr Transition Sukuk -/-/A October 2020	 USD 600m Joint Lead Manager & Joint Bookrunner 5 yr Sukuk A2/A+ October 2020	 الإمارات الإسلامية EMIRATES ISLAMIC USD 500m Joint Lead Manager & Joint Bookrunner 5 yr Sukuk -/-/A+ September 2020
 حكومة دبي GOVERNMENT OF DUBAI USD 1,000m Joint Lead Manager & Joint Bookrunner 10 yr Sukuk -/-/ September 2020	 DP WORLD USD 1,500m Joint Lead Manager & Joint Bookrunner PerpNC5.5 Hybrid Sukuk Ba2/-/BB June 2020	 IsDB بنك التنمية الإسلامية Islamic Development Bank USD 1,500m Joint Lead Manager & Joint Bookrunner 5 yr Sustainability Sukuk Aaa/AAA/AAA June 2020	 مصرف إماراتية إسلامية Sharjah Islamic Bank USD 500m Joint Lead Manager & Joint Bookrunner 5 yr Sukuk A3/A-/BBB+ June 2020
 بنك دبي الإسلامي Dubai Islamic Bank USD 1,300m Joint Lead Manager & Joint Bookrunner Long 5 yr Sukuk A3/-/A June 2020	 مجد الفطيم MAJID AL FUTTAIM USD 400m Joint Lead Manager & Joint Bookrunner 7 yr Sukuk B1/-/ February 2020	 gfh USD 300m Joint Lead Manager & Joint Bookrunner 5 yr Sukuk B/-/B January 2020	 بنك أبوظبي الأول FAB1 First Abu Dhabi Bank USD 500m Joint Lead Manager & Joint Bookrunner 5 yr Sukuk Aa3/AA-/AA- January 2020
 المراكز العربية Arabian Centres USD 500m Joint Lead Manager & Joint Bookrunner 5 yr Sukuk Ba2/-/BB+ November 2019	 مجد الفطيم MAJID AL FUTTAIM USD 600m Joint Lead Manager & Joint Bookrunner Long 10 yr Green Sukuk -/BBB/BBB October 2019	 Government of Sharjah USD 750m Joint Lead Manager & Joint Bookrunner 10 yr Sukuk Baa2/BBB-/ October 2019	 بنك عجمان AJMAN USD 500m Joint Lead Manager & Joint Bookrunner 10 yr Sukuk Baa1/-/ October 2019

Emirates NBD Capital:
A leading provider of Shari'ah
compliant financing solutions.

Regulated by Dubai Financial Services Authority.

Learn more at emiratesnbd.com



SAP Implementation Campaign

Client
3M

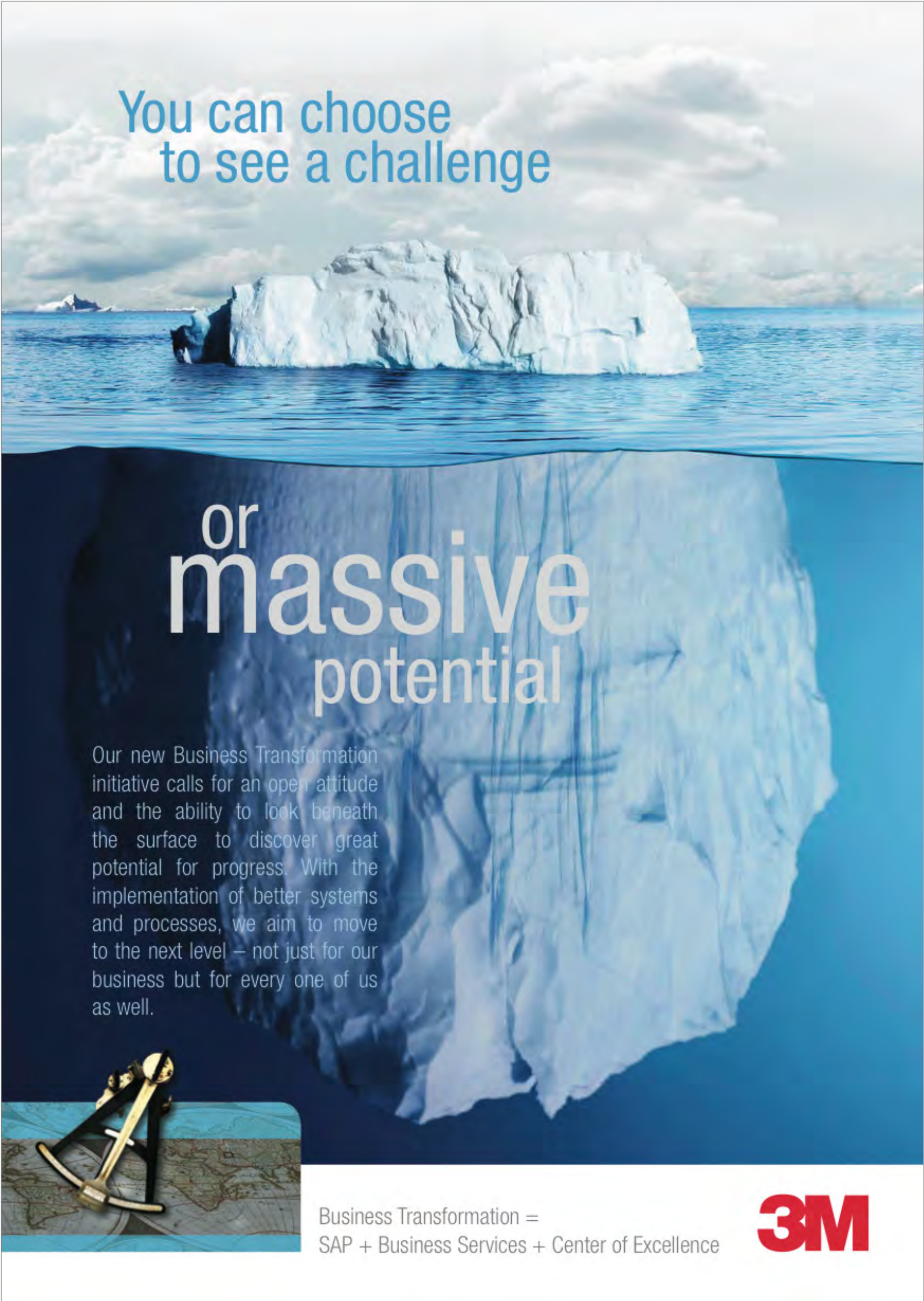


Evolved individuals
don't just survive.
They thrive.

The new Business Transformation initiative at 3M aims not just to transform our business, but to help each of us to progress and evolve through the implementation of better systems and processes.

It's our future.
It's *your* future.

Business Transformation =
SAP + Business Services + Center of Excellence




You can choose
to see a challenge

or
**massive
potential**

Our new Business Transformation initiative calls for an open attitude and the ability to look beneath the surface to discover great potential for progress. With the implementation of better systems and processes, we aim to move to the next level – not just for our business but for every one of us as well.

Business Transformation =
SAP + Business Services + Center of Excellence



WORK SAMPLE

Print adverts

Client
Dulam

Instant relief
What our clients experience when we get to the bottom of the problem.

No matter how complex the challenge, our subsea operators take the simplest approach: Find the problem. Fix it.

It is this clear-minded purpose that allows us to focus our resources, experience and know-how on letting you get back to business as usual. And we've been doing it for as long as we can remember.

Call us on 04-3241360.
We'll be ready.


The leading provider of subsea services in the Middle East and Indian Subcontinent

DULAM INTERNATIONAL LIMITED | DY101, Al Jadaf, PO BOX 3334, Dubai, United Arab Emirates
An ISO 9001 Company | Tel: +971 4 324 1360, Fax: +971 4 324 1830
www.dulam.com | Email: dulam@emirates.net.ae

WORK SAMPLE

Brand Awareness Campaign Adverts

Client
3M



You may not know it, but for more than a century, 3M has been innovating across industries with a multitude of products and solutions that make people's lives measurably better. We are committed to the ideals of sustainability, innovation and uncompromising ethics, because now, more than ever the world needs responsible intelligence.



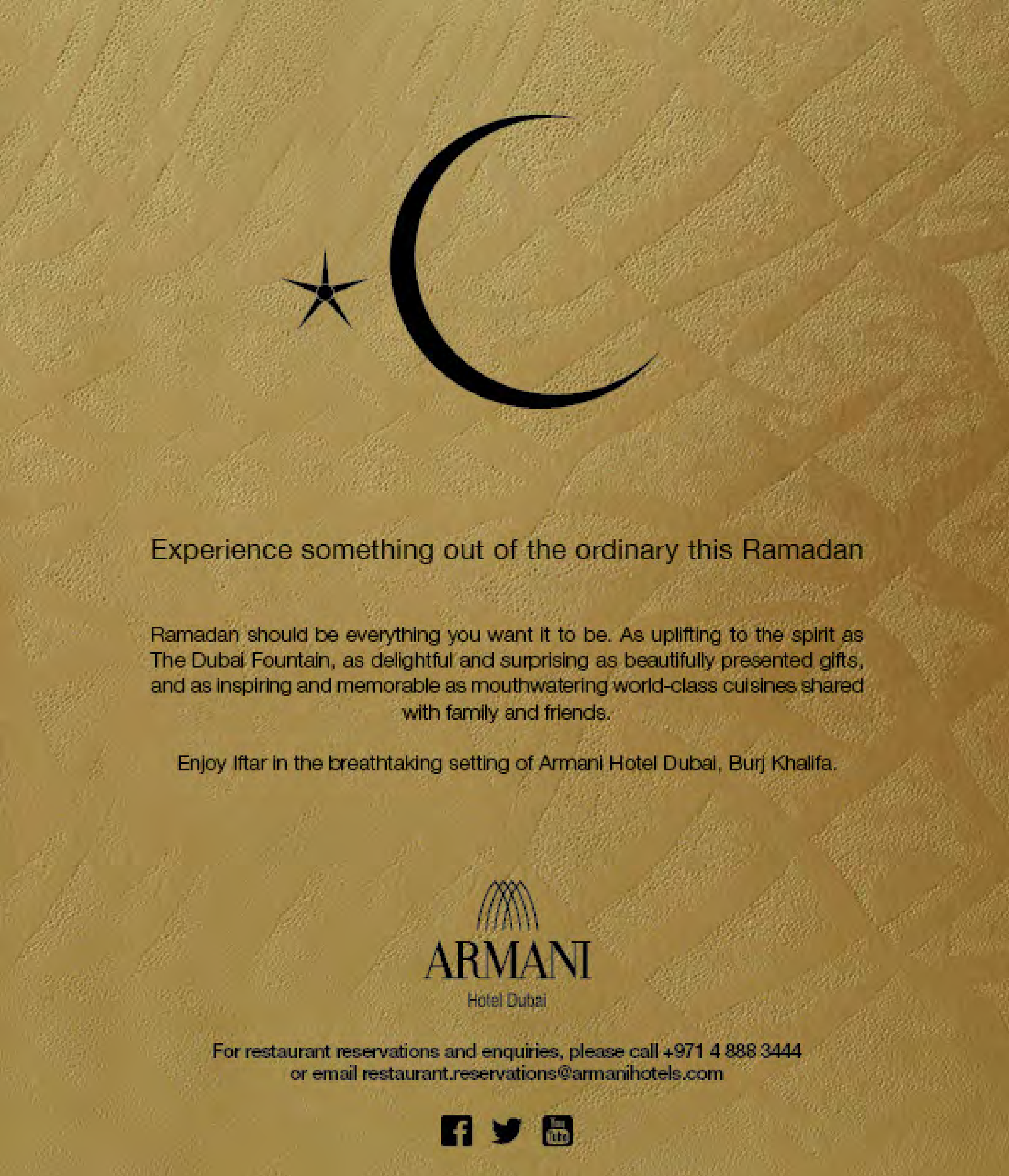
You may not know it, but for more than a century, 3M has been innovating across industries with a multitude of products and solutions that make people's lives measurably better. We are committed to the ideals of sustainability, innovation and uncompromising ethics, because now, more than ever the world needs responsible intelligence.



WORK SAMPLE

Ramadan 2013 Campaign

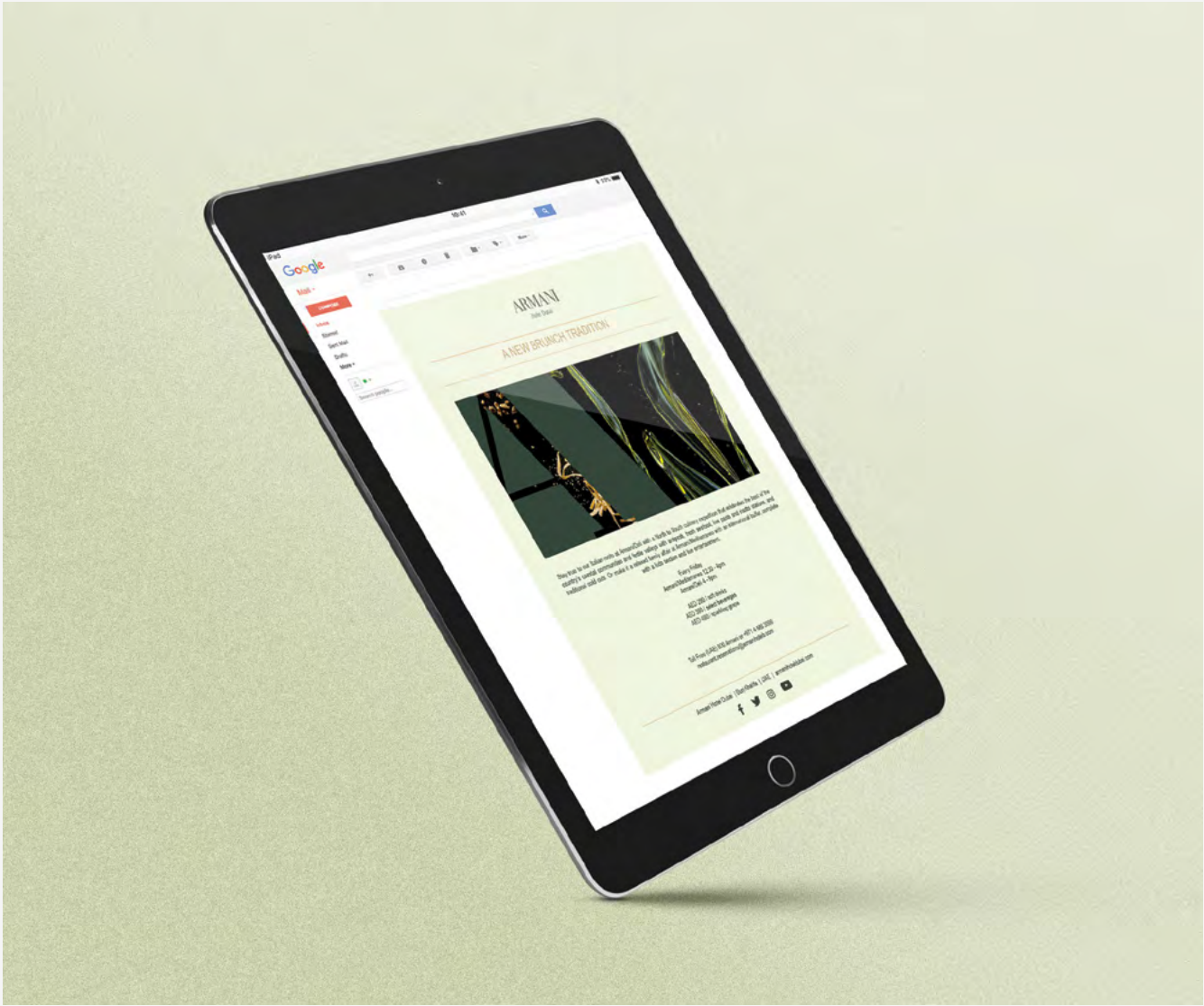
Client
Armani Hotel

The advertisement features a gold, textured background with a subtle geometric pattern. At the top center, there is a black crescent moon and a five-pointed star. Below this, the text reads: "Experience something out of the ordinary this Ramadan". A paragraph follows: "Ramadan should be everything you want it to be. As uplifting to the spirit as The Dubai Fountain, as delightful and surprising as beautifully presented gifts, and as inspiring and memorable as mouthwatering world-class cuisines shared with family and friends." Another line of text says: "Enjoy Iftar in the breathtaking setting of Armani Hotel Dubai, Burj Khalifa." The Armani logo, consisting of a stylized arch above the word "ARMANI" and "Hotel Dubai" below it, is centered. At the bottom, contact information is provided: "For restaurant reservations and enquiries, please call +971 4 888 3444 or email restaurant.reservations@amanihotels.com". Social media icons for Facebook, Twitter, and YouTube are located at the very bottom.

WORK SAMPLE

Brunch at Armani

Client
Armani Hotel Dubai



WORK SAMPLE

**BEST RATE
GUARANTEE**

LIFT YOUR EYES
TO AN *icon on the rise*

What lies beyond the extraordinary? It's where no benchmarks exist, except the ones we boldly define. Where luxury in hospitality rises to levels few can hope to achieve, from progressive dining and sublime wellness to making guests the absolute centre of attention, in a location that has no parallel.

Follow the rise of an icon with #ANewAddress

BOOK NOW
TOLL FREE (UAE) 800 ADDRESS
ADDRESSHOTELS.COM

**ADDRESS
DOWNTOWN**
WHERE *life* HAPPENS

U BY EMAAR | It's time to #CelebrateU, join our loyalty programme at UbyEmaar.com

WORK SAMPLE




A vision RENEWED.
An icon, REBORN.

The result of the limitless pursuit of a new ideal, Address Downtown is the iconic flagship hotel that aspires to the exceptional, the exquisite and the exemplary. From deeply attentive and personalised service to the joy of new discovery, join us as we define the future of hospitality.

Discover an icon reborn, with #ADHdowntown

BOOK NOW
TOLL FREE (UAE) 800 ADDRESS
ADDRESSHOTELS.COM


**ADDRESS
DOWNTOWN**
WHERE *life* HAPPENS

U BY EMAAR | It's time to #CelebrateU, join our loyalty programme at UbyEmaar.com




A vision RENEWED.
An icon, REBORN.

The result of the limitless pursuit of a new ideal, Address Downtown is the iconic flagship hotel that aspires to the exceptional, the exquisite and the exemplary. From deeply attentive and personalised service to the joy of new discovery, join us in Dubai as we define the future of hospitality.

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**ADDRESS
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WHERE *life* HAPPENS

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WORK SAMPLE

Address Dubai Mall Re-opening Campaign



Client
Address Dubai Mall



WORK SAMPLE

Address Dubai Mall Re-opening Campaign



Client
Address Dubai Mall



WORK SAMPLE

Rove La Mer Teaser & Launch Campaign

Client
Rove Hotels



WORK SAMPLE

Rove La Mer Teaser & Launch Campaign

Client
Rove Hotels



WORK SAMPLE

Rove La Mer Teaser & Launch Campaign



Client
Rove Hotels



WORK SAMPLE

Rove La Mer Teaser & Launch Campaign



Client
Rove Hotels



WORK SAMPLE

Masquerade Party Collateral

Client
Louis Vuitton



WORK SAMPLE

Riviera Chic Brunch Emailer

Client



The Restaurant at
Address Boulevard



WORK SAMPLE

Ramadan Emailer



Client
La Serre



A Parisian iftar

French, fresh and full of flavour, iftar at La Serre is the new taste of tradition. Dine with us all through Ramadan on a selection of shared starters and tantalising main courses, while groups of six or more have the additional choice of a full lamb when available.


AED 295 per person every day except Wednesdays, all through Ramadan.
Regular à la carte menu also available.



A Parisian iftar

French, fresh and full of flavour, iftar at La Serre is the new taste of tradition. Dine with us all through Ramadan on a selection of shared starters and tantalising main courses, while groups of six or more have the additional choice of a full lamb when available.


AED 295 per person every day except Wednesdays, all through Ramadan.
Regular à la carte menu also available.



La Parisienne – Chic mystique every Wednesday

It's the closest you'll get to an authentic Parisian experience in Dubai – fun, liveliness and food that transports you to the magical streets of Montmartre. Sway to the tunes of DJ Maxime B. while you indulge in dishes and beverages that make a lingering impression.


7:00pm to 2:00am, every Wednesday



Business Lunch – A generous helping of value

We have the recipe for a legendary lunchtime: a leisurely hour spent lunching on some of our favourites, at a value that's simply irresistible.

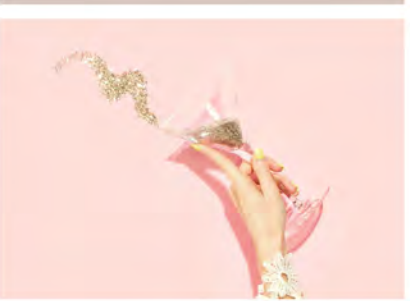
AED 130 for two courses, AED 150 for three courses, per person 12:00pm to 3:15pm, Sunday to Thursday, all through Ramadan. Discounts for U By Emaar and Emaar Associate cardholders.



Sunday Escape – Get the week off to a good start

Have dinner with us and get 25% off the total bill for food and beverages. What a way to start the week!

Dinner, every Sunday



La Mademoiselle – Where the ladies who know, go

Few things in life are better than the unlimited free-flow of select house beverages, where we pick up the tab for the ladies.

7:00pm to 9:00pm, every Saturday

f t @ y

WORK SAMPLE

Ramadan Campaign (proposed)

Client
Almarai



WORK SAMPLE

Ramadan Campaign (proposed)

Client
Almarai



Australian Food Festival

Client

Australian Government - Austrade

The **AWESOME AUSSIE FOODFEST**

For two whole weeks, from 28th November to 11th December 2010, you'll be treated to fresh, wholesome, organically produced food and beverages at Choithram supermarkets in Dubai and Abu Dhabi. There'll be live cooking stations, recipes, promotional offers and more!

Come, discover why Australian meat and produce are the best your family can enjoy.



Call **800 OZFOOD** (235678) for more information on how you can make the most of this promotion.







Fresh, crisp broccoli, vegetable aisle 2

WORK SAMPLE

**Your big-screen experience
begins on a small screen!**



The Reel Cinemas Mobile App is now available for iOS, Android, Windows Mobile and the Apple Watch. Get movie info and news, watch trailers and book tickets! Download from Google Play, App Store and Windows Store.





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
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WORK SAMPLE

Emaar Hospitality Group – Ramadan Campaign + Microsite

- Promoting Ramadan in a refreshingly different manner
- Design and copy leveraged symbolism of the moon creatively
- Key visual was photographic composite of 36 different images
- Avoided photo shoot
- Individual components: hands, jewellery, head, body, suspended seat, moon texture and twilight sky were different elements
- Digital manipulation, retouching, colour correction, composite creation

CAMPAIGN EXECUTIONS:

- Campaign microsite
- Print collateral
- Print adverts
- YouTube videos
- Multi-platform social media executions
- Interactive YouTube mastheads
- Digital banners



WORK SAMPLE

Sparkle Towers Campaign Key Visual



Client

Tebyan Real Estate Development



Thank you.



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