

CASE STUDY

A European Industry Association

OVERVIEW

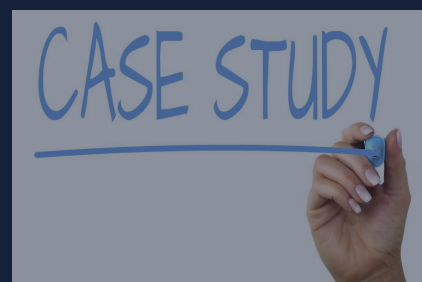
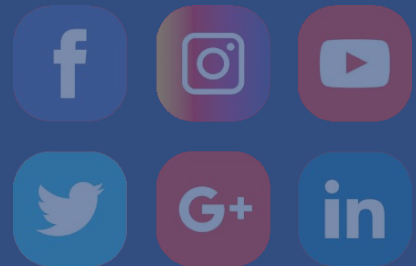
Our client is a forum that brings together fashion brands from a leading European country. It believes in the importance of brand, innovation, and design as key levers of competitiveness. The forum generates synergies and favors the exchange of experience and knowledge. It also promotes public-private collaboration. Our task was to enhance the image of the country from which the brands originated, highlight the individual brands' USPs, so they could find the right distribution to enter the UAE and GCC markets.

APPROACH

The new brands planning to enter the markets were announced via media and social media followed by a fashion show showcasing the brands was held at the country's Pavilion in Expo 2020. Attendance at the event was 'By invitation' only. The theme 'Made in XXXXX' showcased fashion, the event highlighted the diverse culture of the country and its impact on their products.

The event was attended by approximately 50 persons only including the country's ambassador to the UAE, the commercial attaché, VIPs, Fashion industry leaders and media + influencers representing the different ethnicities in the UAE. The event highlighted the quality of brands, their creative designs, their global presence, universal appeal and the importance of the Spanish brands in the fashion industry globally.

Interviews with leading media in print, online and on air were supplemented with social media content by influencers.



CONCLUSION

Our efforts created excitement and a viral buzz.

The exercise that addressed the mix of audiences targeted via dailies, lifestyle and fashion magazines, online sites, TV and influencers in English and Arabic.

Many of the brands achieved their business objective of entering the UAE and GCC markets via suitable distribution channels.

RESULT



101.08 M+
Reach



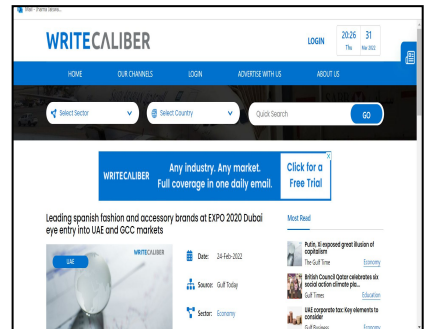
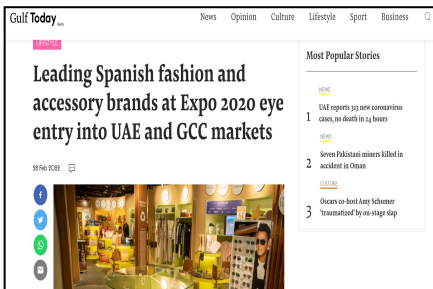
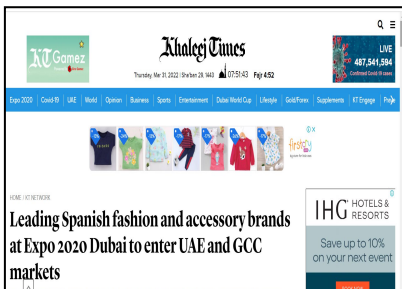
370K+
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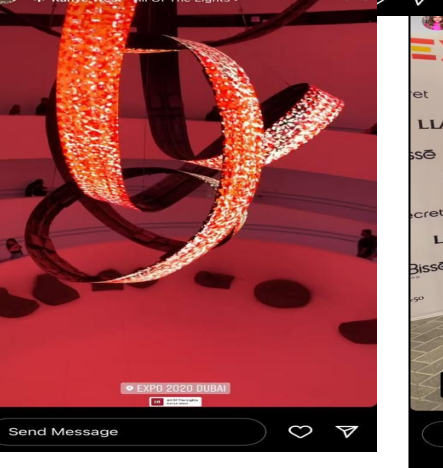
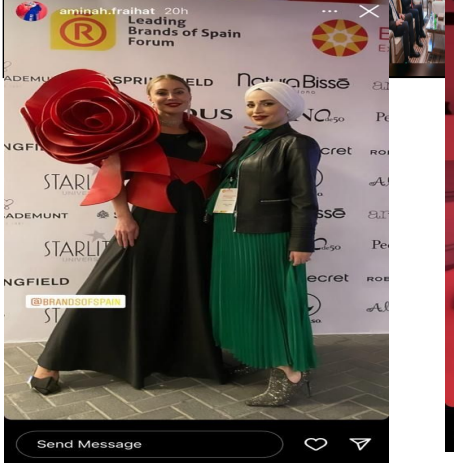
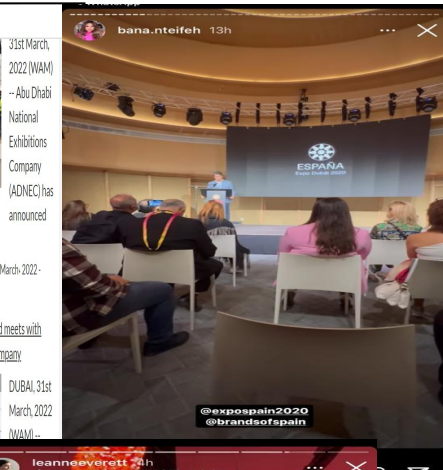
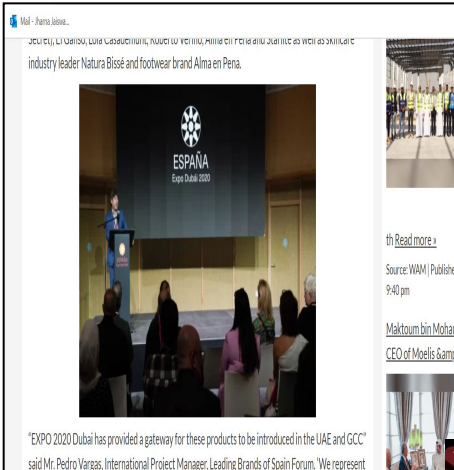
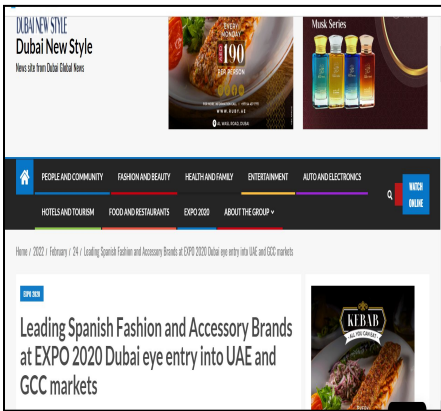
Appreciation

“ It was a great job and definitely we will work with you on our next project hopefully soon. ”
CEO of the appointing firm said.

COVERAGES SCREENSHOTS

PRINT | ONLINE | SOCIAL MEDIA





ABOUT US

TRC is managed and founded by experienced PR and Media professionals with proven capability. Our approach is based on understanding clients' businesses and their objectives, translating them into communication objectives and a strategic comprehensive plan for implementation. We offer flexible programmes to cater to clients needs, be it to build credibility, increase awareness or establish reputation. TRC's team is committed to delivering result-oriented communication solutions through tried and tested processes. Media relations is one of our strengths as is content creation and social media. We are able to provide insights and guidance due to many years of experience in diverse industries and verticals.