

Optimum user engagement with smart brand activation solution for **EMAAR PROPERTIES**

Emaar Properties is the trailblazer when it comes to systematically planned communities in Dubai. It is one among the reputed real estate development companies dealing in property, retail, shopping malls, hospitality and leisure.



Emaar Properties wanted a brand activation solution in one of their residential communities in Downtown Dubai. Since it was an outdoor event, the client required a kit that could withstand the outdoor weather conditions. Emaar Properties wanted to purchase a booth from EDS that would help to engage their visitors and provide a lucrative platform to conduct profitable dialog with them.

- We created a 10'X10' design for Emaar Properties that reflected their brand image.
- The booth was weather resistant and was robust to sustain the crude wind.
- It was a 3 side open booth, with counters on each side, to engage as many visitors as possible at the same time.
- Due to the space constraint, there wasn't much scope to provide the client with storage facility. To overcome this challenge we provided counters that doubled up as storage units.
- We provided the client with high branding and a canopy with branding as well. We used the advance dye sublimation printing technology to print on the canopy that wouldn't fade in the harsh sunlight and rain.



Emaar Properties was satisfied with the final product since the design and service delivered lived up to their expectations. The booth we designed helped them to achieve their marketing goals and engage maximum visitors at the show.