

CASE STUDY

Sennheiser celebrates UAE's 50th National Day

OVERVIEW

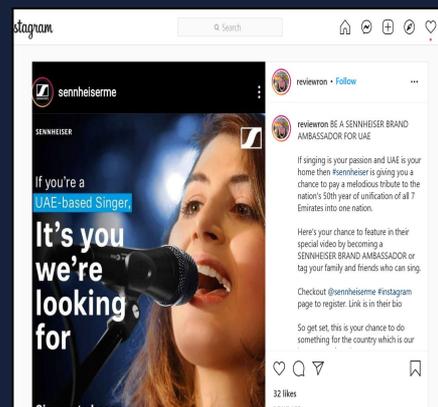
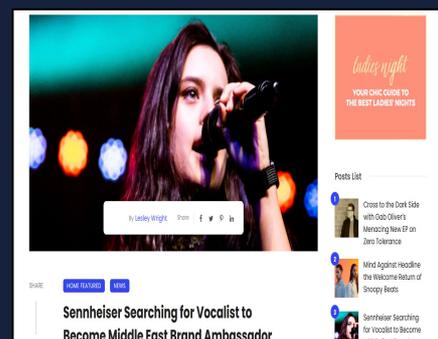
We started work with the PRO division of a German audio company, Sennheiser in 2021 and in our first year as PR Consultants, we had the opportunity to plan and implement a program that made an impact and built a foundation for future outreach programs targeted at the burgeoning entertainment business in the UAE and beyond.

One of the opportunities envisaged was to leverage the 50th National Day of the UAE in December 2021. Since UAE is the base for all GCC and Middle East operations, Our client, headquartered in Dubai for Middle East operations, released a music video paying homage to the UAE and we built the communications campaign around this tribute. 2021 was significant as the year live music and entertainment made a comeback after the pandemic.

APPROACH

Sennheiser Middle East announced a competition for vocalists that would enable them to pick a single winner to sing the National Day tribute on a video shot across the country. A bonus for the winner was media coverage, a signature mic from the reputed audio company and the privilege of being a brand ambassador for six months following the National Day. The campaign consisted of announcements made online and on social media inviting participants, featuring the winner and the song itself – on video and online. The media universe leveraged a partnership with leading newspaper Khaleej Times supplemented by social media and other media outlets to:

- Maximize entries to the competition via a link to a microsite created for the competition.
- Declare the winner.
- Feature a video of the tribute to the UAE created by long-time partner Barcoe Studio online.



CONCLUSION

The response to the competition was outstanding – a mix of artists from varied backgrounds participated. The media partnership with Khaleej Times supported by social media and other online sites created the buzz around the announcement of the competition as well as the winner. The brilliantly produced video was published online generating a viral buzz.

<https://youtu.be/rZqtDr36j8M>

RESULT

We strategically crafted and executed an impactful program during our inaugural year. Leveraging the 50th National Day of the UAE, we orchestrated a campaign around a music video tribute, announcing a vocal competition for the National Day anthem.

Online and social media announcements, in collaboration with leading newspaper Khaleej Times, drove maximum participation through a dedicated microsite. We declared the winner, featured the tribute video produced by a professional partner Studio online, and elevated the brand's presence, establishing a foundation for future outreach in the burgeoning entertainment business in the UAE and beyond.



319M+
Reach



674M+
AEV



1M+

WAY FORWARD

The national Day campaign offered us access to a database of musicians and entertainers in the region that we continue to build on for campaigns targeted at this audience.

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.