



b a z a a r s t u d i o s 2 0 1 8

CREATIVE AND DIGITAL CONTENT SOLUTIONS

bazaar studios custom creates branded content to entertain your audiences. From high-quality, narrative videos, story-driven documentaries, providing live event and activities coverage, gorgeous photo-shoots working with premier creative directors and models, to bespoke design that sings in both print and online formats, bazaar studios' team of talented creatives will stop at nothing to see your brand's story come to life.

bazaar studios will successfully showcase your brand's story and key messages, told using your curation of any of our popular bazaar platforms, spaced out over time, to keep your audience intrigued and engaged.

All of this is presented to you in an easy to share format for you to publish on your platforms too as you require.



b a z a a r s t u d i o s :
FASHION, CLIENT EXAMPLES

bazaar studios : **BLOOMINGDALE'S KUWAIT**

BRIEF: Showcase Autumn/Winter 2017 contemporary and luxury designer clothing, accessories and beauty brands launching at Bloomingdale's this season.

IDEA: Gorgeous, luxury, feature-length fashion spread, rich with color in the print magazine to showcase the designer clothing, accessories and beauty products. Creatively direct a photoshoot utilizing an international model to produce a Fashion editorial with video, and Beauty editorial with video.

Create a story around the Bloomingdale's woman this season; her attitude and lifestyle. Feature brands exclusive to the Kuwait location, and services. Content creation specifically for online, digital and print and for in-store screen use.





Earrings: Prodigiam
Dress: Helmut Lang



BAZAAR STUDIOS

Art Direction & Styling: DoubleA for bazaar studios
Photography: Jali Marvin
Makeup: Lemish at Bloomingdale's Kuwait
Model: Tatiana/MMG
Fashion and Accessories: Bloomingdale's Kuwait
Location: /2D Two Dimensional



LEFT

Top: Cinq à Sept
Skirt: Marc Jacobs
Bag: L'YA L'YA
Earrings: Zuccini Designs

RIGHT

Blouse: Rhié
Coat: Helmut Lang
Bag: Sandra J
Trousers: Frame Denim





LEFT
Sweater: Jolie
Earrings: Alexander McQueen

RIGHT
Coat: Forte Couture
Dress: Jonathan Simkhai

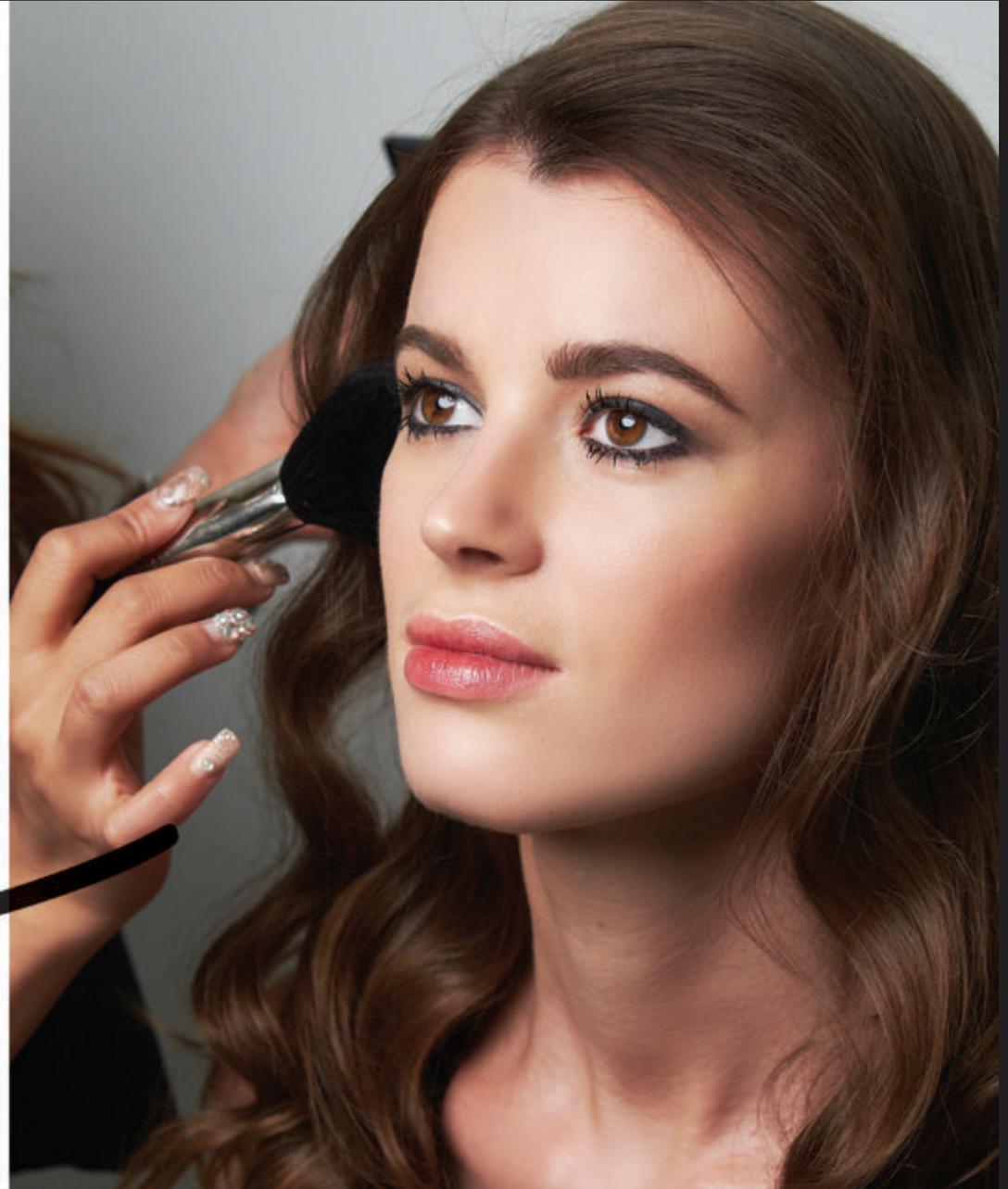




Shirt: No 21
Skirt: Rhea
Bag: The Volon
Shoes: Roger Vivier

the *owdown*

Discover the ultimate beauty experience with Bloomingdale's Kuwait
By bazaar staff



BLOOMINGDALE'S KUWAIT TOTAL CAMPAIGN REACH

DURATION: ONE MONTH CAMPAIGN

ADVERTORIAL ARTICLES

Printed Magazine 30,000

Digital Magazine 20,000

bazaar.town website 160,000

Social Media 100,000+
Organic and Promoted

VIDEOS

Social Media 100,000+
Organic and Promoted

bazaar.town website 160,000

Total Campaign Reach

570,000

*ALL THE ABOVE FIGURES ARE AVERAGES AND CAMPAIGN RESULTS MAY VARY



bazaar studios : **RAMADAN FASHION MULTIPLE CLIENTS**

BRIEF: Deliver a publishing package solution for local and international brands together, to feature prestigiously across bazaar platforms.

IDEA: Multi-brand fashion editorial sourced using non-competing elements within competing markets and including a mix of local designers next to internationally renowned brands.

Create a fashion print editorial and photoshoot around the season Ramadan. Fashion that will take you through every moment of Ramadan, from home to social events and family celebrations. Creatively direct the photoshoot using an international model, and sourcing an exclusive location.

Deliver a Behind The Scenes video for both social media and on-line showcasing editorial and creative requirement differences.





RAMADAN FASHION

From modern to traditional

By *bazarr studio*

In this month of reflection and appreciation (XXXX bank) wants to take a moment to consider all the women in our lives who contribute so much. The preparations and organization it takes to receive guests and provide sustenance with all the traditional fayre of this time, takes a great many woman hours, and we say thanks! We leave you with our chosen looks for the month, from modern to traditional, to make this Ramadan as seamless, and fashionable, as can be!

*Model: Tawyn Bam, Photography: Yousef Al Nasser, Hair & Make-up: Charlene Payne for TONI & GUY
Special Thanks to Harriet and Richard Bushman*

Based in London, Harriet Bushman is a fashion designer and stylist. She has worked with many of the world's leading fashion brands and is currently working on her own collection. She is also a frequent contributor to various fashion magazines and websites.

Our gorgeous international model, Terry, is dressed from top to toe in brands curated to showcase the very best in women's international fashion working beautifully alongside local designers. Each brand has either a woman at the helm as designer or the company is creatively led by a woman. Multi-million dollar businesses such as Victoria Beckham as well as smaller initiatives working from home like @by_lulwa sit together to create a wonderfully harmonious sartorial offering.



Left page
Tails by @gipsydesigns
Jewels by Edward Elmhurst
Shoes by SRS Harvey Harlow

This page
Kafan by @kafan

RAMADAN FASHION MULTIPLE CLIENTS TOTAL CAMPAIGN REACH

DURATION: ONE MONTH CAMPAIGN

ADVERTORIAL ARTICLE

Printed Magazine	30,000
Digital Magazine	20,000
bazaar.town website	160,000
Social Media	50,000+

VIDEO

Social Media	100,000+
	<small>Organic and Promoted</small>
bazaar.town website	160,000

Total Campaign Reach

520,000

*ALL THE ABOVE FIGURES ARE AVERAGES AND CAMPAIGN RESULTS MAY VARY



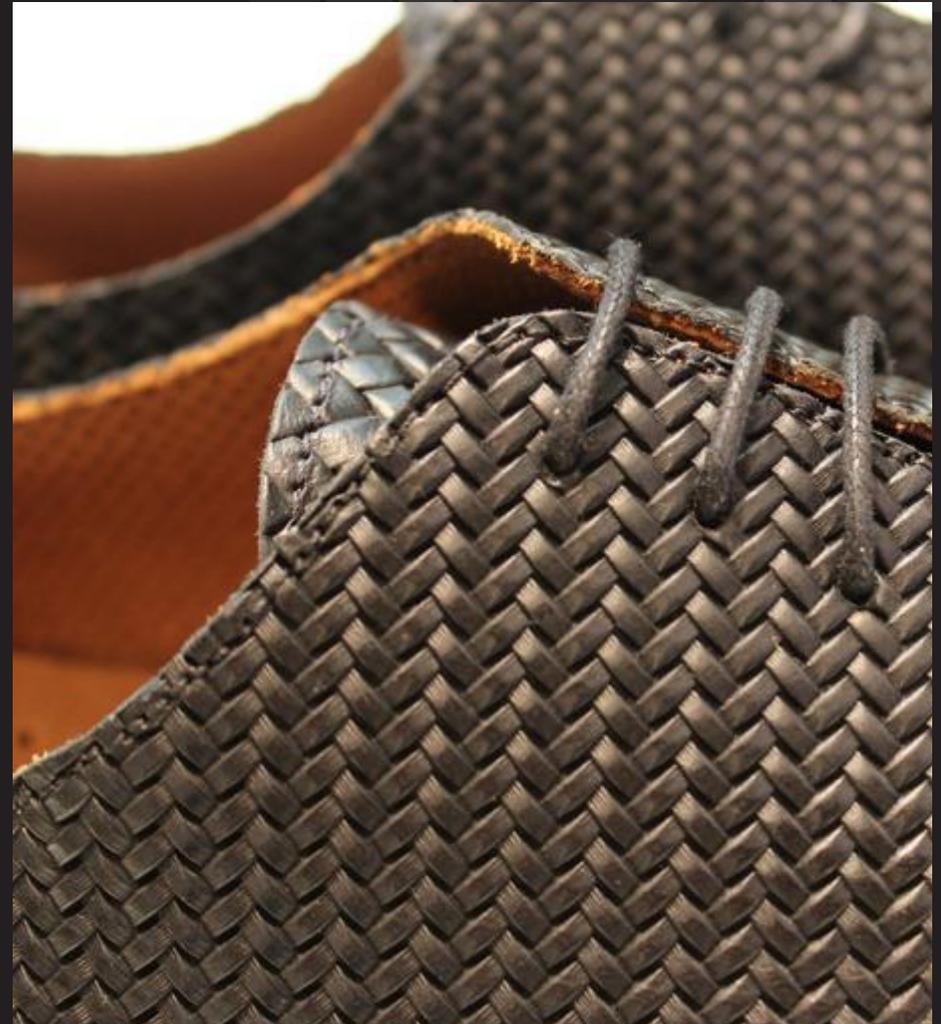
bazaar studios : **FRATELLI ROSSETTI**

BRIEF: New brand launch and store opening. Evening event launch with a visit to Kuwait from one of the founders of the the brand.

IDEA: Attend the event with a bazaar studios photographer and videographer. Create a Double Page Spread in the print magazine around the concept, interview the owners, feature the new location and the new collection. This is followed by a single page interview with the owner in the same issue, with a strategically placed single page advertisement using some of the same imagery used in the store article.

Live story event coverage, Instagram posts, and video of the event published during the event on social media. The coverage is followed up with published articles in print and in the digital issue.

Promote the articles online and on social media via Facebook, Twitter and Instagram.



FRATELLI ROSSETTI TOTAL CAMPAIGN REACH

DURATION: ONE MONTH CAMPAIGN

ADVERTORIAL ARTICLES

Printed Magazine	30,000
Digital Magazine	20,000
bazaar.town website	160,000
Social Media	50,000+

VIDEO

Social Media	100,000+ <small>Organic and Promoted</small>
bazaar.town website	160,000

EVENT COVERAGE

Social Media	50,000
Instagram Live	15,000



Total Campaign Reach

585,000

*ALL THE ABOVE FIGURES ARE AVERAGES AND CAMPAIGN RESULTS MAY VARY

bazaar studios :

KENZO X H&M

BRIEF: Event coverage of the hottest designer collaboration to hit Kuwait for one of the country's largest retailers. H&M collaborated with fashion house KENZO to launch an exclusive collection to shoppers worldwide.

IDEA: Create and publish a three-page feature article introducing the collection with the event launch date for the print and digital issues and online. This, together with the strategic placement of several double page AD spreads near the front of the magazine with PR news in the PR pages. Pre-launch look-book images published online with ambassador interviews. Pre-launch event and launch event coverage before and during event, on social media. Create videos throughout and live stream the doors opening. Cover the event on the website in multiple tabs to increase visibility; fashion, multimedia, latest posts and feature the post. Given that this is a huge event, so extensive coverage is required.

Promote all coverage on social media via Facebook, Twitter and Instagram.





03.NOV.2016
AT GRAND AVENUE - THE AVENUES & MARINA MALL

KENZO x H&M

KENZO PARIS

Leggings
KD 16.900

H&M

#KENZOxHM HM.COM/KENZO
FOR FURTHER INFORMATION VISIT US AT HM.COM
CONTACT US ON: 182-13-12

KENZO X H&M TOTAL CAMPAIGN REACH

DURATION: TWO MONTH CAMPAIGN

ADVERTORIAL ARTICLE

Printed Magazine	30,000
Digital Magazine	20,000
bazaar.town website	160,000
Social Media	50,000+

VIDEOS	100,000+
Social Media	Organic and Promoted
bazaar.town website	160,000

EVENT COVERAGE	
Social Media	50,000+
Instagram Live	15,000

PR	
Printed Magazine	60,000
Digital Magazine	40,000



Total Campaign Reach

685,000

*ALL THE ABOVE FIGURES ARE AVERAGES AND CAMPAIGN RESULTS MAY VARY

bazaar studios : HARVEY NICHOLS KUWAIT

BRIEF: Create a campaign promoting luxury department store Harvey Nichols for Fall Winter 2017.

IDEA: Increase visibility by creating 2 separate stories within one month. Use the content supplied by the client for a quick turnaround. In the print and digital issues publish a perfume story for the beauty and cosmetics angle. For fashion online use a hot-trend story. Promote the client-provided video online across tabs: fashion, multimedia, latest and featured post. Promote the video on Instagram, Facebook and Twitter.



HARVEY NICHOLS KUWAIT TOTAL CAMPAIGN REACH

DURATION: ONE MONTH CAMPAIGN

ADVERTORIAL ARTICLE

Printed Magazine	30,000
Digital Magazine	20,000
bazaar.town website	160,000
Social Media	50,000+

VIDEO

Social Media	100,000+
	<small>Organic and Promoted</small>
bazaar.town website	160,000

BANNER AD

bazaar.town website	160,000
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Total Campaign Reach

680,000

*ALL THE ABOVE FIGURES ARE AVERAGES AND CAMPAIGN RESULTS MAY VARY





b a z a a r s t u d i o s :
RESTAURANTS, CLIENT EXAMPLES

bazaar studios :

THE UNTITLED DELI

BRIEF: Respond to “hot gossip” word-of-mouth stories about an authentic experience deli via a quick-turnaround campaign. Create a snappy, multiple-platform campaign for the new, local food concept.

IDEA: On-site visit with bazaar studios videographer. Create a video-led campaign for digital and online platforms to generate a sense of excitement and engagement during the soft opening phase of The Untitled Deli. Interview the owner, complete a menu tasting, feature the sandwiches, the process behind crafting the sandwiches and all the kitchen action. Publish the online article immediately, have the print article published in the following issue, ensuring that the content is relevant and strategically timed with the official public opening of The Untitled Deli. Promote both the video and article across Facebook and Instagram for maximum visibility.



THE UNTITLED DELI TOTAL CAMPAIGN REACH

DURATION: ONE MONTH CAMPAIGN

ADVERTORIAL ARTICLE

Printed Magazine	30,000
Digital Magazine	20,000
bazaar.town website	160,000
Social Media	50,000+

VIDEO

Social Media	100,000+ <small>Organic and Promoted</small>
bazaar.town website	160,000

SOFT-OPENING COVERAGE

Social Media	50,000+
Instagram live & Instastory	15,000

Total Campaign Reach

585,000



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bazaar studios : LIFE WITH CACAO

BRIEF: Promote the refurbishment of the 360 MALL fine dessert café location. The focus is on the new menu items to highlight, and to also introduce customers to the concept as a lunch and dinner destination. This entails featuring savory dishes as well as desserts.

IDEA: Creatively direct an on-site visit with a bazaar studios professional photographer and videographer to create new, unique images and video footage not previously seen by the Life with Cacao customer. Interview with the brand marketing manager to gain insight into the brand's various updates. Create beautifully rich photography for both print and video. Publish a double page feature article in print and in the digital issue. Promote both the article and the video across Instagram, Facebook and Twitter. This content is further supported with single page advertisements in the magazine, and banner ads on bazaar.town.





LIFE WITH CACAO TOTAL CAMPAIGN REACH

DURATION: ONE MONTH CAMPAIGN

ADVERTORIAL ARTICLE

Printed Magazine 30,000

Digital Magazine 20,000

bazaar.town website 160,000

Social Media 50,000+

VIDEO 100,000+

Social Media Organic and Promoted

bazaar.town website 160,000

Total Campaign Reach

520,000

*ALL THE ABOVE FIGURES ARE AVERAGES AND CAMPAIGN RESULTS MAY VARY



bazaar studios : MARRIOTT, SOUL AND SPICE

BRIEF: Review of the latest updates to the menu and décor of the popular modern Indian cuisine restaurant housed within the Courtyard by Marriott Hotel Kuwait City.

IDEA: Creatively direct an on-site visit with a bazaar studios professional photographer and videographer to create new, unique images and video footage not previously seen by the Marriott Hotel customer. Taste the menu and meet the Head Chef to write a review for the print edition of bazaar. Create beautifully rich photography for use in print, in the digital issue and in video. Produce an original double page spread article featuring the restaurant and the bazaar studios experience at the Marriott. Promote both the article and video across Instagram, Facebook and Twitter.



MARRIOTT, SOUL AND SPICE TOTAL CAMPAIGN REACH

DURATION: ONE MONTH CAMPAIGN

ADVERTORIAL ARTICLE

Printed Magazine	30,000
Digital Magazine	20,000
bazaar.town website	160,000
Social Media	50,000+

VIDEO

Social Media	100,000+ <small>Organic and Promoted</small>
bazaar.town website	160,000

LOCATION VISIT

Social Media	50,000+
insta live & instastory	15,000



Total Campaign Reach

585,000

*ALL THE ABOVE FIGURES ARE AVERAGES AND CAMPAIGN RESULTS MAY VARY

bazaar studios :

TABLE OTTO

BRIEF: Review of the latest restaurant and menu concept in a series, by local Chef Faisal Al-Nashmi. Soft opening at Shaheed Park's experimental garden area. Raise awareness about the new concept, the idea behind the menu curation and theme, and its location.

IDEA: Conduct an on-site visit with a bazaar studios photographer and also experience a menu tasting. Create beautifully rich photography for print, a Three-page feature article showcasing the location, menu, and experience.

Promote the feature article across Instagram, Twitter and Facebook.





unique photography by bazaar studios



unique photography by bazaar studios



TABLE OTTO TOTAL CAMPAIGN REACH

DURATION: ONE MONTH CAMPAIGN

ADVERTORIAL ARTICLE

Printed Magazine	30,000
Digital Magazine	20,000
bazaar.town website	160,000
Social Media	50,000

Total Campaign Reach

260,000

*ALL THE ABOVE FIGURES ARE AVERAGES AND CAMPAIGN RESULTS MAY VARY



bazaar studios : FOUR SEASONS, DAI FORNI

BRIEF: Introduce the world renowned international hotel chain's new Italian food concept restaurant.

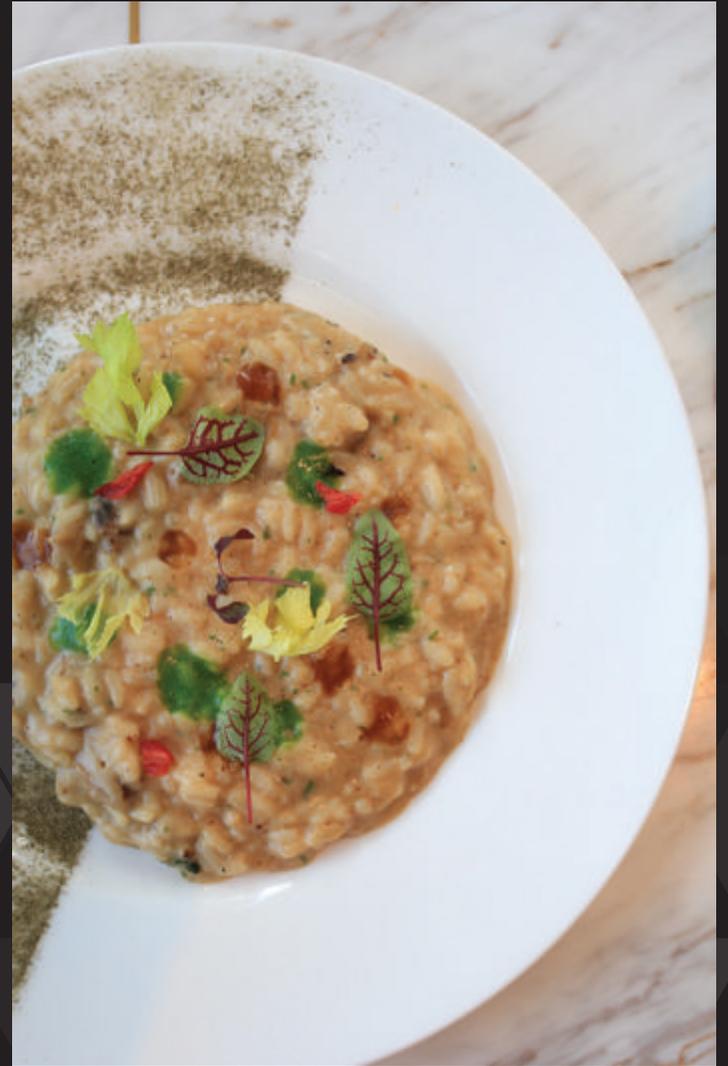
IDEA: Creatively direct an on-site visit with a bazaar studios professional photographer and videographer to create new, unique images and video footage. A menu tasting would also be needed to review the entire Four Seasons Hotel Kuwait at Burj Alshaya restaurant experience, from food, service to atmosphere. The review is published as a double page spread article, featuring Executive Chef Sebastiano Spriveri. Create a video for bazaar.town featured in the multimedia, dining, latest posts, and feature the post.

Promote the content through posting both the article and video across Facebook, Instagram and Twitter, as well as live coverage during the on-site visit.





unique photography by bazaar studios



FOUR SEASONS, DAI FORNI TOTAL CAMPAIGN REACH

DURATION: ONE MONTH CAMPAIGN

ADVERTORIAL ARTICLE

Printed Magazine	30,000
Digital Magazine	20,000
bazaar.town website	160,000
Social Media	50,000+

VIDEO

Social Media	100,000+
	Organic and Promoted

Total Campaign Reach

360,000



*ALL THE ABOVE FIGURES ARE AVERAGES AND CAMPAIGN RESULTS MAY VARY



b a z a a r s t u d i o s :
LIFESTYLE, CLIENT EXAMPLES

bazaar studios : PORSCHE CENTRE KUWAIT

BRIEF: Promote Porsche Centre Kuwait, the customization services that are offered, and the Porsche Heritage service centre.

IDEA: On-site visit with bazaar studios photographer and videographer to capture stunning photographs of the cars in the flagship location. Produce a 4-page feature spread featuring an interview with owner Abdulmohsen Behbehani about Porsche's brand heritage in Kuwait. This is followed by a flagship location video with the interior and exterior of Porsche Centre Kuwait to show the location and feature Abdulmohsen Behbehani in the car of his choice to promote the article.

Promote on Facebook, Instagram and Twitter.





unique photography by bazaar studios



PORSCHE CENTRE KUWAIT TOTAL CAMPAIGN REACH

DURATION: ONE MONTH CAMPAIGN

ADVERTORIAL ARTICLE

Printed Magazine 30,000

Digital Magazine 20,000

bazaar.town website 160,000

Social Media 50,000+

VIDEO
Social Media 100,000+
Organic and Promoted

Total Campaign Reach

360,000

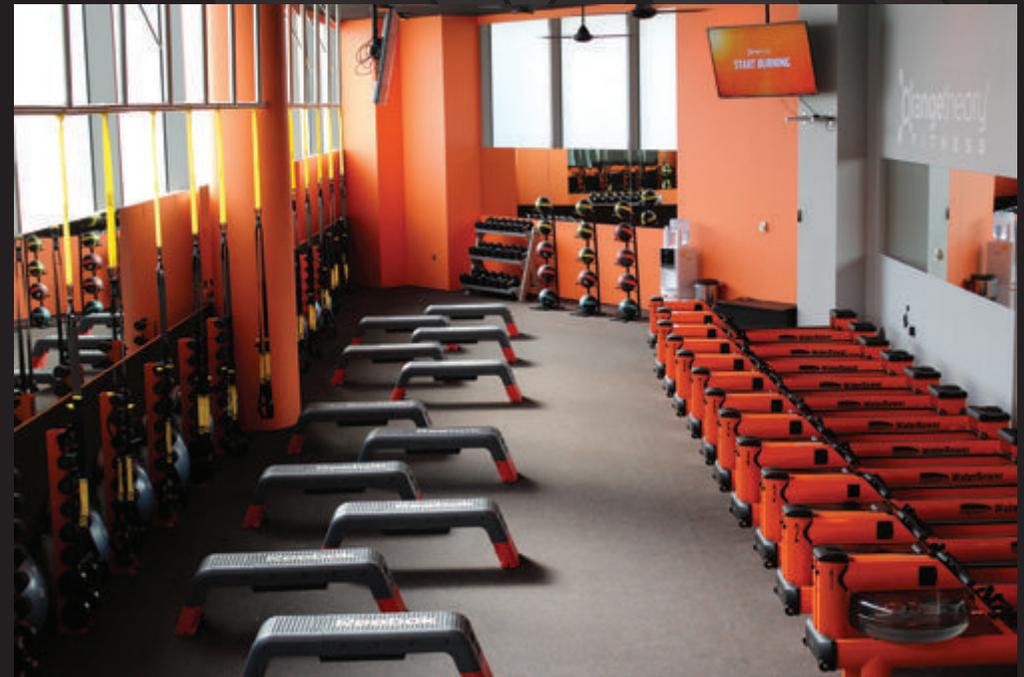
*ALL THE ABOVE FIGURES ARE AVERAGES AND CAMPAIGN RESULTS MAY VARY



bazaar studios : ORANGETHEORY FITNESS

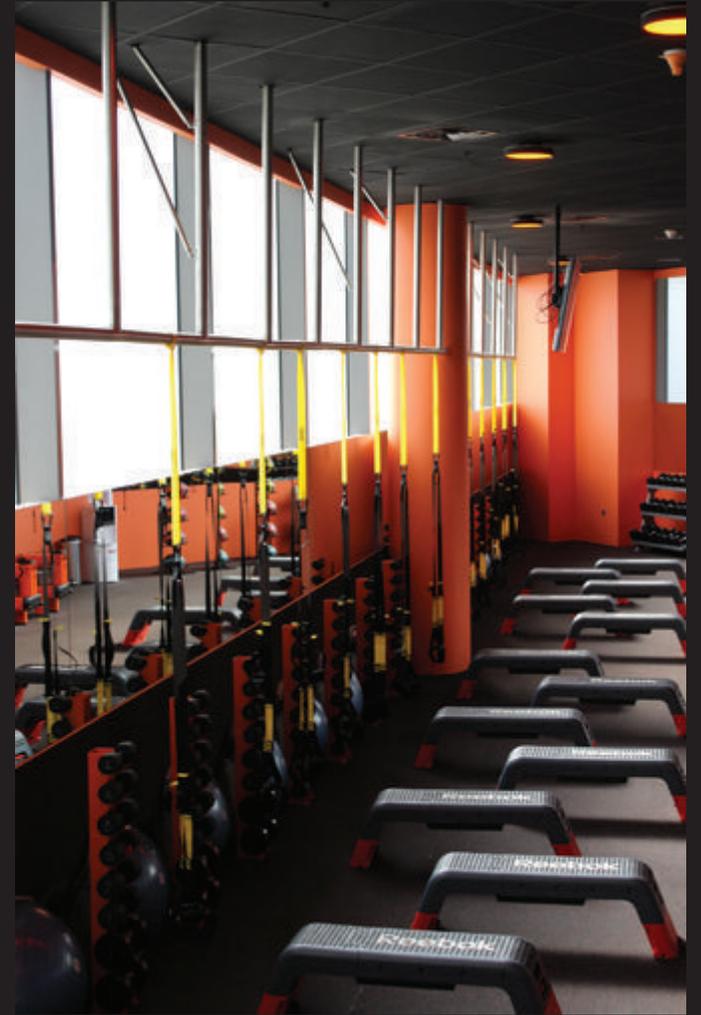
BRIEF: Global exercise phenomenon Orangetheory has arrived in Kuwait. Create greater awareness of the new, ladies only gym and the Salmiya location.

IDEA: Over 3 months, introduce the theory behind the program, interview the owner, cover the stories of the gym members, make the gym seem accessible and to promote membership. Create videos for each month, share online and in print issues of bazaar magazine. On-site visit with a bazaar studios photographer and videographer. Utilize the content sent by the brand for additional Instagram posts. This content production is supported by single page advertisements in each month's issue as well as banner ads online for a 12 week duration. Mention Orangetheory Fitness in the monthly newsletter for continuous exposure. Promote on Facebook and Instagram.





unique photography by bazaar studios



ORANGETHEORY FITNESS TOTAL CAMPAIGN REACH

DURATION: THREE MONTH CAMPAIGN

ADVERTORIAL ARTICLES

Printed Magazine	90,000
Digital Magazine	60,000
bazaar.town website	480,000
Social Media	150,000+
Newsletter	60,000

VIDEO

Social Media	100,000+ <small>Organic and Promoted</small>
bazaar.town website	480,000

Total Campaign Reach

1,420,000

*ALL THE ABOVE FIGURES ARE AVERAGES AND CAMPAIGN RESULTS MAY VARY



bazaar studios : ACE HARDWARE

BRIEF: Reintroduce the brand to the public after a lengthy advertising break from the market. Show the flagship store as offering homeware, home accessories and a café, Ace that appeals to both men and women.

IDEA: On-site visit with photographs taken on location by a bazaar studios photographer and a bazaar studios videographer. Use the video to highlight things you wouldn't normally imagine are available in Ace Hardware such as bedding, candles, and fine accessories to open up the target demographic. This is supported by a Double Page Spread and promoted across social media and online platform bazaar.town.



ACE HARDWARE TOTAL CAMPAIGN REACH

DURATION: ONE MONTH CAMPAIGN

ADVERTORIAL ARTICLE

Printed Magazine 30,000

Digital Magazine 20,000

bazaar.town website 160,000

Social Media 50,000+

VIDEO

Social Media 100,000+

Organic and Promoted

bazaar.town website 160,000

Total Campaign Reach

520,000

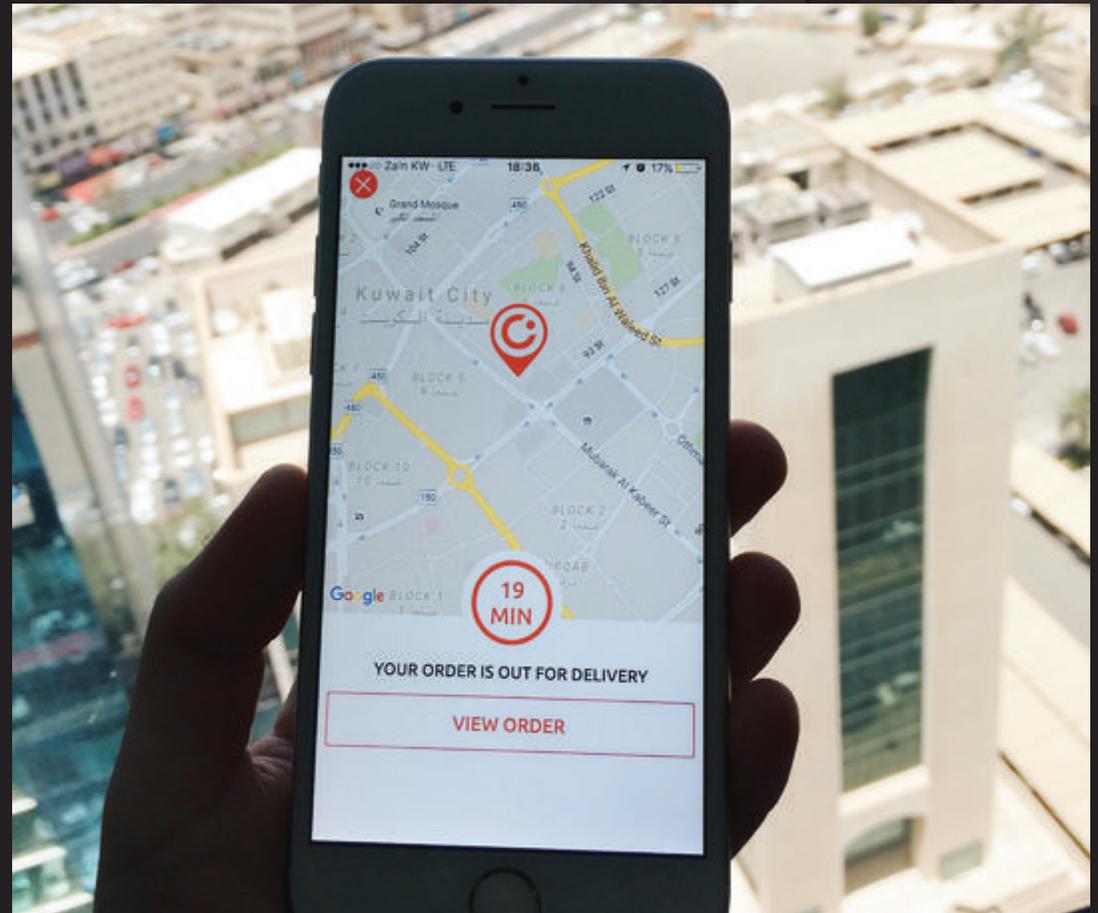
*ALL THE ABOVE FIGURES ARE AVERAGES AND CAMPAIGN RESULTS MAY VARY



bazaar studios : TRY CARRIAGE APPLICATION

BRIEF: Introduce the food delivery app where the name itself invites you to try it. Highlight the unique selling point of GPS tracking of the delivery drivers and knowing when the order was received by the restaurant, prepared and dispatched.

IDEA: Interview the founder to accurately convey the brand's mission, produce a Double Page Spread article about the company, the owner, the app and the value of the user experience. Feature the app on the apps page in bazaar's monthly print edition, and conduct a separate review of the delivery service. This original content is further supported by strategically placed single page advertisements in the print magazines and digital issues.



TRY CARRIAGE APPLICATION TOTAL CAMPAIGN REACH

DURATION: THREE MONTH CAMPAIGN

ADVERTORIAL ARTICLES AND APP REVIEW

Printed Magazine 60,000

Digital Magazine 40,000

bazaar.town website 480,000

Social Media 150,000

WEBSITE

BANNER AD 480,000

Total Campaign Reach

1,210,000



*ALL THE ABOVE FIGURES ARE AVERAGES AND CAMPAIGN RESULTS MAY VARY

PACKAGE PLANS

3 month/6 month/Annual packages

One month advertorial, ad, online, banner ad, video, social media, newsletter, PR

Competitions: online and social media

Online and social media only

Fashion Editorial

Lifestyle shoot

Video production

We can put together any assortment of deliverables together for the most effective campaign across bazaar platforms for your business to meet your campaign's objectives.

CONTACT

To determine the best bazaar studios packages for your campaign needs contact:

adly@bazaar-magazine.com

jennifer@bazaar-magazine.com

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CLIENT LIST



MANGO



MILLY



شيراتون الكويت
SHERATON KUWAIT
A LUXURY COLLECTION HOTEL



FOUR SEASONS

P.F. CHANG'S

BOUCHON
BAKERY

CROWNE PLAZA
KUWAIT



FAUCHON
PARIS

cavalli
CLASS

COLE HAAN



SHOEBOX
NEW YORK



bloomingdales



الأحباري
ABK



CERRUTI 1881



Jumeirah
MESSILAH BEACH
HOTEL & SPA

Chopard

MAX&Co.

PORSCHE



DKNY

FRATELLI ROSSETTI

KENZO

MaxMara



الريجنسي
THE REGENCY

ECCO



بنك الخليج
GULF BANK

DEAN & DELUCA
PURVEYORS OF FINE FOOD

ميسن الخانم
Mais Alghanim
Restaurant
مطعم
Genuine Hospitality Since 1953



PORSCHE

يوسك
JYSK

HARVEY NICHOLS

KUWAIT



Ferrari



TONI & GUY
HAIRDRESSING

NESPRESSO



SYMPHONY
STYLE HOTEL
KUWAIT

فندق سيمفوني ستايل الكويت

ELIE TAHARI

BCBGMAXAZRIA