



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

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**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.



**bazaar studios:**  
FASHION, CLIENT EXAMPLES

# bazaar studios : HARVEY NICHOLS

## **BRIEF:**

Showcase the Spring Summer 2018 collections menswear and womenswear

**IDEA:** "Spring Awakening" Feature-length fashion spread in the print magazine. Utilizing international models with clean fresh looks with a preppy 1960's vibe. Create a video to accompany the editorial. Content creation specifically for online, digital and print.



HERS  
Dress: Mary Katranzou  
Shoes: Mazono Blatinik

HIS  
Suit: Neil Barrett  
T-Shirt: Dior  
Shoes: Common Projects



HERS  
Dress: Mary Katranzou

# HARVEY NICHOLS SPRING TOTAL CAMPAIGN REACH

**DURATION: ONE MONTH CAMPAIGN**

## PHOTOGRAPHIC FASHION EDITORIAL

Printed Magazine	30,000
Digital Magazine	20,000
bazaar.town website	190,000
Social Media	150,000+

VIDEO	50,000+
Social Media	Organic and Promoted
bazaar.town website	190,000

BANNER AD	
bazaar.town website	190,000

## Total Campaign Reach

**820,000**



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

# bazaar studios : MONKI

## **BRIEF:**

Introduce the Swedish brand to the Kuwait market and showcase the SS18 collection

**IDEA:** “Monki Around” Extensive, bright and fun fashion spread with accompanying articles. Create a story for the Monki woman this season; her attitude and lifestyle. Highlight female friendship and empowerment using local, talented women with an influential voice. Pair influencers with their best friends and dress the studio-shoot in Monki colors with a cool, fun vibe. Content creation specifically for online, digital and print.



# MONKI

*Around!*

Self-empowerment, unleashing creative imagination, and inspiring women to express and feel great about themselves are all values that the feel-good fashion brand Monki wants us all to embrace. This is why we looked no further than creative influencer Asma Eidan, radio and television presenter, and actress Nouf Al Sultan, singer-songwriter and music therapist Carol Souki, and artist, musician and songwriter Ghaneema Al-Qudmani to present Monki's ultimate salute to sisterhood! These women come from different walks of life, and each and every one of their stories is unique and equally inspiring. We ask the amazing women who are living out their best lives in Kuwait why they're excited about Monki's upcoming opening at The Avenues, and what sisterhood means to them.

*Nouf*

*Ghaneema*

*Carol*

*Asma*



# MONKI TOTAL CAMPAIGN REACH

**DURATION: TWO MONTH CAMPAIGN**

## ADVERTORIAL ARTICLES

<b>Printed Magazine</b>	<b>60,000</b>
<b>Digital Magazine</b>	<b>40,000</b>
<b>bazaar.town website</b>	<b>380,000</b>
<b>Social Media</b>	<b>100,000+</b>

## VIDEOS+PHOTOGRAPHIC FASHION EDITORIAL

<b>Social Media</b>	<b>450,000+</b> <small>Organic and Promoted</small>
<b>bazaar.town website</b>	<b>190,000</b>
<b>BANNER AD</b>	
<b>bazaar.town website</b>	<b>380,000</b>

## **Total Campaign Reach**

**1,600,000**

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



# **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.





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

# BLOOMINGDALE'S KUWAIT TOTAL CAMPAIGN REACH

**DURATION: ONE MONTH CAMPAIGN**

## ADVERTORIAL ARTICLES

**Printed Magazine** 30,000

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**Digital Magazine** 20,000

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**bazaar.town website** 160,000

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**Social Media** 100,000+  
Organic and Promoted

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## VIDEOS

**Social Media** 100,000+  
Organic and Promoted

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**bazaar.town website** 160,000

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## Total Campaign Reach

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**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.



Our gorgeous international model, Tanya, 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.julie sit together to create a wonderfully harmonious sartorial offering.



Left page  
Tails by @appleofmyeye  
Jewels by Richard Bloembergen  
Shoes by S. S. Harvey Toronto

This page  
Kafue by @kafue.com

# 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





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

# bazaar studios : TIK TOK

## **BRIEF:**

Showcase the refurbished boutique and reposition the brand.

**IDEA:** “Modern Times” Affordable luxury for everyone, feature-length fashion spread with international models, classic good looks, simply styled to highlight the watches. Studio-based for both print and video. Content creation specifically for online, digital and print.



# Modern Times

There is no better time to discover the Tik Tok showroom in Grand Avenue Sokki. The boutique has recently been exceptionally remodelled to showcase a stunning collection of men's and women's watches and accessories in a welcoming environment. Alongside desirable timepieces the professional expertise of the staff is always on display. They can advise you when choosing from luxury timepieces with precision movements to wonderfully ostentatious multifunctional fashion pieces with accessories to match. No matter what your style preference you will find what you are looking for here. February is the ideal month to peruse the hand-picked selection of world renowned brands presented by Tik Tok. The perfect present for any celebration, especially for you and your loved ones.

#### Bazaar Studios

**Art Direction and Styling**  
Adel Alansari for Bazaar Studios  
**Photography**  
Faisal Al-Bisher  
**Make-Up**  
Claudia Cocciobea  
**Models**  
Joanna and Camel for MMG  
**Videography**  
Hussain Al-Otaibi  
**Timepieces**  
Tik Tok by Behbehani  
**Wardrobe**  
COS

TIK TOK  
تیک توك

*Celebrate time*

Camel wears  
Certina DS Action.

Joanna wears  
Certina DS-8.

# TIK TOK TOTAL CAMPAIGN REACH

**DURATION: TWO MONTH CAMPAIGN**

## ADVERTORIAL ARTICLES

Printed Magazine	60,000
Digital Magazine	40,000
bazaar.town website	380,000
Social Media	100,000+

## VIDEO + PHOTOGRAPHIC FASHION EDITORIAL

Printed Magazine	30,000
Digital Magazine	20,000
bazaar.town website	190,000
Social Media	450,000 + Organic and Promoted

## BANNER AD

bazaar.town website	380,000
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## Total Campaign Reach

**1,650,000**



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

# bazaar studios : PORSCHE

## **BRIEF:**

Showcase the New Cayman and Boxster 718

**IDEA:** "On The Run" Feature-length fashion spread, emotive and cinematic in the print magazine to showcase the cars. Creatively direct a photoshoot and video on location utilizing international models (male and female) to produce a photographic fashion editorial with video. Content creation specifically for online, digital and print.





Escape the confines of four walls, fluorescent lights buzzing overhead, the daily drudgery. Grab your keys and your sunglasses, and jump into the living legend that is the Porsche 718 series. Take leisurely, scenic drives, or relive the glory days of the Targa Florio and the 24 Hours of Le Mans.  
Live the 718 legend with the Boxster and the Cayman that continue Porsche's distinguished 718 era. At their heart, the show stopping turbocharged flat-four engine beats with the same fighting spirit that delivered countless podium finishes. Break the standard and inspire conviction with the 718 generation. Take the everyday out of every day. Just for the sport of it.

# PORSCHE 718 TOTAL CAMPAIGN REACH

DURATION: ONE MONTH CAMPAIGN

## PHOTOGRAPHIC FASHION EDITORIAL

Printed Magazine	30,000
Digital Magazine	20,000
bazaar.town website	190,000
Social Media	150,000+

## VIDEO

Social Media	50,000+
	<small>Organic and Promoted</small>
bazaar.town website	190,000

## BANNER AD

bazaar.town website	190,000
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## Total Campaign Reach

**820,000**



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

# bazaar studios : ORANGETHEORY FITNESS

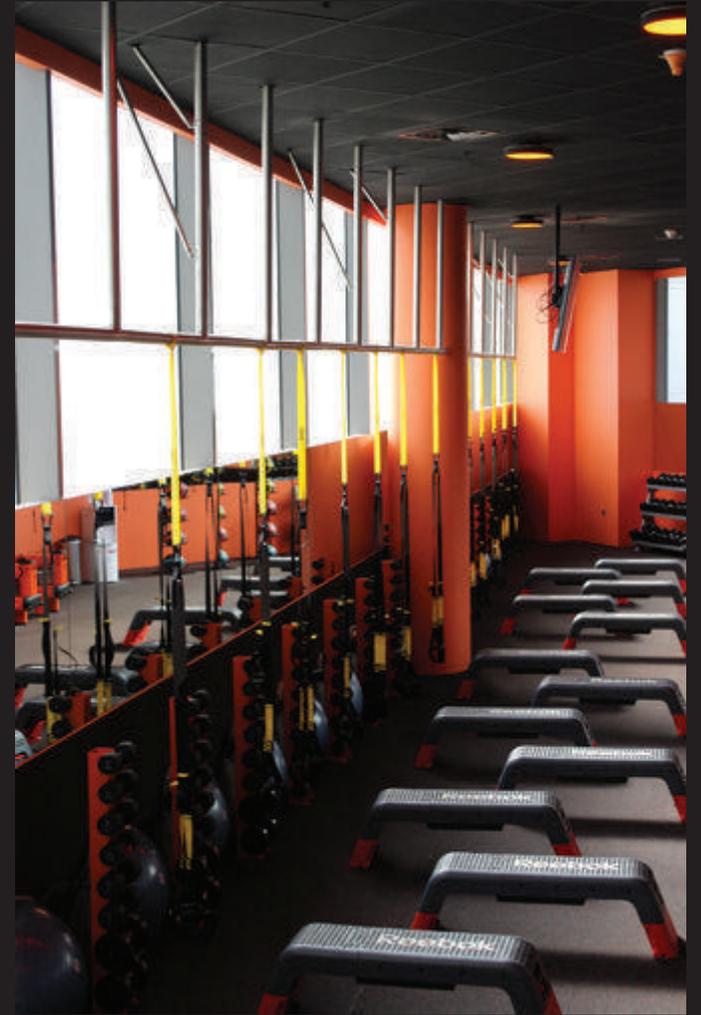
**BRIEF:** Global exercise phenomenon Orangetheory has arrived in Kuwait. Create greater awareness of the new, ladies only gym and the Salmiya location.

**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**

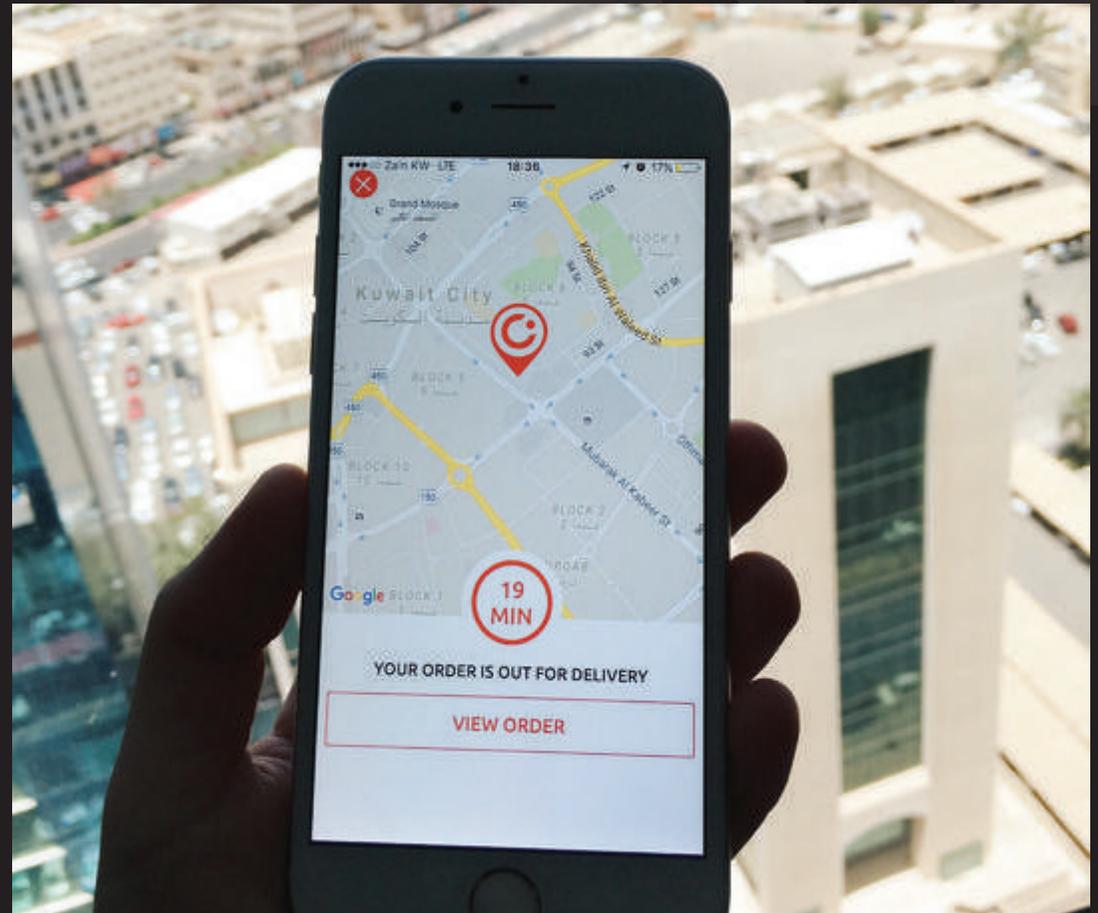
\*ALL THE ABOVE FIGURES ARE AVERAGES AND CAMPAIGN RESULTS MAY VARY



# bazaar studios : 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

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**Digital Magazine** 40,000

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**bazaar.town website** 480,000

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**Social Media** 150,000

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## WEBSITE

**BANNER AD** 480,000

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## Total Campaign Reach

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**1,210,000**



\*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 : FOUR SEASONS, DAI FORNI

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

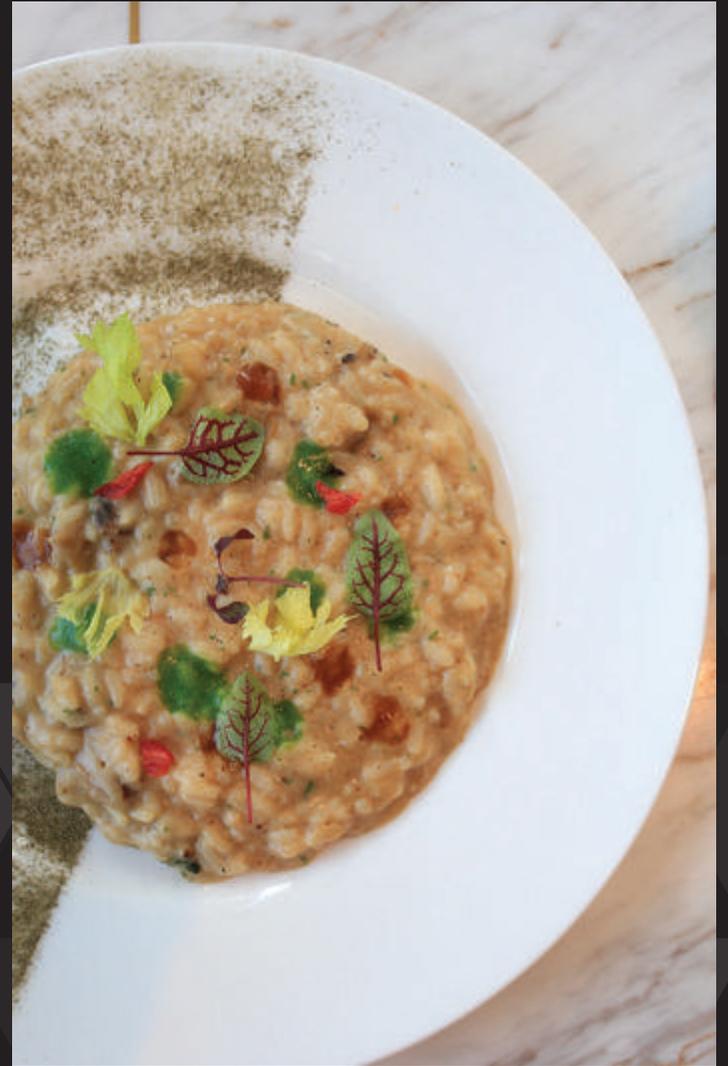
**IDEA:** Creatively direct an on-site visit with a bazaar studios professional photographer and videographer to create new, unique images and video footage. A menu tasting would also be needed to review the entire Four Seasons Hotel Kuwait at Burj Alshaya restaurant experience, from food, service to 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

# 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

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

## VIDEO

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

## LOCATION VISIT

<b>Social Media</b>	50,000+
<b>insta live &amp; instastory</b>	15,000



## Total Campaign Reach

**585,000**

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

# 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**



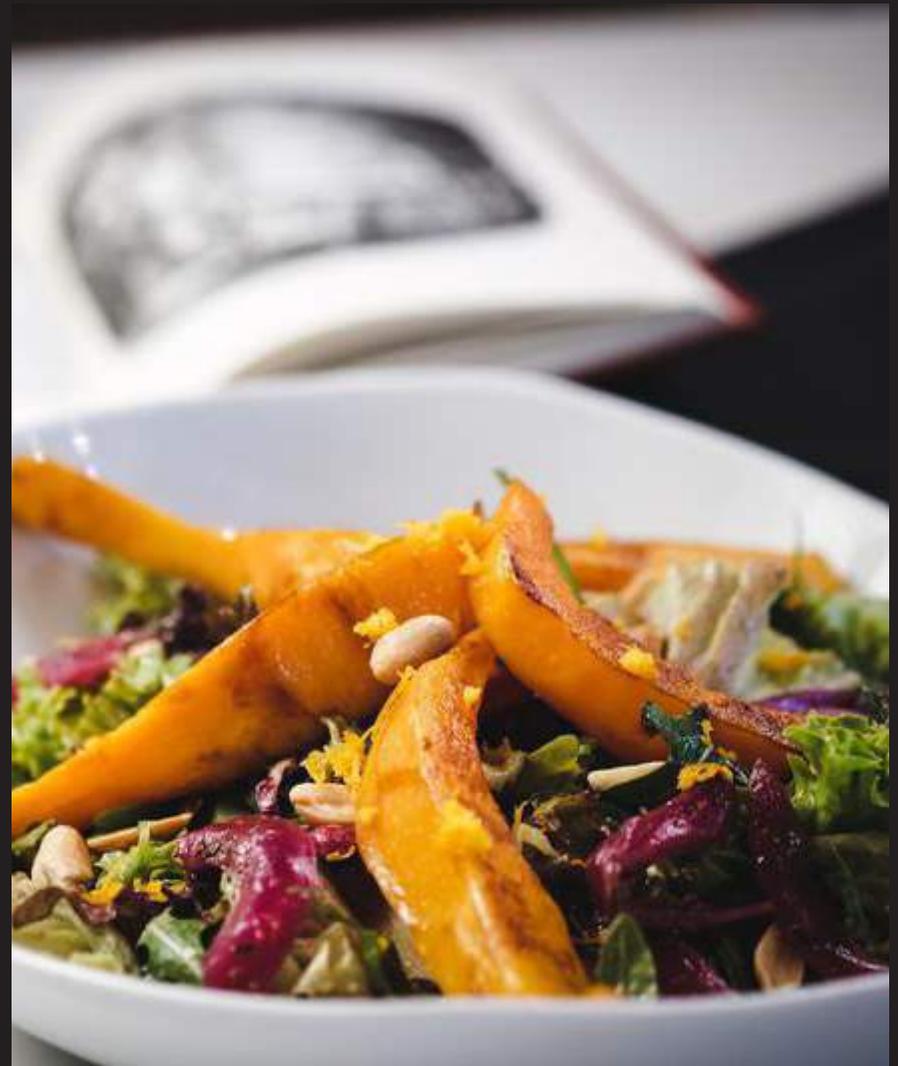
\*ALL THE ABOVE FIGURES ARE AVERAGES AND CAMPAIGN RESULTS MAY VARY

# 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](http://bazaar.town).





# LIFE WITH CACAO TOTAL CAMPAIGN REACH

**DURATION: ONE MONTH CAMPAIGN**

## ADVERTORIAL ARTICLE

Printed Magazine 30,000

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Digital Magazine 20,000

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bazaar.town website 160,000

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Social Media 50,000+

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**VIDEO** 100,000+

Social Media Organic and Promoted

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bazaar.town website 160,000

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## Total Campaign Reach

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**520,000**

\*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 9965 8394

ihab@bazaar-magazine.com 6603 6013

jennifer@bazaar-magazine.com 6614 7907

**bazaar publishing:** Office 35, Floor 8, Zahra Complex, Salem Al Mubarak, Salmiya.  
Office Tel: 2571 6122

# 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



CERRUTI 1881



Jumeirah  
MESSILAH BEACH  
HOTEL & SPA



MAX&Co.

FRATELLI ROSSETTI



DKNY

FRATELLI ROSSETTI

KENZO

MaxMara



الريجنسي  
THE REGENCY

DKNY

FRATELLI ROSSETTI

ECCO

MONKL



DEAN & DELUCA  
PURVEYORS OF FINE FOOD



DKNY

FRATELLI ROSSETTI

ECCO

MONKL



HARVEY NICHOLS

KUWAIT

DEAN & DELUCA  
PURVEYORS OF FINE FOOD



DKNY

FRATELLI ROSSETTI

ECCO

MONKL

ELIE TAHARI



TONI & GUY  
HAIRDRESSING



DKNY

FRATELLI ROSSETTI

ECCO

MONKL

NESPRESSO



SYMPHONY  
STYLE HOTEL  
KUWAIT

BCBGMAXAZRIA

فندق سيمفوني ستايل الكويت