

MEDIA & MARKETING

BRIEFS

// CONVENIENCE

Carrefour unveils grocery bus Mobimart

Carrefour, operated by Majid Al Futtaim in the UAE, has unveiled the region's first grocery bus Mobimart. With an aim to make grocery shopping more convenient and accessible in certain underserved neighbourhoods and communities across Dubai, Carrefour Mobimart will visit Jafza – South Gate, Akoya – Juniper Cluster, Claret Cluster and Amazonia Cluster, Rahaba Kite Beach, Meydan – near Emirates Pilots Village, Jumeirah Village Circle, Jumeirah Village Triangle, Jumeirah Islands, and Sports City – Victory Heights.

// PAYMENT

WeChat Pay will soon be available in UAE

Payments giant Network International has announced that WeChat Pay will soon be available to its merchant partners across the UAE. The announcement follows an agreement between Network International and Tencent Holdings Limited, official developer of WeChat Pay. The collaboration will enable millions of Chinese tourists to transact securely with Network International's extensive merchant network in the UAE via their WeChat mobile wallet.

// TRAVEL

Emirates app downloads cross 20 million mark

Emirates has announced a major milestone with 20 million downloads of its mobile app on the back of a strong mobile and digital strategy that has led to solid consumer uptake particularly in Africa, GCC and Asia. The Emirates app is available in more languages than any other airline app in the world, with full features set in 19 languages, including Arabic and Mandarin.

// HOSPITALITY

IHG to open first Hotel Indigo in Middle East

Hospitality chain InterContinental Hotels Group (IHG) has announced plans to open its first Hotel Indigo in the Gulf. The flagship property in the region will open its doors along the banks of the Dubai Creek. Slated to open in summer 2020, Hotel Indigo Dubai Downtown is a stone's throw from a number of iconic landmarks and attractions, including one of the world's largest retail hubs, The Dubai Mall.

// TECHNOLOGY

Rackspace boosts investment across EMEA

Rackspace is investing heavily across Europe, Middle East and Africa in 2020 as part of its strategy to be the best technology services company in the world. As part of this ambition, it announced its expansion into the Middle East to enhance the support of local customers. The focus on recruitment will support the cloud skills gap locally, further enhancing the customer experience delivered in the region.

// FINANCE

ADIB launches new forex digital platform

Abu Dhabi Islamic Bank (ADIB) has launched 'ADIB Direct eFX' platform to enable customers to get better online foreign exchange rates for international transfers and easily conduct transactions. The new platform adds to the ADIB Direct, an integrated digital banking platform for all businesses.



BE EFFECTIVE: When customising an email template, make sure to use your brand's colours and fonts. The first impression is one that reinforces your branding and shows that you are professional and polished.

Engage customers with unique emails

Ali Homadi, Loyica CEO and founder, explains how it helps in creating genuine audience and promoting brand business

Email marketing is used by companies around the world to generate leads and encourage purchase behaviour among its existing customers. The practice is growing more relevant as the world population increases. Last year, the number of email users was estimated to be at 3.9 billion and is forecast to grow to 4.4 billion by 2023, according to Statista.

Today, email marketing is becoming more useful for businesses. Sales and marketing teams often offer products and services that are relevant to their leads and customers' needs and interests and with the help of CRM solutions, email marketing becomes an effective means of converting leads into customers. In fact, the estimated return on investment (ROI) is \$42 per dollar spent on email marketing.

Email marketing also creates a win-win situation for both the business and its target customers. The customer is offered a product, service, discount, or freebie that fits his or her needs and the business benefits from the current purchases (and the goodwill) of the customer. Overall, this creates a healthy business environment for both parties.

But how did email marketing influence the growth of big companies? What are the primary components of their marketing strategy that made it so effective and successful?

Before answering these, let's highlight how email marketing works for those who are not familiar with it.

The process in place

Years ago, email marketing was done manually. This means that companies have to hire multiple marketing staff to man the computers and draft pro-

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Ali Homadi,
CEO and founder of Loyica

motional messages and send them via email to leads and prospects. This is a time-consuming process and has been proven to be costly and inefficient.

Today, companies use computer systems that specialise in customer relationship management or CRM. The system is designed to make sales and marketing staff communicate with leads, prospects and customers in a quick, smooth and automated manner, so that what took 20 people to do in a day before can be done by one person now.

The growth of big businesses

In the past decades, big businesses were able to accelerate their growth using email marketing because they were able to hire developers to build their own CRM solutions to facilitate email marketing, among other things. This used to be a costly project that only a few, big businesses were able to afford.

The entire process involves sourcing experts to build and design the system and refine it as time goes by. Today, tech companies like Salesforce, HubSpot and Saphyte, among others, have

been perfecting the art and science of CRMs and have been offering them to SMEs mainly to offer the same opportunity that was once only available to big businesses.

Using the CRM system, teams from several businesses around the world have been enabled to create bulk emails and send them to their lists of leads and prospects. They have also been able to systematically note the unique needs and preferences of each customer using the system so that their interaction with the customer becomes more personalised. In the end, the customer is only given relevant information. This results in a boost in sales and profit, which ultimately leads to the growth of businesses.

Successful strategy

The success of each strategy can be attributed to a few things:

First, teams used only the most reliable CRM system that performs well at a low-price point. This means that the CRM that you are using should be affordable and high-performing.

Second, the CRM system should be scalable so it meets the growing demands of your business. As your business grows, the CRM should be able to perform complex functions to produce and maintain the expected efficiency acquired from the system.

Lastly, the CRM system should be flexible enough to allow businesses to perform multiple things that fit their interests and contribute to its growth.

Now that CRM solutions are becoming more accessible, the case for the use of CRM for email marketing is becoming stronger. Explore the wonders of tech and see how CRMs can push the boundaries of your business.

Buy Kalyan jewellery, earn Emirates miles

DUBAI — Kalyan Jewellers, one of India's leading and most trusted jewellery brand, has partnered with Emirates Skywards, Emirates Airways' award-winning loyalty programme. Through this collaboration, Kalyan Jewellers' customers in the UAE can earn Skyward miles with every purchase, which can be redeemed for multiple benefits. With this announcement, Kalyan Jewellers becomes the first and only Indian jewellery retailer to associate with the loyalty programme.

The partnership guarantees shoppers one Skyward Mile for every Dh3 spent at any of the Kalyan Jewellers' showrooms in the UAE. All Emirates Skywards members are eligible to earn Skywards Miles, with no minimum spend requirement. Skywards Miles can be spent on Emirates Skywards and its partner outlets for an extensive range of rewards, including flights, upgrades, hotel stays, tours, shopping as well as tickets to sporting and cultural events globally.

On this occasion, Ramesh Kalyanaraman, executive director at Kalyan Jewellers, said: "We are extremely delighted to announce our partnership with the Emirates' Skywards Miles programme. The UAE is a global travel hub, and Emirates is leading this movement. This collaboration with Emirates Skyward will help Kalyan's customers tap into the tremendous potential of its loyalty programme. At Kalyan Jewellers, our aim is to help customers extract more value from their purchase. We are constantly innovating and striving hard towards enhancing shopping experience of our loyal customers."

Kalyan Jewellers offers a wide array of intricate jewellery designs in contemporary and traditional motifs including earrings, bangles and necklaces. The company offers its patrons, Muhurat, the bridal jewellery line curated from across India along with exclusive sections featuring Kalyan's popular house brands such as Tejasvi - Polki jewellery, Mudhra — handcrafted antique jewellery, Nimah — temple jewellery, Glo — dancing diamonds, Ziah — Solitaire like diamond jewellery, Anokhi — uncut diamonds, Apoorva — diamonds for special occasions, Antara — wedding diamonds and Hera — daily wear diamonds and Rang — precious stones jewellery.

Emirates tops Mena women's choice rankings

DUBAI — The 2020 YouGov Brand-Index Women's Choice Rankings reveal Dubai's flag-carrier airline Emirates, food conglomerate Almarai and global messaging service WhatsApp are the top ranked brands by women in the UAE, Saudi Arabia and Egypt, respectively.

Emirates has dominated the rankings in the UAE since 2017 and continues to appeal to the women in the country. In Saudi Arabia, Almarai has regained its top position. The last year saw the brand continue a host of sponsorships, events and campaigns to engage consumers. The news of Almarai appointing a female head of investor relations created a lot of noise around breaking workplace gender boundaries.

MOMENTS OF TRUTH

Contextual outdoor campaigns go deep inside audience psyche

A new study looking into the power of relevancy in out-of-home has revealed that digital out-of-home (Dooh) campaigns using contextually relevant messaging achieve a more effective audience response.

The 'Moments of Truth' research suggested that this could be as high as an average increase of 17 per cent.

Commissioned by Clear Channel, JCDecaux UK and Posterscope, the study combines three research techniques exploring the most wide-ranging application of neuroscience in Dooh. The research is the largest ever undertaken study to measure the brain's response; it also uses eye-tracking research to measure ad recall, and test and control sales uplift studies to understand how dynamic Dooh drives direct sales response.

Findings from the study revealed that consumers respond better when viewing relevant content in digital — which contributes to a higher recall of advertising and



SEEING IS BELIEVING? Personalisation has mostly been the domain of digital advertising.

lead to an increase in the sales.

The pioneering study also showed that consumer brain response is 18 per cent higher when viewing relevant content in Dooh campaigns, which in turn leads to a 17 per cent increase in consum-

ers' spontaneous advertising recall, ultimately proving that dynamic digital Out of Home campaigns can deliver a 16 per cent sales uplift. When combined, these findings give an overall campaign effectiveness uplift of 17 per cent. Amid the

backdrop of increased investment from both advertisers and media owners, and digital Out of Home now accounting for 53 per cent of Out of Home revenue, 'The Moments of Truth' research has been designed to inform and educate the marketing industry on how to maximise Dooh performance and consumer response.

Creative ratings

The three stages of the research looked at how the brain responds to campaigns, ad recall and sales response. Stage one focused on the brain's response, with research conducted by neuroscience research company, Neuro-Insight, which wanted to expand our understanding of advertising at particular moments. This section considered why content featuring individual dynamic data triggers, such as location or live updates, is more effective at driving increased brain response.

Stage two measured ad recall

This research proves that dynamic campaigns work well to deliver effectiveness, engagement, and most importantly, generate an uplift in sales.

Glen Wilson,
Managing director at Posterscope

and a brand's creative rating. The research for this section was conducted by Research Bods, using its online webcam eye tracking software. This part of the research demonstrated that advertising at relevant moments and with relevant content would attract attention to advertising and improved brand and creative ratings.

The final party of the study highlighted what response could be generated on the sales side, explor-

ing whether applying the most relevant content and moment in the real world would drive a consumer action. When compared with the traditional singular Dooh creative approach.

Glen Wilson, managing director at Posterscope, said: "The ability to deploy truly dynamic content across thousands of high quality networked digital screens is probably the most significant step forward for OOH since the arrival of digital screens over a decade ago."

"Its potential is still significantly underestimated, with media spend on dynamically-enabled digital OOH representing only about 8 per cent of all Dooh campaigns. We've always believed in the power of dynamic and seen amazing results from clients that have embraced it. This research proves beyond doubt that dynamic campaigns work well to deliver effectiveness, engagement, and most importantly, generate an uplift in sales."