

INDEX INTERIOR
DESIGN
SHOW 09

14th – 17th NOVEMBER 2009
Dubai World Trade Centre



VISITOR MARKETING CAMPAIGN OVERVIEW

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Organised by:



Introduction

The INDEX & InRetail 2009 Marketing and PR campaign had a combined value of over **\$5.25 million** and reached over **2.2 million** individuals. It consisted of a multi-lingual, comprehensive and creative marketing mix including:-

- Trade magazine and newspaper advertising
- Online Marketing
- Email Marketing
- Telemarketing
- SMS-shot campaigns
- Fax-shot campaigns
- Radio
- Direct mail
- 8-months dedicated PR activity plan



The 2009 Marketing and PR plan was the most targeted and strategic plan to date.

1. Trade and Magazine Advertising

Total Circulation - 1,900,500

Total Value of \$870,000

The INDEX & InRetail trade and consumer magazine advertising campaign consisted of full page advertising, inserts, advertorials and editorials in key international and national media which combined, reached a circulation of **over 1.9 million individuals**.

Publications included the following:-

Al Handasah (Saudi Arabia)	Gulf Interiors (GCC)	Middle East Architect (GCC)
Al Maskan (Pan Arab)	First Look Magazine (Lebanon)	Middle East Interiors (GCC)
Arabesque (GCC)	Furniture & Accessories World (India)	Ottagono (Italy)
Architect & Interiors (India)	L'arreda Negozi (Italy)	Property Monthly (UAE)
Casarredo & Design (Italy)	Lamasat (Pan Arab)	Retail ME (GCC)
Compasses (International)	Furniture and Furnishing Export International (Singapore)	Showcase (Italy)
Commercial Interior Design (GCC)	Global Market Trade Show Sourcing Catalogue (China)	Sleepers Magazine (UK)
Compolux (Italy)	Hotelier ME (GCC)	SNOB Al Hasna - Décor Magazine (Pan Arab)
Construction Week (GCC)	Identity (GCC)	South East Asia Furniture Manufacturers & Exporters Directory
Design Diffusion News (Italy)	Inside Out (GCC)	The Gulf (GCC)
Décor Magazine (Italy)	Illuminotechnica (Italy)	Touch Décor (Pan Arab & Europe)
Dossier Habitat (Italy)	Italian Lighting (Italy)	UAE Freezones Directory
Emirate Homes (GCC)	Khaleej Times (UAE)	World of Décor (UAE/GCC)
European Magazine (GCC)	Mac (Italy)	World of Engineering (UAE)
Evtteks Magazine (Turkey)	Malaysia Furniture Manufacturers & Exporters Directory	
Facilities Management (GCC)	Moebelmarkt (Germany)	
GDA Magazine (Italy)		
Gulf Construction (GCC)		
Gulf News (GCC)		

2. Online Marketing

Total Value of \$120,000

As websites become an increasingly effective method of reaching a targeted business audience, the INDEX & InRetail 2009 marketing campaign reflected this trend with significantly more online presence with online banners, pay-per-click campaigns, editorial and search engine optimization.

The new show website (www.indexexhibition.com) led the way with enhanced features such as an exhibitor search function by company or product. Additionally INDEX and InRetail were promoted on the following sites, to name just a few: -

ifi-dubai.org apid.ae Arabianbusiness.com archimedia.com asiafurniture.biz compasses.ae compositori.it Constructionweekonline .com	Contessamagazine.com Designdiffusion.com Ehotelier.com facebook.com furniture.co.in, furnitureglobal.com globalmarket.com Google.com	Gulfinteriorsmagazine.com Gulfnews.com Indiamart.com LinkedIn.com middleeastinteriorsmag.ae retailme.com sleepermagazine.com thebigfiveexhibition.com	thehotelshow.com thenational.com theofficeexhibition.com tradearabia.com Uaesocietyofengineers.com venturesme.com Worldofdecor.com Yahoo.com	<u>E-Newsletter Banners:</u> Commercial Interior Design Mag Construction Week Facilities Management Hotelier Middle East Middle East Architect
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3. Regional Newspapers

Total Circulation - 97,000

Total Value of \$95,000

INDEX & InRetail partnered with Al Nisr, publishers of the region's largest and most established newspaper, Gulf News. A campaign ran in both the printed and online versions of Gulf News including colour adverts, editorial and promotions. The events were also promoted in the influential Khaleej Times.



4. Radio

Total Value of \$35,000

As part of the media partnership with the Al Nisr Group, INDEX & InRetail ran a high-profile campaign on Radio 2. This featured 243 ad slots, live interviews and a listener competition. Other key radio stations promoting INDEX included Dubai Eye 103.8.



07/12/2009

5. Direct Mail, Email and SMS Campaigns

Total Value of \$65,000

One of the strengths of the INDEX & InRetail marketing campaigns are our up-to-date and targeted databases. These databases consist of **over 100,000** current contacts who have either:-

- Attended INDEX or InRetail in the last five years
- Have attended other dmg Dubai shows and are specifiers relevant to INDEX or InRetail

Additionally we also personally contacted and invited:-

- 507 interior design professionals from Qatar and Saudi Arabia
- 700 top trade buyers as part of the INDEX & InRetail VIP programme

Direct Mail, Email and SMS Campaigns

Activities included:-

- Postcard invitation (hard and soft copy) to:-
 - Database of previous visitors to INDEX & InRetail
 - Previous visitors of other dmg Dubai shows with related job titles
- 24-page show preview giving full details of the seminar programme, features and selected exhibitors. This was sent by email and post three weeks prior to the show.
- Regular email shots, direct mailers and inserts in trade magazines to over **300,000 potential visitors** sourced from the following lists:-

Alliances with partners [media partners, intelligence partners]
Commercial Interior Design
Construction Week
Delegates to the 2009 APID/IFI Design Congress

Facilities Management
Gulf Interiors
Inside Out
ITP Design database
Middle East Architect

Middle East Interiors
Retail ME
Ventures ME

Direct Mail, Email and SMS Campaigns

Email shots to INDEX & InRetail dmg world media databases

- A total of **56** individual email shots (including two country-specific newsletters to Germany and Italy) sent to our database of **100,000** recipients each highlighting key show features and reasons to visit.

SMS shots to INDEX & InRetail's internal databases

- 2x personalised SMS shots sent to **8,315** contacts inviting recipients to visit INDEX & InRetail.

Fax shots

- English and Arabic to external database of architects and interior designers in Saudi Arabia and Qatar.

Breakdown of fax shot recipients by country:	
Fax – Qatar	5,500
Fax – KSA	8,500
TOTAL	14,000

Breakdown of SMS shots by country:			
UAE	7,566	Kuwait	89
Qatar	97	KSA	349
Bahrain	100	Oman	114
Total = 8,315			

6. Public and Media Relations Campaign

Total Value of \$3,968,815

Coverage in over **94** different publications and websites in the Gulf region, with total ad value of **\$882,000** and total editorial value at **\$3,086,815**.

7 days	Al Wasat	Arabian Business	Eye of Dubai (Arabic)	Middle East Architect
Akhbar Al Arab	Al Watan	Bayt.com	Gi Dubai	Middle East Events
Akhbar al Khaleej	AL-Sharq	BI-me	Go Dubai	Middle East Interiors
Al Bayan	Albawaba	Business Maktoob	Gulf in the media.com	Saudi Gazette
Al Bayan (Website)	Alkhaleej	Commercial Interior Design	Gulf Interiors	The Big Project
Al Bilad	Alroya Aleqtissadiya	Construction Week	Gulf News	The Penninsula
Al Fajr	AlShabiba	Dubai City Guide	Gulf Today	Touch Décor
Al ittihad	Alyaum	Emarat Al Youm	Identity	Travel and Tourism Middle East
Al Khaleej	Ameinfo	Emirates Business	Inside Out	UAEToday
Al Madina	Ameinfo (Arabic)	Emirates Business 24/7	istockanalyst.com	Wam.com
Al Madina (Website)	AmelInfo.com	Emirates Economy Forum	Kuwait Times	Zawya.com
Al Rayah	Annahar	Emirates Home	Lamasat Decoration	
Al Sabah	Arabian Business.com	Eye of Dubai	Menaport	

7. The INDEX & InRetail VIP Programme

Total Value of \$100,000

Our exclusive VIP programme identified over **700** of the top interiors trade buyers working on the biggest projects in the GCC.

VIP's were offered:-

- Fast track entry to the show
- Assistance with travel and accommodation
- Priority parking
- Access to the exclusive VIP Lounge
- Complimentary refreshments



In addition, we arranged meetings for VIP's with appropriate exhibitors to ensure that they could easily facilitate business with personally matched suppliers.



8. Review

The 2009 visitor marketing campaign was a resounding success. Our data identified that **19,617 unique visitors** attended INDEX 2009 **in 4 days** versus 21,851 in 2008 in 5 days . Over the 4 days, INDEX saw a total of **25,456 visits** including those who attended on more than one day.

“The numbers speak for themselves. Not only did INDEX 2009 attract **5% more visits per day** than in 2008, but the quality was significantly better than in 2008. Exhibitors were delighted with the purchasing power of our visitors.” said Lu Buchanan, Event Director.

The new VIP programme contributed greatly to the quality of the visitors by ensuring that the **top interiors specifiers / buyers** working on the Gulf’s biggest projects attended the show. For 2010 we will be investing substantially in growing our VIP programme to deliver even more qualified buyers to our exhibitors.



9. Visitor Marketing Campaign 2010

The INDEX & InRetail 2010 visitor marketing campaign will build on the success of the 2009 edition with even more emphasis on the VIP programme, online marketing and international press relations.

