



Hommmage Launch Event
ShuiQi-Atlantis, The Palm
31st May 2011



Prepared by Omneya Fawzy, tamra C2 for SRI
Date: Wednesday 1st June 2011



Hommage Launch Event

Event Objective:

- The event was organized in collaboration with The Atlantis Hotel, The Palm, to launch the Hommage brand in the UAE.
- The main aim was to introduce the Hommage brand and increase media awareness about the Hommage products and treatments offered at the ShuiQi Spa & Fitness at the Atlantis.

When:

- May 31st, 2011 from 7 till 10pm.

Where:

- ShuiQi Spa & Fitness, Atlantis, The Palm

Invitees

- Press
- Atlantis VIP guests and lifestyle members

Attendees

- Press
- SRI team
- ShuiQi/Atlantis team
- Tamra C2 team

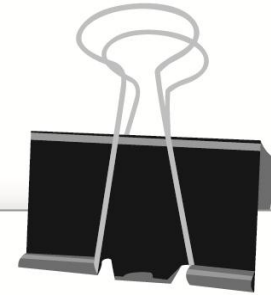
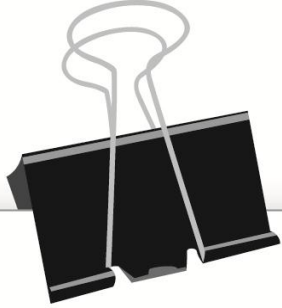




The Running Order of the Event

- Press were welcomed in the main foyer of ShuiQi where they gathered for a meet and greet. They have been offered refreshments and get to be introduced to each others.
- Then Tom Wilscam, Founder and CEO of Hommage, gave a presentation about the brand and the different products and treatments Hommage offers along with some tips on better grooming techniques.
- Tom got personally introduced to all media attended and conducted some media interviews with The National, Al Fares, DM TV, The Rake & Aqua Vitae.
- Press kits were distributed to media after Tom's presentation.
- A professional photographer was available at the event to photo shoot the whole event activities.





Media Overview

- The event was attended by various media interests: Lifestyle magazines, Consumer magazines, Business magazines, newspapers and broadcasting.
- The highlight was for introducing Hommage to the media and building stronger media relations between the brand and the press.



Media feedback was very positive, below some shared quotes by different publication representatives

Craig Hawes, 4Men

“Thank you for the lovely event, I got to know a lot of things in grooming techniques that I wanted to know for myself”

Gihad Zerik, Al Fares

“Thank you for inviting me for this event and you can always send me all the material you want to be published”

John Gillespie, The Rake and Aqua Vitae Magazines

“Thank you for this evening and I really enjoyed it and there's a huge potential for Hommage in the region”

Rana Namour, Al Iktisad Wal Amal

“it's a very nice brand, I'm sure all men will love it”



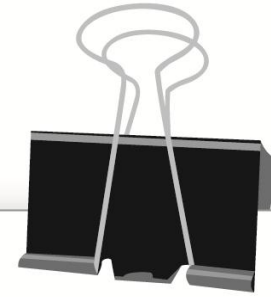
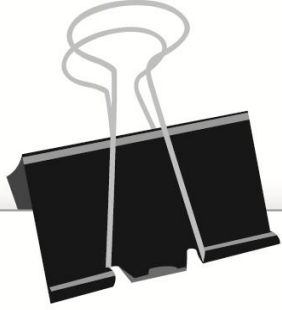
Media Attendees



1. Al Fares
2. The Rake
3. 4Men
4. Time Out
5. The National
6. Gulf Today
7. Business Pioneers
8. Sanou Al Hadath
9. Al Iktisad Wal Amal
10. Auqa Vitae
11. Al Royya Al Iktisadiya
12. Al Sada
13. Saiydity
14. Al Yakaza
15. Snob
16. Arab Future
17. Kawles
18. Luxury Watches and Jewelry
19. El Dostor NP
20. DM TV

Total Media outlets: 20

Total attendees from media: 31



Press Pack

The Press Kit included:

- Hommage Launch Event press release in English and Arabic
- Hommage Overview in English and Arabic
- Tom Wilscam, Hommage Founder and CEO, biography and photo
- Hommage products' photos high res and low res
- ShuiQi press material
- ShuiQi photos
- Hommage product gift
- Hommage brochure
- Hommage treatment voucher at ShuiQi

Thank You