



*Big
Jack*

EXPERIENCE MARKETING

**WE SOLVE YOUR BUSINESS PROBLEMS
THROUGH OUR EVENTS**

**Big
Jack**

EXPERIENCE MARKETING

OUR CLIENTS



INVOLVEMENT



CORPORATE EVENTS

OFFLINE

- Staff casting
- Preparing an artistic staging
- Video shooting about the preparation of the event
- Sending invitations to every guest

ONLINE

- Testing and selection on the company's internal portal
- Voting and contests
- Photo contests, challenges
- Mobile Application Development
- E-mail newsletter



MARKETING EVENTS

OFFLINE

- Personal invitation of existing and potential customers using the company's database

ONLINE

- Creation and promotion of the landing page of the event
- Targeting
- Contests and challenges
- E-mail newsletter

HUMAN TO HUMAN STRATEGY

Impressions as the main "weapon" of our events win our customer's hearts. Experience marketing defines our approach, which immerses customers in the product and deeply engages them.



Unlike B2B and B2C, we offer H2H - Heart to Heart (Human to Human): meaningful communication that emotionally charges the event participants.

We immerse ourselves in the corporate culture of our Clients and organize events that are remembered for a long time.

BIG JACK IS A FULL CYCLE EVENT-AGENCY



CORPORATE EVENTS

CORPORATE PARTY

CATERING EVENT

COMPANY ANNIVERSARY

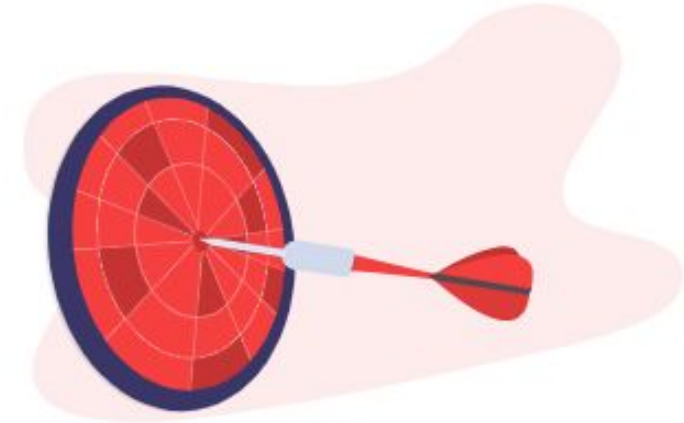
CORPORATE NEW YEAR

CORPORATE GAMES

PROFESSIONAL INDUSTRY HOLIDAY

CORPORATE FAMILY HOLIDAY

ENTERPRISE SOCIAL SOFTWARE



MARKETING EVENTS

CITY EVENTS AND HOLIDAYS

MEETINGS WITH CUSTOMERS AND PARTNERS

ROAD SHOW

NEW PRODUCT PRESENTATION

OPENING OF DEALERSHIPS AND SHOPPING CENTRES

BIG JACK IS A FULL CYCLE EVENT-AGENCY



BUSINESS EVENTS

BUSINESS FORUMS

BUSINESS TOURISM (MICE)

CONFERENCES

BUSINESS GAMES

BUSINESS SEMINARS

STRATEGIC SESSIONS



TEAM BUILDING EVENTS

CREATIVE TEAM BUILDING

ADVENTURE TEAM BUILDING

REGATTA

ROLE PLAYING QUESTS

ADVENTURE QUESTS

ADVENTURE TRIPS

OUR PROJECTS

BUSINESS EVENTS

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BUSINESS MISSION IN TURKEY 2019

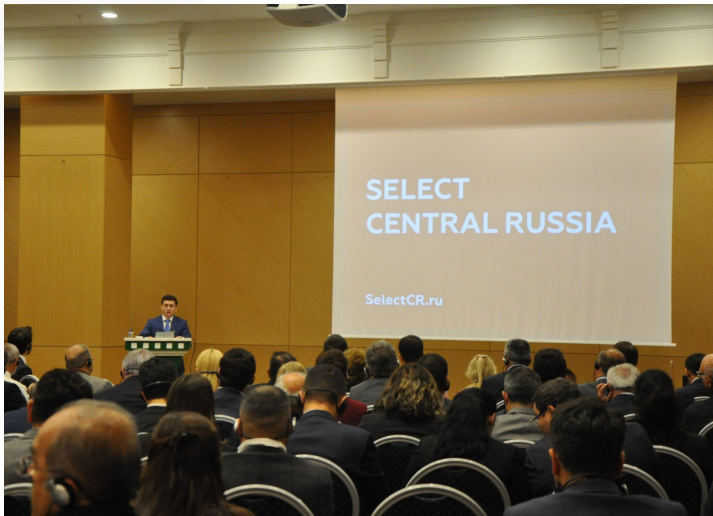


GOAL:

Create a road show in Turkey for 20 administrators of the central Russia districts to establish long-term partnerships.

Big Jack managed to organize a road show with investment proposals from the leaders of 20 regions of central Russia according to their specifics for Turkish partners.

The rich program of the business event included B2B meeting with businessmen in Ankara, Istanbul and Izmir, meeting with the President of the Istanbul industrial chamber, visiting industrial areas, Gala dinner.



The business event was widely covered in the Turkish media.

Big Jack Agency made a huge contribution to the establishment of partnership relations between Russia and Turkey.



OUR PROJECTS

MARKETING EVENTS

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EXPO 2020 SCHOOL LEADERS FORUM



Expo 2020 School leaders Forum is a biannual event that invites private and public school leaders and decision-makers from across the UAE. We created an interactive Map showing location of each journey on Expo 2020 site.

GOAL:

Create a three day event to explain the sense of urgency to be part of **Expo 2020** and **Expo 2020 School Leaders Program**.

The event included a plenary room where speakers were able to engage with the invitees and run presentations about the journeys and the booking system designed for schools. We also created an activation room to showcase the journeys:

1. The Legacy of UAE.
2. The Sustainable Planet.
3. The World Of Opportunities.
4. The Universe in Motion.

NEW BMW X6 PRESENTATION



The presentation at the dealership was scheduled for the **New Year** holidays. Therefore, at our **Christmas party** in honor of the release of the new **BMW X6**, the coziness and prestige of an Alpine ski chalet were combined with the comfortable luxury inherent in the BMW brand.

GOAL:

Interest the largest number of potential consumers and establish audience loyalty.

The image of the **BMW brand** was reflected via branded merchandise and the unique atmosphere of winter fairy tale with a Swiss touch.



Our guests came with the whole family, and everyone found entertainment to their liking. We organised a master class on making Christmas tree decorations, a New Year's buffet, live music and prize drawings.

JAGUAR LAND ROVER

AT DUBAI INTERNATIONAL MOTOR SHOW 2019

Big Jack was appointed by **Jaguar Land Rover** as the local agency to support their global team with execution and managing of their main show stand at the Dubai International Motor Show as well as the design, production and managing of the Jaguar I-Pace stand in the Future Mobility show segment.



GOAL:

Present a new product to attract the target audience.

The Jaguar I-Pace stand was designed highlighting the features of the vehicle and showcasing the hero car in the most aesthetic display. The vehicle brochures and various offers by the retailers were run on in-built digital pods on the stand.

The activation was successful in collecting relevant data and leads using the Big Jack developed Jaguar Land Rover Web Tool Digital Registration process and captured more than 700 guests with the software.



AUDI INNOVATION AWARD AT DUBAI DESIGN WEEK 2019

GOAL:

Manage and supervise Audi Innovation Hub at the region's annual design fair – Dubai Design Week.

The **Audi Innovation Award** has successfully grown in popularity with over **2,500 registrations** in 2019.



Together with partners' Art Dubai Group and Big Jack, Audi Middle East chose an internationally awarded Emirati architect, Abdulla Almulla, to design the Audi Innovation Hub which was inspired by, and featured, Audi's first fully electric car: The Audi e-tron.

Dubai Design Week saw **90,000 visitors across the 6 days** with Audi Innovation Hub bagging the most featured social media installation of the design fair. The hub was built for a week-long dedicated program including Showcase of Audi cars, test drives and a display of the winning projects of the annual Audi Innovation Award.



COTY ANNUAL EVENT



GOALS:

Organize an annual corporate **event for a multinational company** to bring employees together. Present the company's new fragrances.



We created photo zones in the corners with new fragrances of **Lacoste, Hugo Boss, Calvin Klein, Tiffany** and **Chloe** according to the style of each brand. We held master classes in batik, floristry and others. A make-up studio for the guests was placed in one of the zones. At the end of the official program 250 people became part of a large-scale performance, setting in motion the “butterfly” made of ribbons.



OUR PROJECTS

CORPORATE EVENTS

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HAIER SUMMER PARTY

GOALS:

Hold an event dedicated to the results of the year of the company's work.
Create a beach atmosphere without leaving the city.



The concept bar and bartending show with summer cocktails attracted many guests.

We turned the ship into a summer island: scenery with palm trees, a dry pool, hostesses in the form of lifeguards, Hawaiian beads and branded slates for employees.



In addition to the usual photo zones, our guests could take a photo in a photo booth or make an exclusive flipbook as a keepsake.

ZUARI CORPORATE EVENT



GOALS:

Hold a solemn award ceremony for the 300 best employees of the Indian Cement Corporation.

Introduce guests to a new product of the corporation.

ZUARI GALA DINNER is a magnificent ball in the best traditions of the 18th century: a luxurious imperial palace, sophisticated ladies in exquisite silk dresses, smart street musicians and living statues throwing rose petals at the feet of guests.

Each guest is solemnly rewarded, enthroned and ordained emperor. Opera singers, ballet dancers in folk costumes perform between the awards. At the end of the ball, the guests were treated to a fantastic fiery performance and stunning fireworks.



OUR PROJECTS

TEAM BUILDING EVENTS

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MOTIVATION TRIP TO MAURITIUS FOR TOP MANAGERS



GOAL:

Organize an original team building for top managers at an exotic resort.



For a week, the participants managed to explore the entire island and participate in team quests: fishing in the open ocean, walking through picturesque canyons, jumping into waterfalls, quad bike racing and paintball shooting. The "Big Races" quest became the final stage of the team building. Top managers were looking for a treasure chest in an abandoned fort. To their surprise, the chest was at the bottom of the ocean five meters deep. The participants received a prize and an unforgettable experience of the teamwork.



CANON REGATTA

GOALS:

Hold sailing competitions with elements of an adventure quest.

Create a rich entertainment program with a large number of activities.

Make staff members not only colleagues, but also friends that share interests.

Our challenge was to host a 5-day event in Croatia for our clients.



We managed to create a rich travel program, where a separate day was allocated for excursions around the ancient walled city of Split. In addition to an interesting excursion, our clients were offered a quest through picturesque places. The sports relay race on yachts lasted for 2 days. During this time the teams were able to explore part of the island of Croatia. On the 5th day we arranged a gala dinner, where we awarded the winners.

OUR PROJECTS

SMM | DIGITAL

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#HEYMERCEDES

SELL THE FEELING, NOT THE CAR



GOAL:

Create a marketing event to attract female test drivers.

Big Jack created a Mercedes-Benz brand experience exclusively for a young and female audience. We recreated the roadshow to be digitally infused and filled with experiences that women would love.



It began with a stylish lifestyle setup and included mobile engagements that invited visitors to fully interact with the Mercedes brand via their own smartphone.

We offered yoga sessions, remarkable test drives, top-secret gigs, a chance to win cars designed by Samy Deluxe, and more. The brand experience was all centered around social media. The buzz we created reshaped the brand's perception in ways we never thought possible: a total reach of **40 million and a 40% increase** in test drives taken by women.

#HEYMERCEDES

MOBILE ENGAGEMENTS



Home Stream



Coffee Voucher



Test Drive Registration

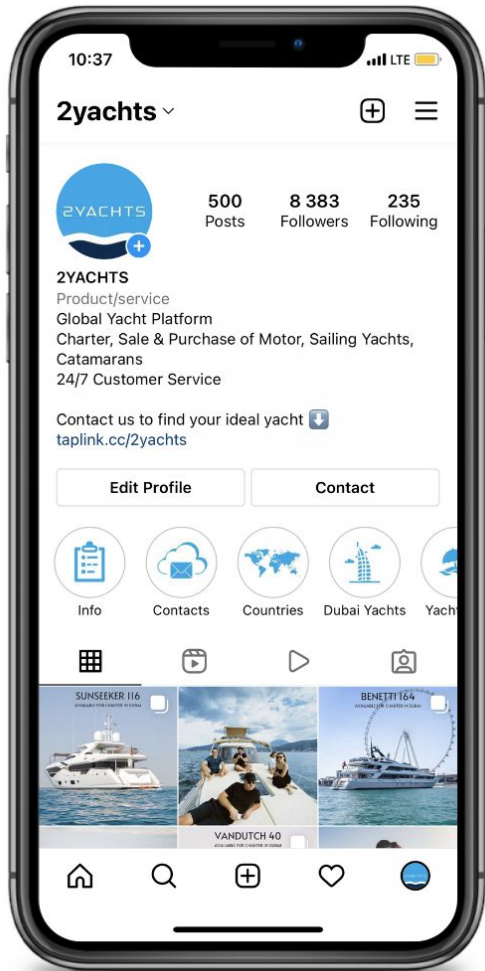


World Cup Game



Ruffle

2YACHTS: SEO AND SMM-STRATEGY MANAGEMENT

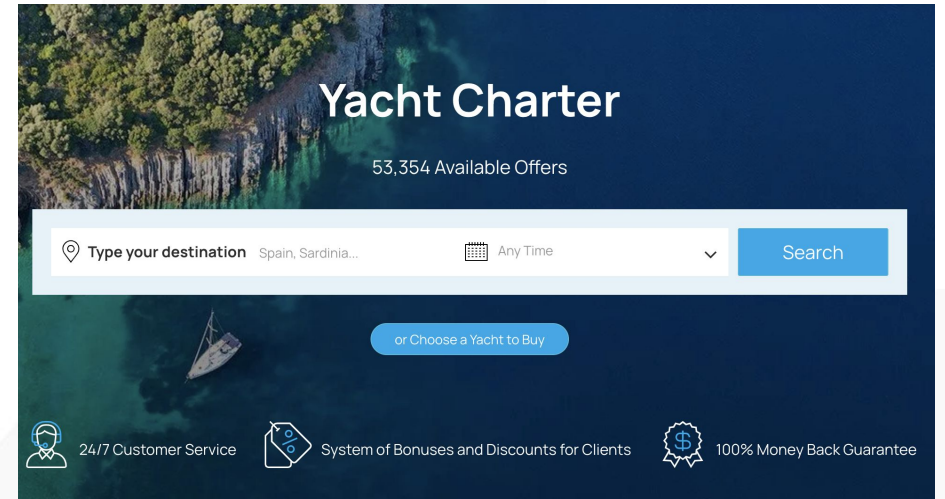


GOALS:

Attract new subscribers and increase brand awareness.

Create a strong communication channel with potential customers through social networks.

Big Jack is professionally engaged in the yachting industry and successfully promoted our clients. **2YACHTS** is a global yacht platform. According to the brand vision we promoted it as a customer-centric and comprehensive, crewed luxury yacht charter platform. We developed the user friendly website with **53,354** available **offers** from different brokers and attracted over **4500 new customers**.



Our team created photo, text and video content for Instagram and Facebook. We also updated the visual concept in 2022. We launch advertising campaigns with different messages and creatives depending on the goal, location, and segment of the target audience. We attracted **8300** new Instagram subscribers with **80000** social actions and **524** Facebook subscribers. **200** of them became our clients.

HP: LEAD GENERATION FOR OMEN BY HP PRODUCTS



GOAL:

Build long-term relationships with gamers audience and Lead generation for OMEN by HP products.

We launched engaging loyalty program: online platform where everyone could pump up their cybersport skills with special workouts for free.

Users could earn game currency, develop skills in Dota2 and CS : GO games daily and receive special offers for the purchase of OMEN by HP devices.

DURING THE CAMPAIGN WE HAD:

63K active users

12K leads to retailer

LA PIEMONTINA: WEBSITE UPDATE



GOALS:

Create a digital project that will support the video and encourage the audience to engage in long term.
Communicate with the brand, which will collect pre-orders.

We developed and implemented CJM which will suit any user. We redesigned site with an emphasis on the 2022 wine harvest:

1. Carousel contained brand values and philosophy, technical aspects of wine production.
2. Introductory video showed scale of production and urged to make a preorder for 2022.
3. Pre-order is available via phone, WhatsApp, mail.

RESULTS:

Brand awareness was increased.
Pre-orders were received in the first week of launch.

OUR PROJECTS

YACHT SHOWS

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YACHT SHOWS, BROKERS AND SHIPYARDS PROMOTION

At Big Jack, we've been marketing yacht shows and yacht companies for nearly 4 years. Our team was engaged in promotion and informing the target audience about the following exhibitions:

Cannes Yachting Festival 2021

Monaco Yacht Show 2022

Dubai International Boat Show 2022



We also successfully promoted the large brokers and shipyards as **2YACHTS**, **MIND YACHTS** and **DREAM YACHT CHARTER** at the yacht shows and market their brand in advance of the events.



The yacht companies provide a wide range of services in the field of yacht consulting, including the sale and purchase of yachts and boats. We planned the marketing of their presence to prepare and get the best out of the global presence these yacht shows provide.



OUR ACHIEVEMENTS

AWARDS

Adindex

1st place
in the ranking of
event agencies

2016



▣bema!

2nd place
in the "HR event"
nomination

2018



2nd place
in the
"Best New Year's Eve"
nomination

2017



NIKOLAI ANDREEV

CEO

Nikolai is the founder of the Big Jack event agency. Experience in B2B since 2008. He personally supervised all major international MICE events. Attends business forums as a speaker and moderator.



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**WE PROVIDE HIGH-QUALITY
SERVICES WITH PERSONAL
ASSISTANCE THROUGH THE 24/7
SERVICE FOR OUR CUSTOMERS**

