

GROUP PORTFOLIO

L'N<VIVA



## INNOVATIVE IDEAS + STRATEGIC CREATIVE WITH EXCEPTIONAL EXECUTION

Grounded by hope, driven by innovation, we are a multi-award winning, innovating, client retaining, 24/7 working agency that delivers results.

We create exceptional experiences that connects human behavior to the brands and companies in a way that creates lasting memories. With good memories comes brand affinity, which results in measurable spend or engagement.

# + WORLD CLASS RECOGNITIONS

# + MULTI-AWARD WINNING

From a series of regional and international recognitions to being awarded as a Great Place To Work, we continue to grow and innovate as a business and as people.



## HIGHLIGHTS

Since 2003 we have been specializing in Festivals, Experiential, Government and M.I.C.E events while spanning across key industry segments and multiple continents.

**95%**

CLIENT RETENTION RATE

**92%**

QUALITY SCORE

**85%**

REFERRAL RATE

**97%**

STAFF RETENTION

# OUR SERVICES

& WHERE WE ADD VALUE.

- BRAND STRATEGY & DEVELOPMENT
- DIGITAL COMMUNICATION
- INTERACTIVE MEDIA
- EVENTS
- BRAND EXPERIENCE
- SCENIC & SPACE DESIGN
- TRADITIONAL COMMUNICATION
- BRAND ACTIVATIONS
- SOCIAL & CONTENT
- DATA DEVELOPMENT
- ENTERTAINMENT & GAMING
- VIDEO & PHOTOGRAPHY

WE ARE LINKVIVA

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# OUR CLIENTS

GOVERNMENT & SEMI GOVERNMENT



RETAIL, MALLS, AND OTHER REGIONAL CONGLOMERATES.



AUTO, TECH, FMCG, AND OTHER MULTINATIONALS.



WE ARE LINKVIVA

# CASE STUDIES



WE ARE LINKVIVA

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# GOVERNMENT

# SPECIAL OLYMPICS DUBAI 2019

DUBAI HOST TOWN

We helped The Executive Council of Dubai to build a legacy for the UAE, supporting People of Determination, not only locally, but globally.

THE SERVICES DELIVERED

BRAND STRATEGY & DEVELOPMENT  
DIGITAL COMMUNICATION EVENTS  
BRAND EXPERIENCE TRADITIONAL  
COMMUNICATION SOCIAL & CONTENT  
ENTERTAINMENT & GAMING VIDEO &  
PHOTOGRAPHY

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# SPECIAL OLYMPICS DUBAI 2019

DUBAI HOST TOWN

The 2019 Special Olympics games hosted participants from 51 countries, hosting cultural and recreational activities and programs that highlighted the UAEs heritage and civilizations, promoting inclusion as well as improving the concepts towards people with determination, especially those with intellectual disabilities

Our responsibility was to organise and oversee the hospitality, logistics and tourism engagements of more than 4000 participants, coaches and athletes, as well as ensure their movement to games and Special Olympics engagements.

We oversaw dedicated trips to the Dubai Frame, Dubai Parks and Resorts, Global Village and other landmarks in addition to providing turn-key hospitality management that extended from when they arrived through to accommodation and games.



4000+

ATHLETES, COACHES AND PARTICIPANTS

34+

HOTEL & LOGISTIC HUBS

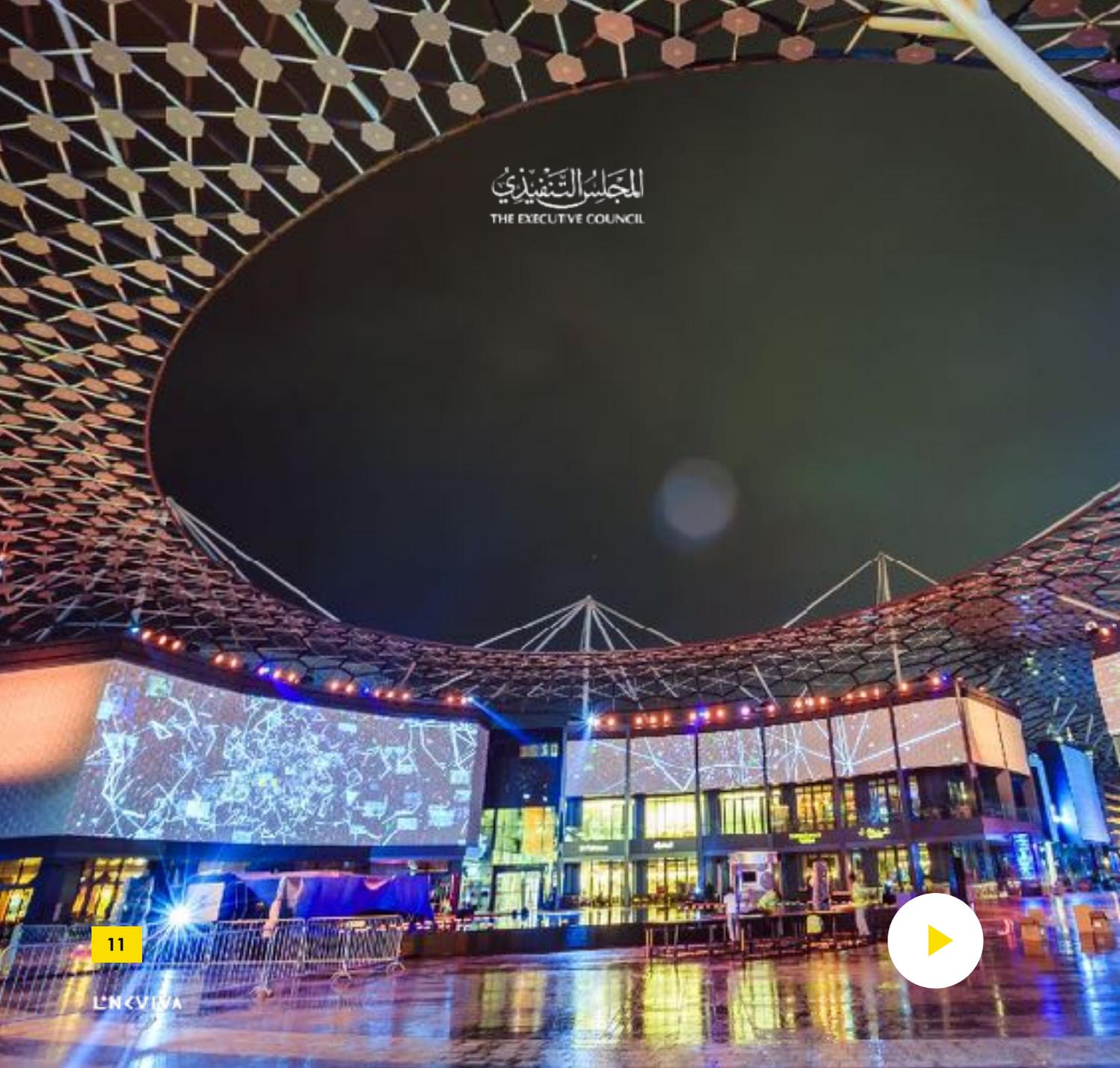
210

BUSSES, SHUTTLES & TRANSPORT SERVICES

700+

MANPOWER, VOLUNTEERS AND SUPPORT TEAM





المجلس التنفيذي  
THE EXECUTIVE COUNCIL

# UAE INNOVATES

CLOSING CEREMONY

We helped the PMO conclude the year's biggest celebration of innovation in the most deserving way possible.

THE SERVICES DELIVERED

BRAND STRATEGY & DEVELOPMENT  
DIGITAL COMMUNICATION  
EVENTS BRAND EXPERIENCE  
SCENIC & SPACE DESIGN  
TRADITIONAL COMMUNICATION  
SOCIAL & CONTENT VIDEO & PHOTOGRAPHY

# 200

VIP GUESTS IN ATTENDANCE

# 5+

LIVE ENTERTAINERS, SHOWS AND ACTIVITIES

# ALL

PROJECTION CONTENT, PRODUCTION AND AN IMMERSIVE MULTISENSORY SHOW BY LINKVIVA



# UAE INNOVATES

CLOSING CEREMONY

We designed a spectacular closing ceremony for the UAE Innovation Month which was established to enrich the culture of innovation across all sectors of Federal and Local Government as well as involving private businesses, citizens and students.

We created a nationwide campaign to celebrate Innovators, to inspire innovations and attract the best talent from around the world.

# GLOBAL INNOVATORS SUMMIT

EXPO LIVE 2020

We helped bring together 120 Global Innovators from 65 countries – showcasing innovative solutions to solve global challenges in education, health, employment and many more sectors

THE SERVICES DELIVERED

**INTERACTIVE MEDIA** BRAND STRATEGY &  
DEVELOPMENT **DIGITAL COMMUNICATION**  
EVENTS **BRAND EXPERIENCE** SCENIC &  
SPACE DESIGN **VIDEO & PHOTOGRAPHY**  
ENTERTAINMENT & GAMING

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# GLOBAL INNOVATORS SUMMIT

EXPO LIVE 2020

More than 100 Expo 2020-backed innovators from every corner of the world descended on Dubai, coming together to share and exchange ideas around each of their uniquely creative solutions to some of the planet's most pressing challenges.

Hosted in Downtown Dubai, the three-day annual Expo Live Global Innovators Summit is a flagship event for Expo Live.

Held under the theme 'Passion Meets Capabilities', the event brought together Expo 2020s partners, experts and the extended Expo Live family to support the programme's grant recipients — also called 'Global Innovators' — to open new opportunities that work towards creating a better future for all.



3

DAY CONFERENCE

10+

SPEAKERS

65+

COUNTRIES REPRESENTED

10+

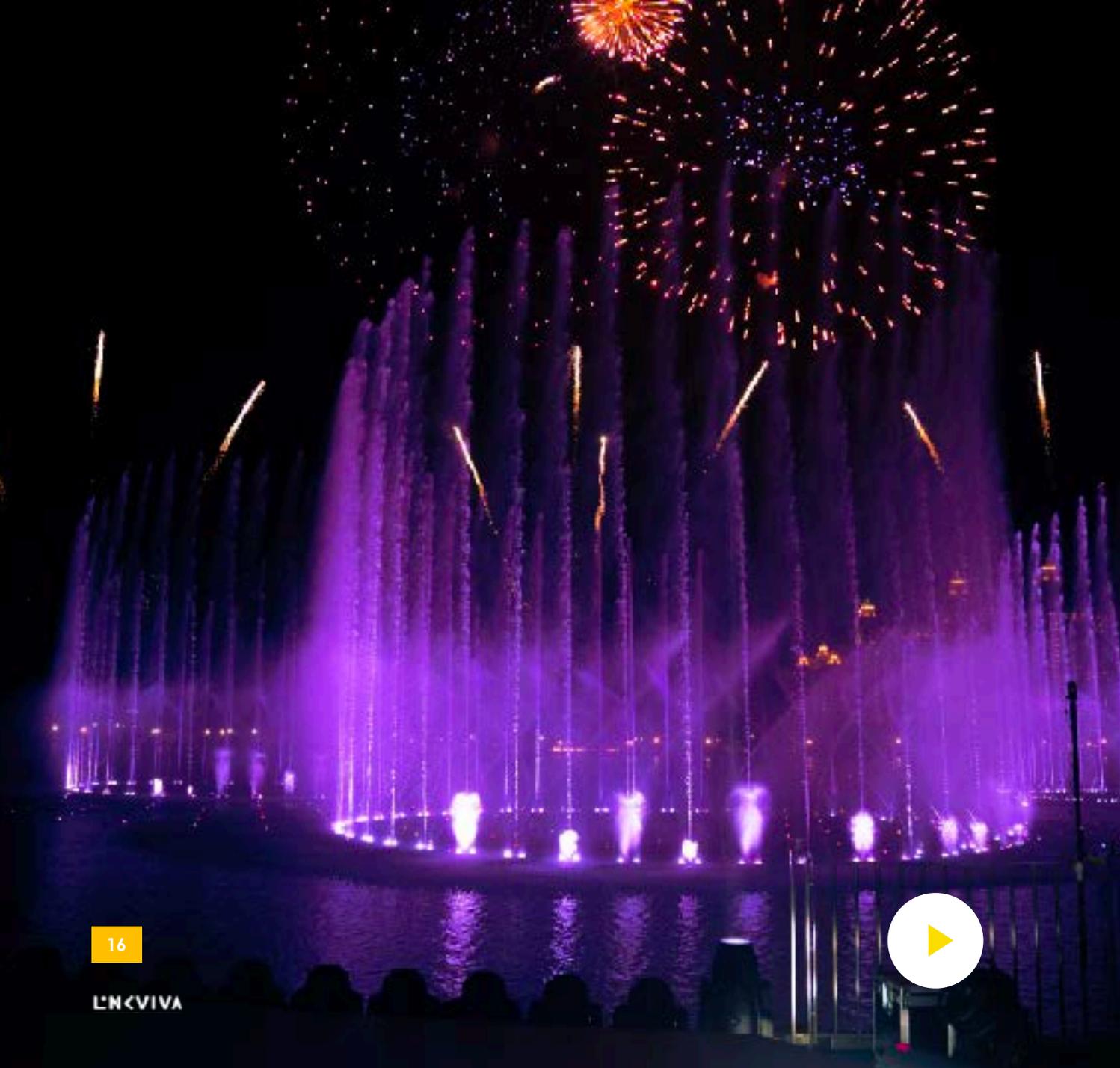
INTERACTIVE DISPLAYS AND ACTIVITIES





# FESTIVALS





# THE PALM FOUNTAIN LAUNCH

THE POINTE, NAKHEEL PALM JUMEIRA

It's not every day that we get to break records, and thanks to Nakheel we had a reason to commemorate.

THE SERVICES DELIVERED

**INTERACTIVE MEDIA** BRAND STRATEGY &  
DEVELOPMENT **DIGITAL COMMUNICATION**  
EVENTS **BRAND EXPERIENCE** SCENIC &  
SPACE DESIGN **SPONSORSHIP**  
SOCIAL & CONTENT **VIDEO & PHOTOGRAPHY**  
**ENTERTAINMENT & GAMING**



80+

UNIQUE RETAIL VENDORS

30

FOOD & BEVERAGE CONCEPTS

200+

STAGE AND ROAMING ACTS

200K+

ENGAGED SHOPPERS AND VISITORS



# THE PALM FOUNTAIN LAUNCH

THE POINTE, NAKHEEL PALM JUMEIRA

The Palm Fountain became the World's Largest Fountain on Thursday, 22 October 2020 covering a total of 14,366 square feet. We're proud to play a part in unveiling the World's Largest Fountain Show.



# DUBAI SHOPPING FESTIVAL

GRAND OPENING 2019/2020

We celebrated the 25th edition of the world's biggest shopping festival with over 24,000 people in attendance, across a two-day event featuring performances by local and international A-list artists.

THE SERVICES DELIVERED

**INTERACTIVE MEDIA** **BRAND STRATEGY &**  
**DEVELOPMENT** **DIGITAL COMMUNICATION**  
**EVENTS** **BRAND EXPERIENCE** **SCENIC &**  
**SPACE DESIGN** **SPONSORSHIP**  
**SOCIAL & CONTENT** **VIDEO &**  
**PHOTOGRAPHY** **ENTERTAINMENT & GAMING**

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# DUBAI SHOPPING FESTIVAL

GRAND OPENING 2019/2020

Headlined regional and international A-list of stars like Algerian singer Cheb Khaled, Emirati singer Hussain Al Jassmi, Egyptian singer Sherin Abdel as well as former One Direction member Liam Payne and singer songwriter Jorje Smith.

Audiences brought in the 25th edition of the Dubai Shopping Festival with signature content which included a content showcase on the Burj Khalifa, an inaugural moment that painted the sky in laser lights, fireworks and a mesmerizing performance of the Dubai Fountains to the official city song 'Dubai Another Planet'.



2

A-LIST CONCERTS

20+

SUPPORTING ENTERTAINMENT ACTS

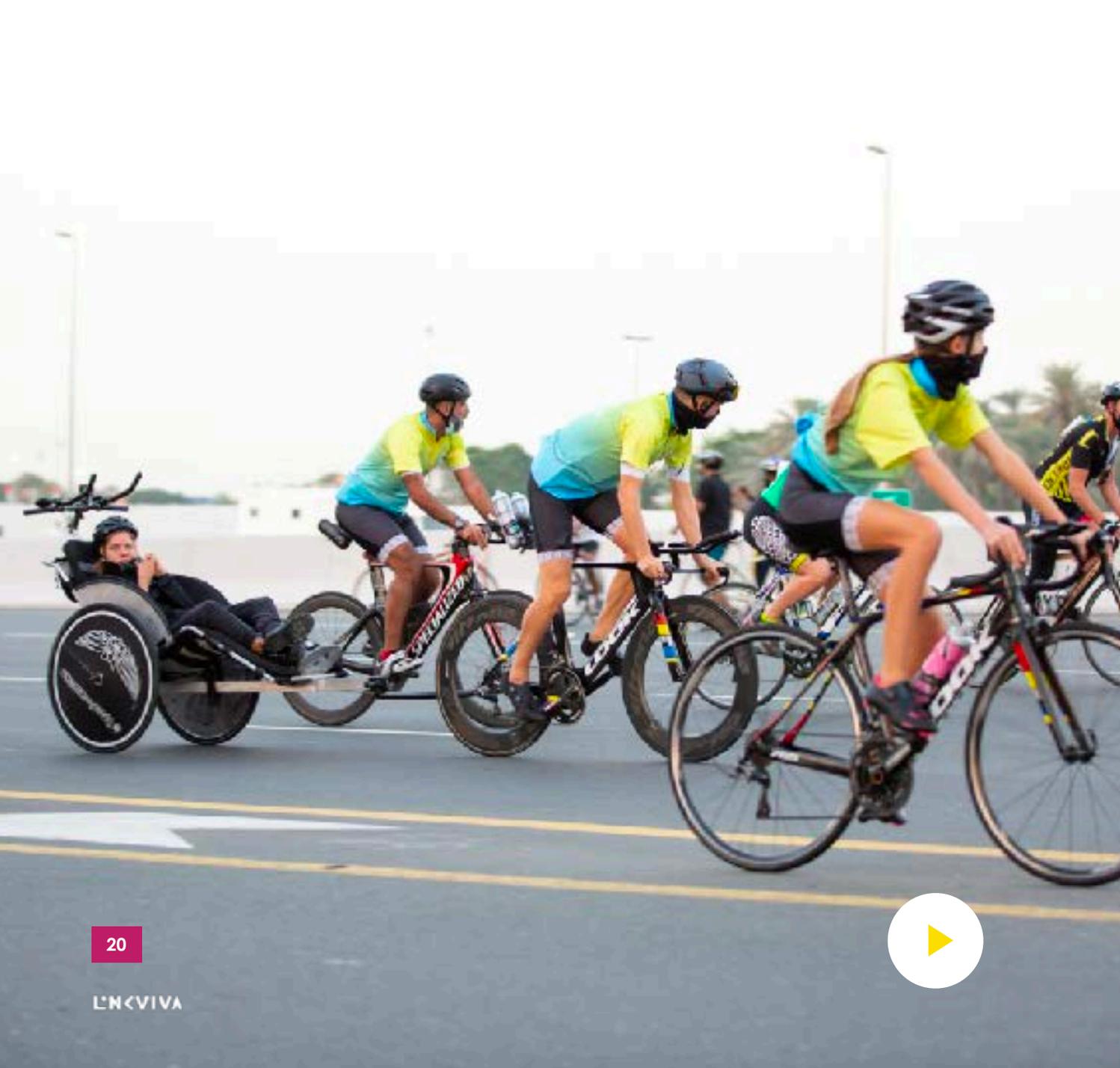
15+

ACTIVATIONS, GAMES AND ACTIVITIES

25+

VENDORS, SPONSORS AND RETAILERS





# DUBAI RIDE 2020

DUBAI FITNESS CHALLENGE

Another first for Dubai and following on from the success of the Dubai Run in 2019, DTCM as part of Dubai Fitness Challenge 2020 announced their intention to host a bicycle ride for the population of Dubai along the historic Sheikh Zayed Road.

THE SERVICES DELIVERED

INTERACTIVE MEDIA BRAND STRATEGY &  
DEVELOPMENT DIGITAL COMMUNICATION  
EVENTS BRAND EXPERIENCE  
SCENIC & SPACE DESIGN SPONSORSHIP  
SOCIAL & CONTENT VIDEO & PHOTOGRAPHY  
ENTERTAINMENT & GAMING



1

DAY EVENT

2

ROUTES

2K+

PRE-REGISTERED PARTICIPANTS

200K+

SOCIAL MEDIA IMPRESSIONS



21

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# DUBAI RIDE 2020

DUBAI FITNESS CHALLENGE

The most unique community ride in the history of Dubai! For one morning, UAE bike owners were invited to cycle around two iconic routes in the heart of the city, while roads are closed to traffic. On 20 November 2020 at 05:30, 'The Dubai Ride' opened with participants taking to their bicycles on a 14 km circuit of the Sheikh Zayed Road. Participants joined the route from three locations close to Dubai Mall from Lower Financial Centre Street, Trade Centre Road, and Coca Cola Arena.

# DUBAI FITNESS CHALLENGE

FESTIVAL CITY FITNESS VILLAGE  
& CITYWIDE HUBS 2019

We helped deliver a citywide fitness festival and encouraged thousands to do one easy, simple thing: 30 minutes of exercise a day, for 30 days (30x30).

We executed 10 fitness hubs for the festival and a fitness village that hosted the launch of the month long festival

THE SERVICES DELIVERED

**INTERACTIVE MEDIA BRAND STRATEGY &  
DEVELOPMENT DIGITAL COMMUNICATION  
EVENTS BRAND EXPERIENCE SCENIC &  
SPACE DESIGN VIDEO & PHOTOGRAPHY  
ENTERTAINMENT & GAMING SPONSORSHIP**

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# DUBAI FITNESS CHALLENGE

FESTIVAL CITY FITNESS VILLAGE  
& CITYWIDE HUBS 2019

With activities spanning both indoor and outdoor sections of Dubai Festival City Mall. The festival hosted seven zones, which contained activities that assess fitness skills, along with yoga classes, beach activities and cycling along the waterfront.

The launch of the festival saw us shoot, create and project bespoke content onto the façade of the InterContinental hotel facing festival bay. The projections shows went on for 30 days of the festival with fitness classes/training content that visitors could follow from the InterContinental's façade projection

The festival promenade was turned into a large workout space as part of a daily programme which included a series of workout sessions such as sunset yoga, HIIT and boot camp sessions.



25+

ACTIVATIONS,  
PROGRAMS & CLASSES

10

CITYWIDE  
FITNESS HUBS

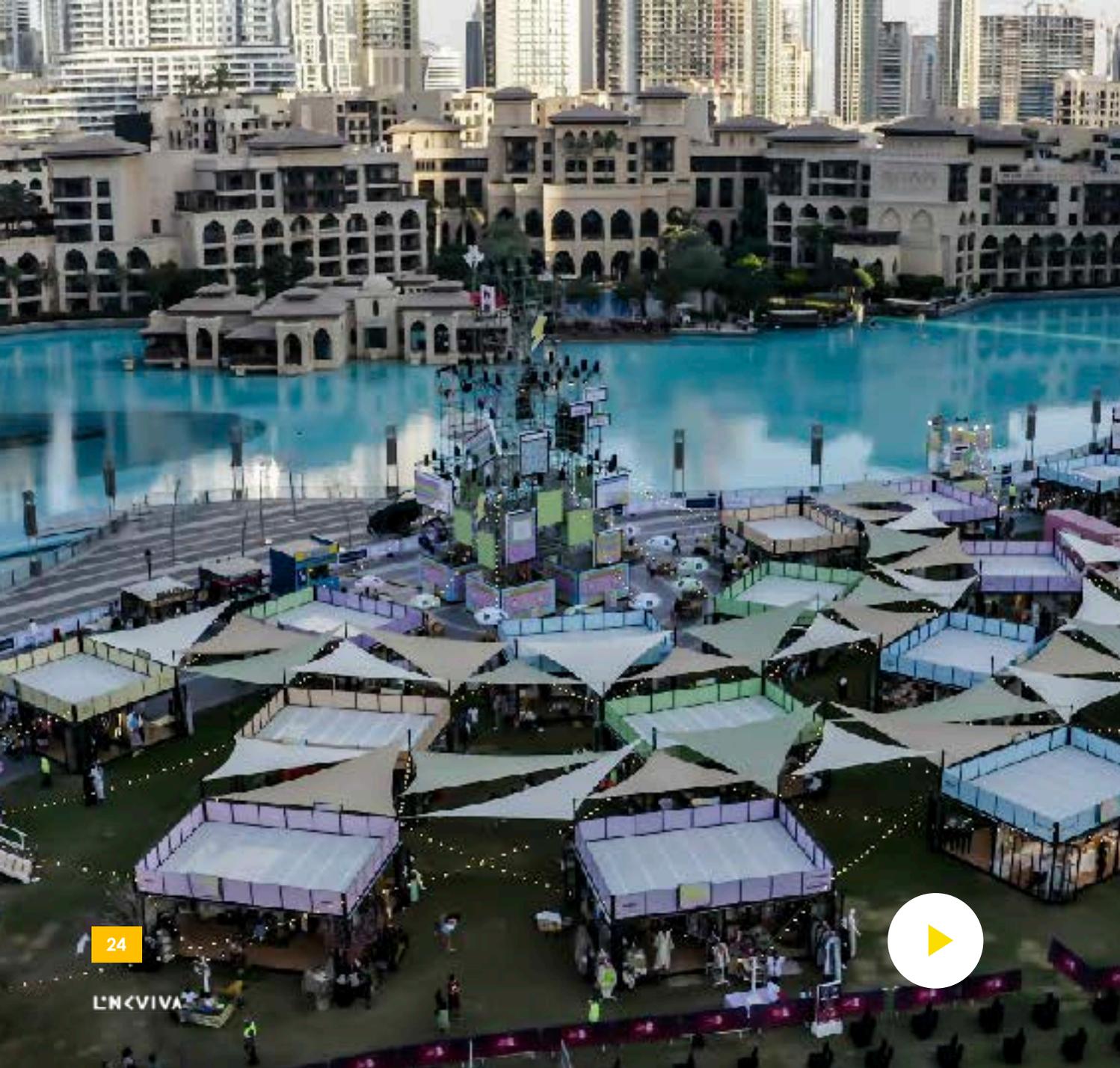
100+

FITNESS VILLAGE  
VISITORS

150K+

VISITORS ACROSS 10  
VENUES OVER ONE  
MONTH





# MARKET OUTSIDE THE BOX 2019-2021

DUBAI SHOPPING FESTIVAL'S FLAGSHIP EVENT

We helped DTCM bring the MOTB festival alive for three consecutive years by creating a unique space to highlight emerging local and international designers beyond the traditional walls of a shopping mall

THE SERVICES DELIVERED

**INTERACTIVE MEDIA** BRAND STRATEGY &  
DEVELOPMENT **DIGITAL COMMUNICATION**  
EVENTS **BRAND EXPERIENCE** SCENIC &  
SPACE DESIGN **SPONSORSHIP**  
SOCIAL & CONTENT **VIDEO & PHOTOGRAPHY**  
ENTERTAINMENT & GAMING



**80+**

UNIQUE RETAIL  
VENDORS

**30**

FOOD & BEVERAGE  
CONCEPTS

**200+**

STAGE AND  
ROAMING ACTS

**200K+**

ENGAGED SHOPPERS  
AND VISITORS



# MARKET OUTSIDE THE BOX 2019-2021

DUBAI SHOPPING FESTIVAL'S FLAGSHIP EVENT

From vibrant colours to captivating structures, Market OTB 2019, 2020 and 2021 is a one of a kind festival with Dubai's favourite vendor market right at the heart of it all.

We created a space where over 80 vendors and around 30 food trucks came together with the best of live entertainment creating a truly unique and unforgettable experience for visitors, families and tourists.

Outstanding Brand Activation  
Event

# EXPERIENTIAL

# PIRATES OF THE BAY

MIDDLE EAST EVENT AWARDS WINNER  
BRAND ACTIVATION OF THE YEAR 2019

We helped Dubai Festival City Mall bring Pirates back to life for a 4 month activation of the newly launched IMAGINE Show - A PIRATES TALE.

We created an interactive semi-permanent space for families with kids to increase awareness about the Imagine show and drive footfall to Festival Bay

## THE SERVICES DELIVERED

**INTERACTIVE MEDIA** BRAND STRATEGY & DEVELOPMENT **DIGITAL COMMUNICATION** EVENTS **BRAND EXPERIENCE** SCENIC & SPACE DESIGN **SPONSORSHIP** SOCIAL & CONTENT **VIDEO & PHOTOGRAPHY** ENTERTAINMENT & GAMING

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 Al-Futtaim

# PIRATES OF THE BAY

MIDDLE EAST EVENT AWARDS WINNER  
BRAND ACTIVATION OF THE YEAR 2019

Our scope of work was to convert the blank canvas venue "Festival Bay" into an entire Pirate Themed bay. The design team created an actual Pirate Galleon Ship (25 meters long X 17 meters high) with the finest level of detailing.

A 7 meter high Octopus was built as a photo opportunity, complete with skin texturing and starfish surrounding.

To activate and engage the area we designed and fabricated a custom-built childrens playground with relevant props, flags and bells and also a pirate themed sand play area.

We also installed 17 pirate themed kiosks which the mall has rented out to tenants (retail and F&B) to engage the visitors.



50%

INCREASE IN  
FOOTFALLS

40%

INCREASE IN SOCIAL  
MEDIA OUTREACH  
AND CONVERSATIONS

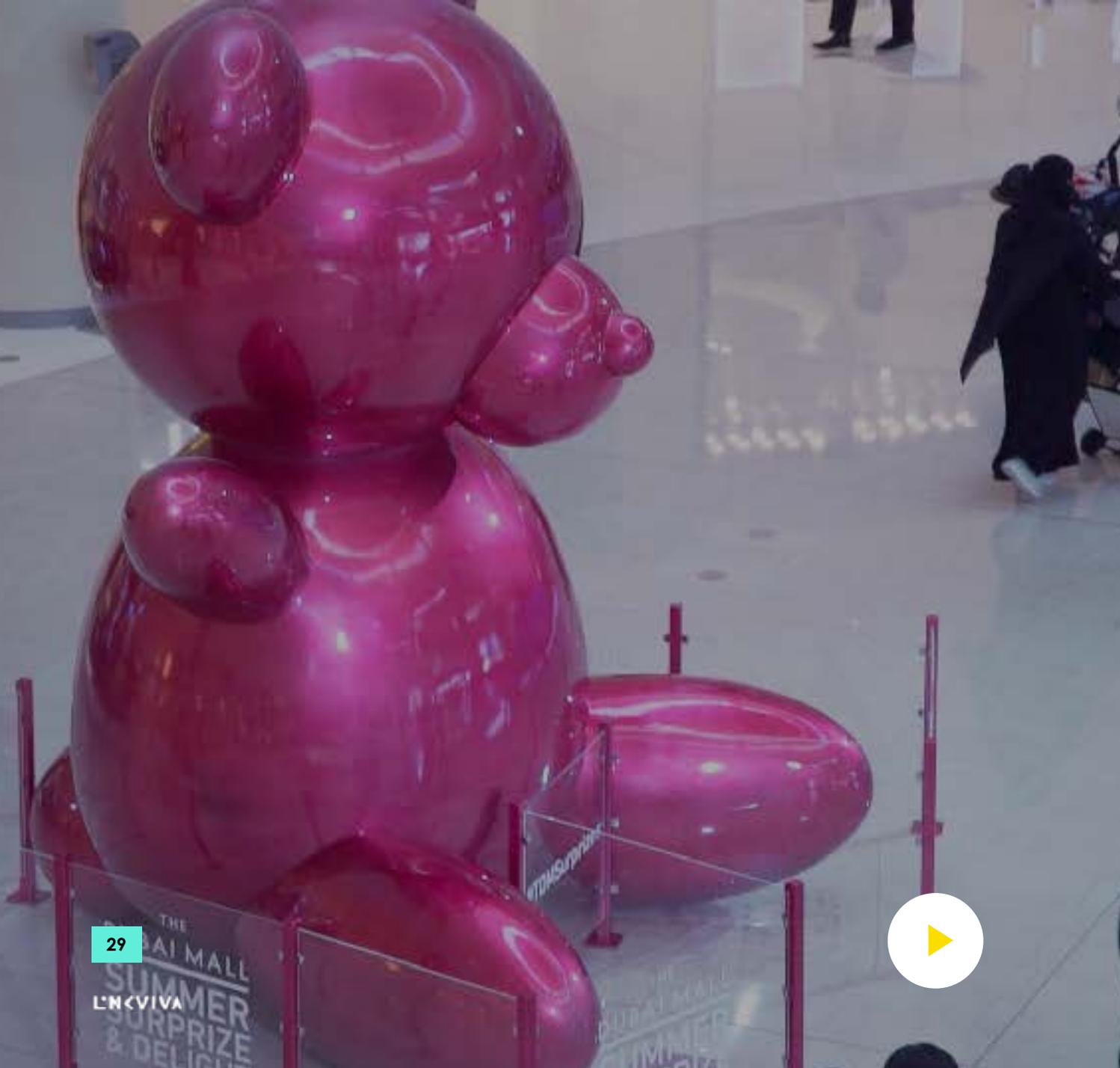
4

MONTH  
EVENT

10K+

AVG. FOOTFALL ON  
WEEKENDS





# DUBAI SUMMER SURPRISES CAMPAIGN

THE DUBAI MALL

We celebrated a summer full of “surprises” and delights through out The Dubai Mall. Walkways and atriums around the mall were filled with activations, photo opportunities, activities and branded merchandise

THE SERVICES DELIVERED

INTERACTIVE MEDIA BRAND STRATEGY &  
DEVELOPMENT DIGITAL COMMUNICATION  
EVENTS SCENIC & SPACE DESIGN SOCIAL &  
CONTENT VIDEO & PHOTOGRAPHY  
ENTERTAINMENT & GAMING

# MALLWIDE

ACTIVATIONS, COMPETITIONS,  
ACTIVITIES, GIFTS AND PROMOTIONS

**350+**

VISITORS  
ENGAGED

**30+**

DAYS OF CONTINUOUS  
ACTIVATION



# DUBAI SUMMER SURPRISES CAMPAIGN

THE DUBAI MALL

Dubai Summer Surprises (DSS), Dubai's highly anticipated city-wide shopping festival between June 22 to August 4. This vibrant festival brings the city alive in the summer months with its retail promotions, surprises and rewards.

Our pop art inspired installations took over the atriums and walkways of Dubai Mall, hosting a phonebooth activation, personalised Pop art T-shirt giveaways, larger than life art installations and more...

# THE NUTCRACKER WINTER CAMPAIGN

THE DUBAI MALL

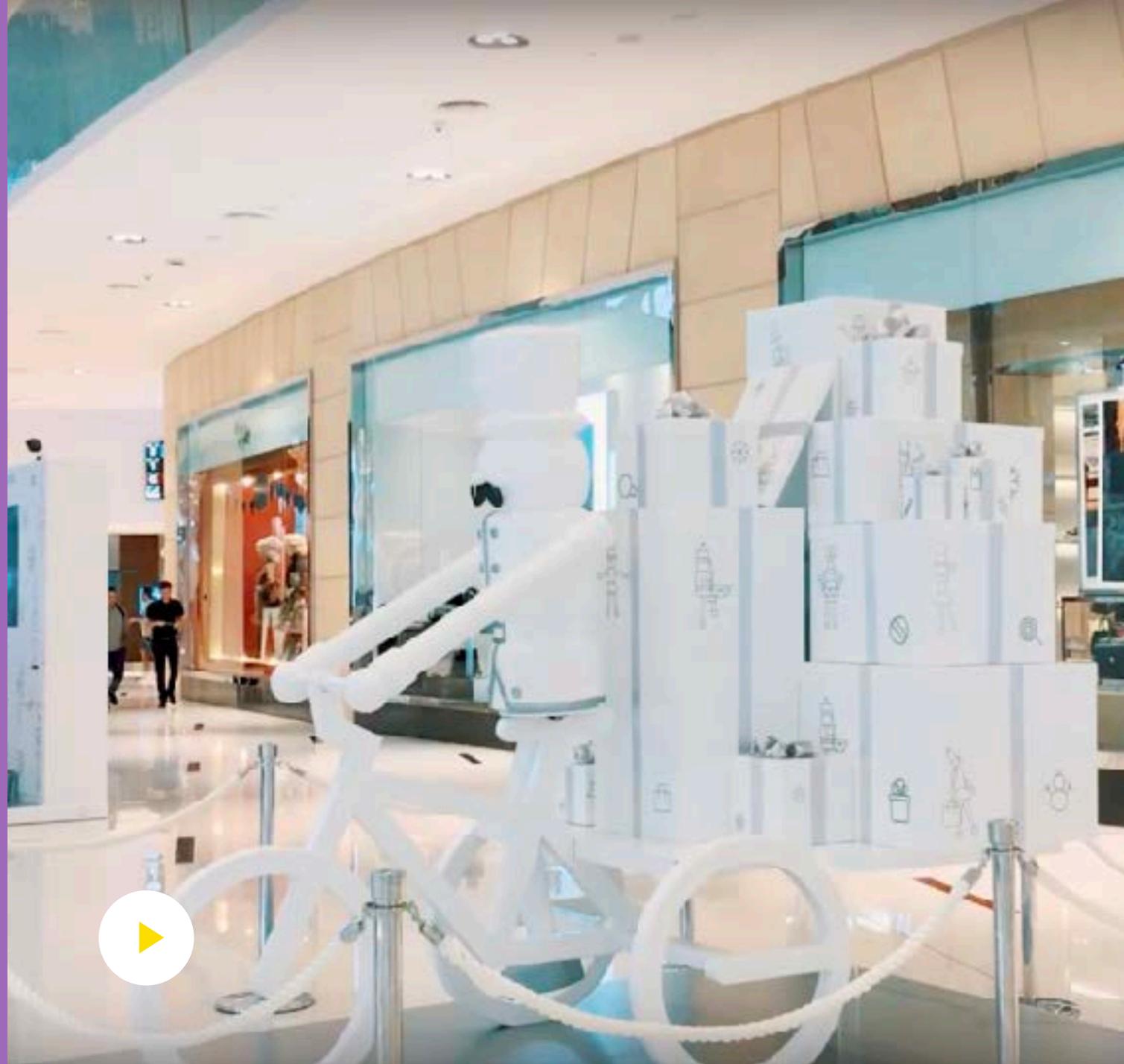
We helped Dubai Mall put an army of nutcrackers to work  
and make it snow during Christmas

THE SERVICES DELIVERED

BRAND STRATEGY & DEVELOPMENT  
DIGITAL COMMUNICATION  
EVENTS BRAND EXPERIENCE  
SCENIC & SPACE DESIGN  
SOCIAL & CONTENT  
VIDEO & PHOTOGRAPHY  
ENTERTAINMENT & GAMING

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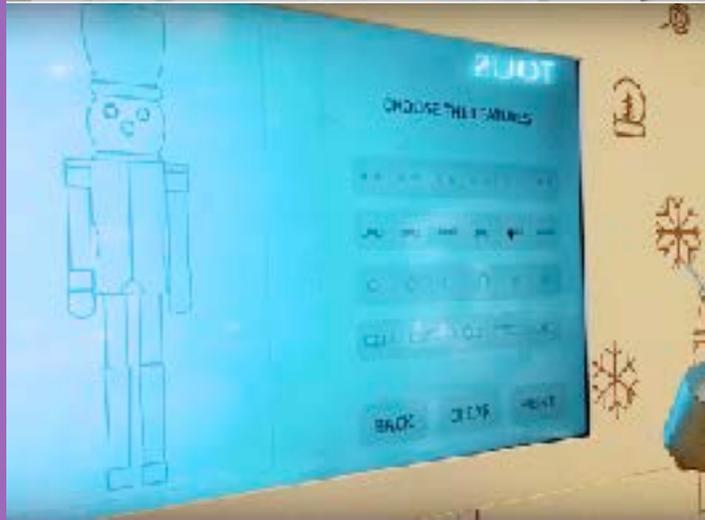


# THE NUTCRACKER WINTER CAMPAIGN

THE DUBAI MALL

Our objective was to create a month long campaign for Dubai Mall to encourage tourists and residents to visit the mall and be entertained.

We created unique experiences and spectacular installations across the mall to encourage visitors to share their engagement online. Shoppers could also win a 12 hour shopping spree worth AED 500,000.



**1K+**

OF DAILY  
INTERACTIONS

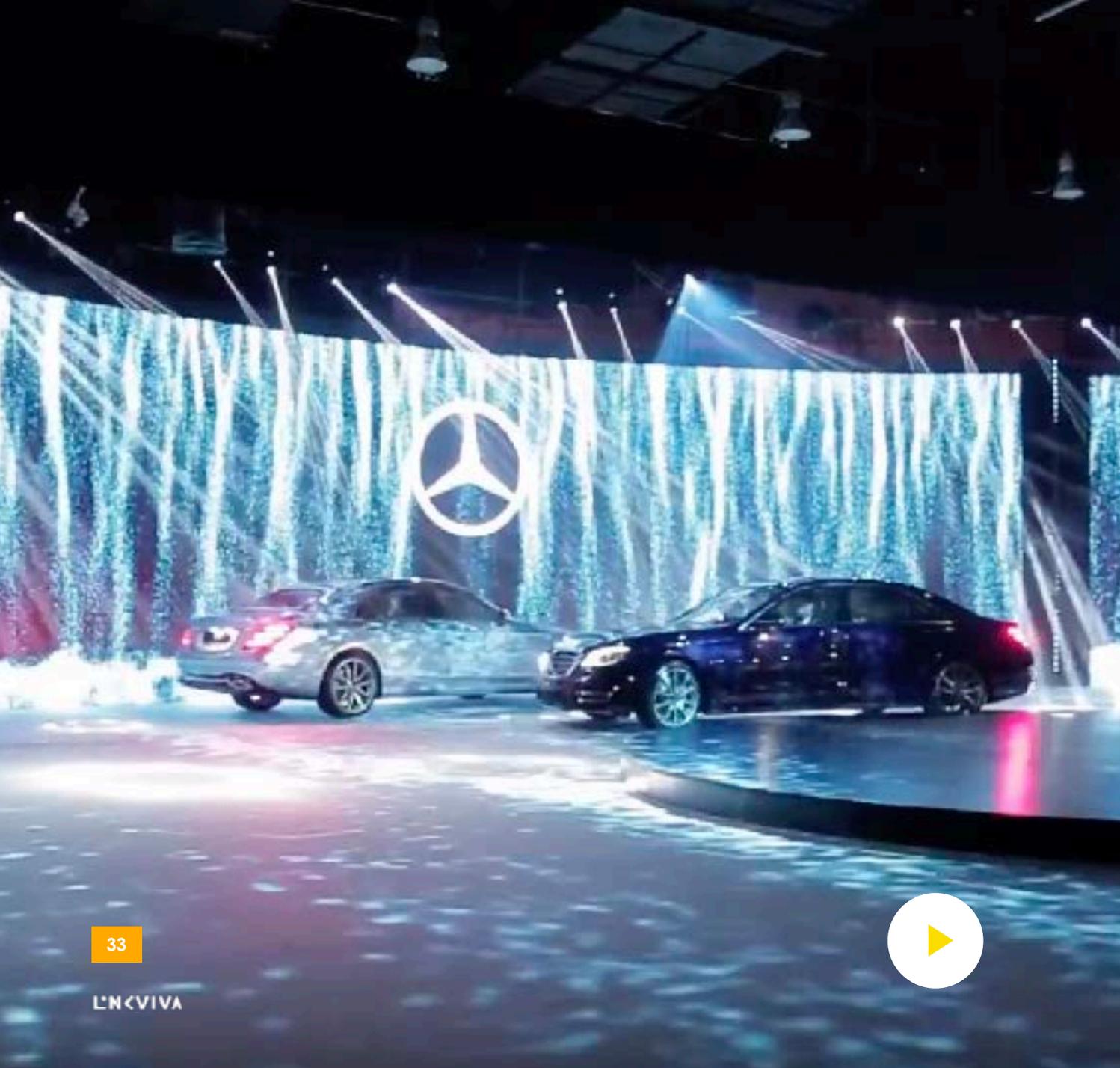
**30+**

DAYS OF CONTINUOUS  
ACTIVATIONS

**AED500K**

GRAND PRIZE GIVEAWAY FOR A 12  
HOUR SHOPPING SPREE GIVEN TO 1  
LUCKY SHOPPER





# MERCEDES S-CLASS LAUNCH

2018 CAR LAUNCH

We helped Mercedes Benz launch one of the most luxurious cars on the planet in the region.

THE SERVICES DELIVERED

**INTERACTIVE MEDIA** BRAND STRATEGY &  
DEVELOPMENT **DIGITAL COMMUNICATION**  
EVENTS **SCENIC & SPACE DESIGN** SOCIAL &  
CONTENT **VIDEO & PHOTOGRAPHY**  
ENTERTAINMENT & GAMING



200

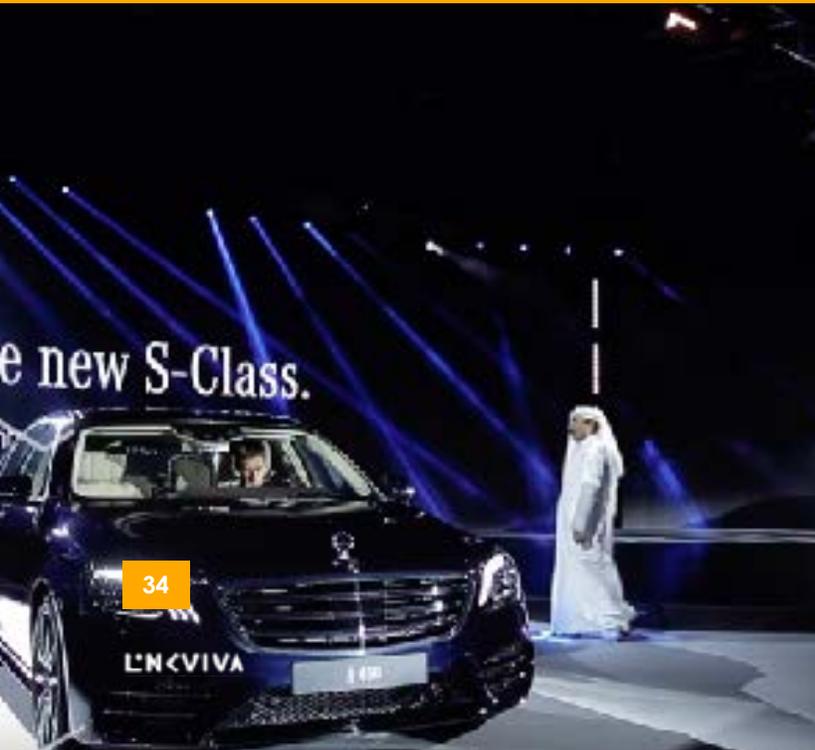
SELECT ATTENDEES FROM  
ACROSS THE REGION

14

DAYS OF  
PRODUCTION TIME

4K

ULTRAWIDE  
MOTION WALL



# MERCEDES S-CLASS LAUNCH

2018 CAR LAUNCH

We created a world class platform for Daimler Mercedes M.E and their General Distributors to launch the new S-Class facelift to over 200 VVIP customers.

We embodied the S-Class element which is designed to soothe and stimulate the senses in all facets of our event



**#RADRewards**

# RETAIL ABUDHABI

CITYWIDE OFFERS AND ACTIVATIONS

We created a multi-mall family experience for visitors and residents alike all over Abu Dhabi, helping retailers promote their products, services and special offers

THE SERVICES DELIVERED

BRAND STRATEGY & DEVELOPMENT  
DIGITAL COMMUNICATION  
EVENTS BRAND EXPERIENCE  
SCENIC & SPACE DESIGN  
SOCIAL & CONTENT VIDEO & PHOTOGRAPHY  
ENTERTAINMENT & GAMING SPONSORSHIP

# 400K+ 8+

RETAIL & VENDOR PARTNERS

MALL PARTNERS AROUND ABU DHABI

# ALL

SOCIAL MEDIA, ACTIVATION SPONSORSHIP, MALL ACTIVATIONS MANAGEMENT BY LINKVIVA



## RETAIL ABUDHABI

CITYWIDE OFFERS AND ACTIVATIONS

Abu Dhabi Family Week offered family centric activations and prizes to reward retail shoppers. The festival included ticketed Events, live entertainment, retail experiences for visitors and residents alike in multiple malls around the capital city.

The overall retail / shop, play and win campaign ran for 10 days from 19th – 28th September across 8 partner malls, with a prize pool of AED 400,000 in vouchers to be won towards a Home Makeover along with mall and vendor promotions, social media management and a variety of other product focused activations

# FULL TIME TEAM OF SUPERSTARS

We pride ourselves on giving hope. Hope to our employees, hope to our clients and hope that we'll continue to make an impact and create lasting memories via the experiences we create.

Therefore, we see teamwork as the ability to work together towards a common vision. The ability to direct individual accomplishments toward organizational objectives. It is the fuel that allows and fuels hope.

**LINKVIVA**

LINKVIVA.COM  
SAYHELLO@LINKVIVA.COM