



MARCH 22, 2019
BARASTI, LE MÉRIDIEN MINA SEYAH, BEACH RESORTS & MARINA, DUBAI

POST-EVENT REPORT



THANK YOU



Motivate would like to extend a big thank you to sponsors of Try Dubai, without whom this event would not have been possible. We do hope that the event was an enjoyable for you as it was for us. We are very proud to have been supported by some of the city's big brands!

We look forward to working with you all in the near future!

Thank you,
Motivate Media Group Events Team





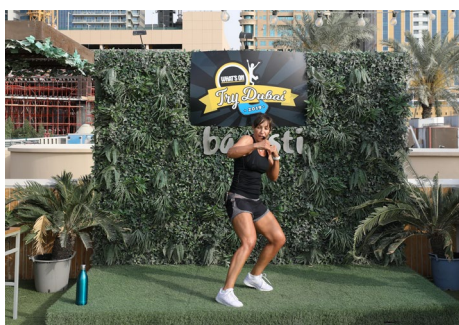
THE VENUE

World famous Barasti Beach Bar has always been one of the city's most vibrant bars – and it's now better than ever with even further renovations done down at the beach.

Barasti boasts vast outdoor seating area with views of the sea and the skyline of Dubai Marina, ideally located near popular expat residential locations such as JLT, Dubai Marina and JBR.



VENUE BRANDING



SPONSOR



The Track displayed an inflatable golf net,, proving to be quite popular with the demographic. This allowed attendees to the sport a try at the event and walk away with discounts and free lessons.



SPONSOR



sandy beach • hotel & resort



The Sandy Beach Hotel & Resort took up an area with a small display of a beach holiday. At their stand they offered mini challenges which allowed guests to win prizes with them.

Hydro Water Sports, the official water sports brand of Sandy Beach Hotel and Resort, set up an area down by Barasti's beach where guests could try free Kayaking.





SPONSOR



Dial A Battery took up a stand at the event, informing guests of their services and giving away gift bags to all who visited them.



SPONSOR

Helping.ae



Try Dubai event was covered in a sea of Helping gift bags as this sponsor made sure every individual received a bag at entry. Their competition with the rings also allowed guests to win prizes.



SPONSOR



Dubai Pro Wrestling was the focal point of the event with their 6m x 6m wrestling ring with their team of wrestler's putting on shows at various times through the event.





POLE FIT DUBAI
Aerial Arts Academy

ACTIVATION



ACTIVATION



ACTIVATION



ACTIVATION



ACTIVATION



ACTIVATION

LAUNDRYMAN



ACTIVATION



LEARN TO RIDE. DUBAI

START IT TODAY

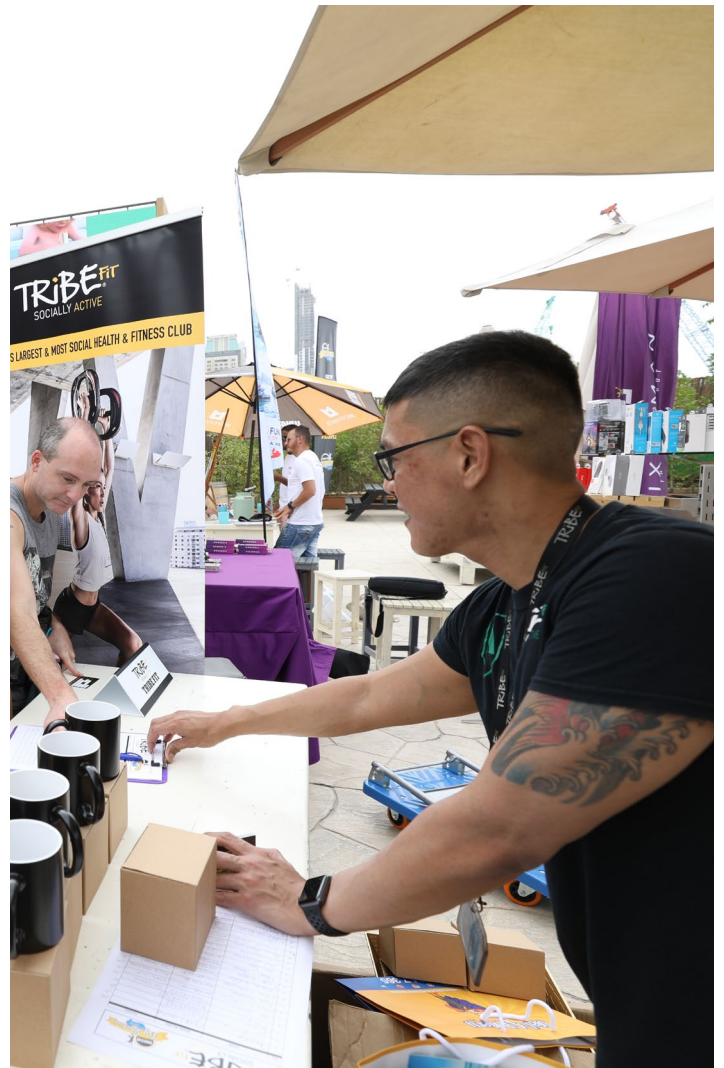


ACTIVATION



ACTIVATION

TRIBE^{fit}
SOCIALLY ACTIVE



ACTIVATION

SUN & FUN WATER SPORT



ACTIVATION

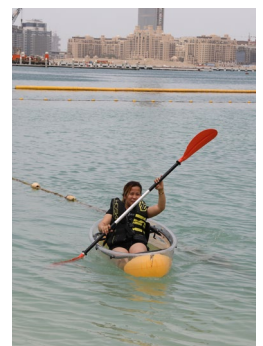
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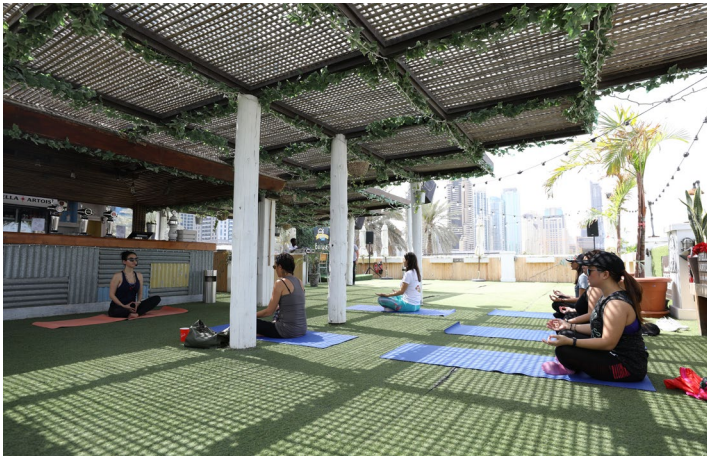
ATTENDEES



Try Dubai welcomed all age groups throughout the day at Barasti. From babies to toddlers and teenagers to grandparents, the event was swarming with families enjoying a day under the sun, exploring hobbies and activities to TRY for 2019.



DEMO CLASSES



**ENERGY YOGA AND GUIDE HEALING
MEDIATION
ILLUMINATION**



**IMPROV
COURTYARD PLAYHOUSE**



**STRETCH
POLE FIT**



**TWERK
POLE FIT**

DEMO CLASSES



KAYAKING
SUN & FUN



BODY CONTACT
TRIBE FIT



GRIT CARDIO
TRIBE FIT



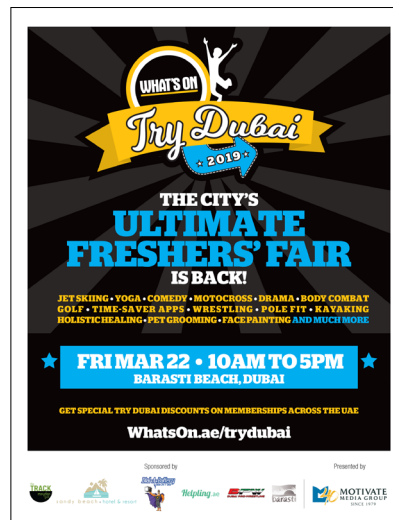
ZUMBA
TRIBE FIT

PRE-EVENT MARKETING

PRINT AD

Full page ads of Try Dubai were featured in the following brands:

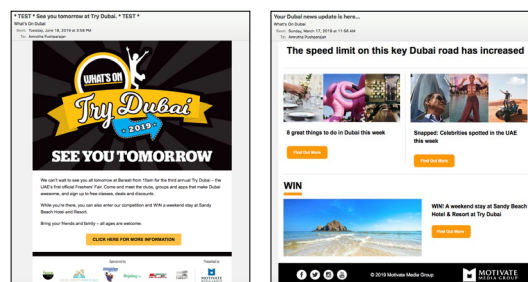
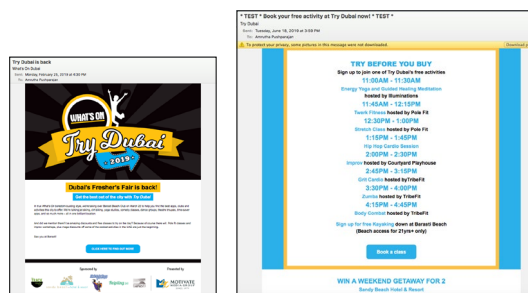
- What's On Dubai
January issue
February issue
March issue
- Golf Digest
January issue
February issue
March issue
- Gulf News
18 March issue
21 March issue
- What's On Abu Dhabi
January issue
February issue
March issue
- Campaign
13 January issue
27 January issue



EDMs

EDM blasts were sent out to the database on the following dates:

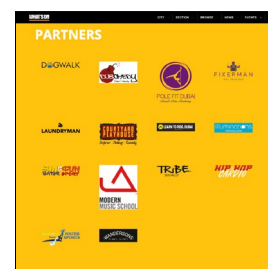
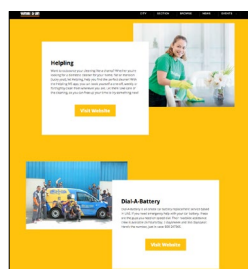
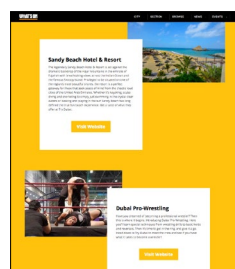
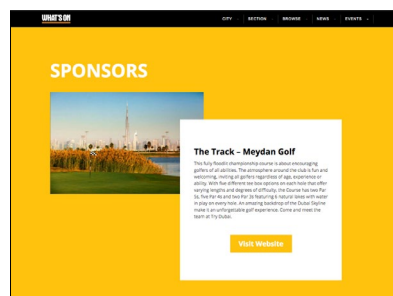
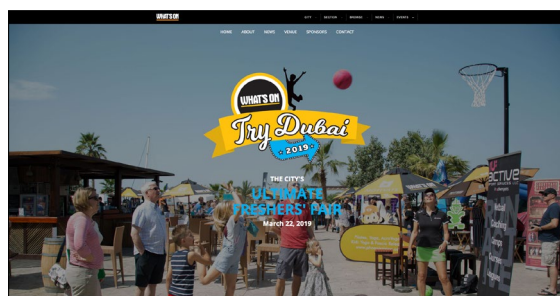
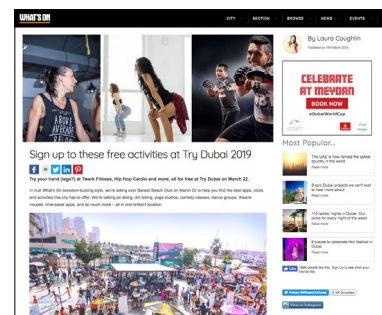
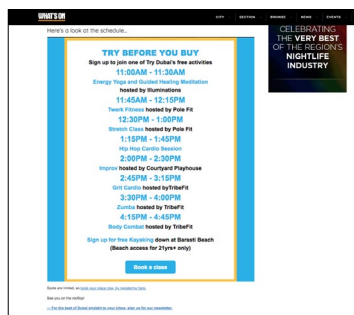
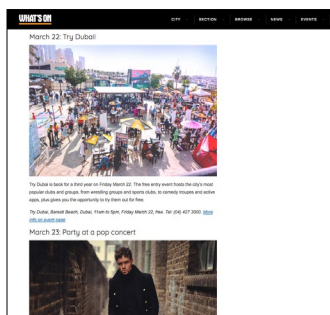
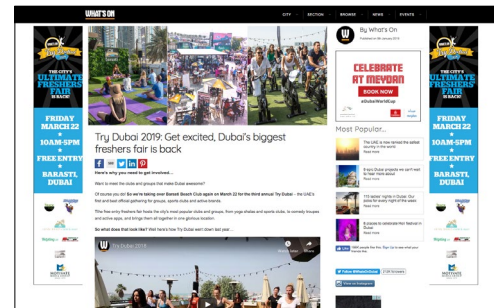
- EDM – 70,000 WON subscribers
- 20 February
- 4 March
- 10 March
- 18 March
- 21 March



PRE-EVENT MARKETING

ONLINE COVERAGE

Strong editorial coverage promoted the event, sponsors and partners through in depth online features on all participating brands and their special Try Dubai Promotions.



PRE-EVENT MARKETING

TENT CARDS

Tent cards carrying sponsor logos and event details were placed on display at Barasti two weeks leading to Try Dubai.



RADIO AD

Radio adverts were broadcasted on Dubai 92.



The city's ultimate freshers fair is back. Get involved, meet new people and do something new at Try Dubai, an exciting event hosted by What's On. Join a sports team, take up a new class and get brilliant discounts across the best memberships in the city. Try Dubai on March 22nd at Barasti Beach. Check out Whatson.ae for more



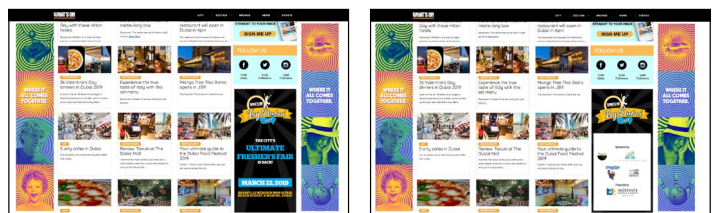
PRE-EVENT MARKETING

WEB BANNERS

Marketing campaign promoting the event was live from February 2019 straight up to the day of the event.



LEADERBOARD
76,358 IMPRESSIONS

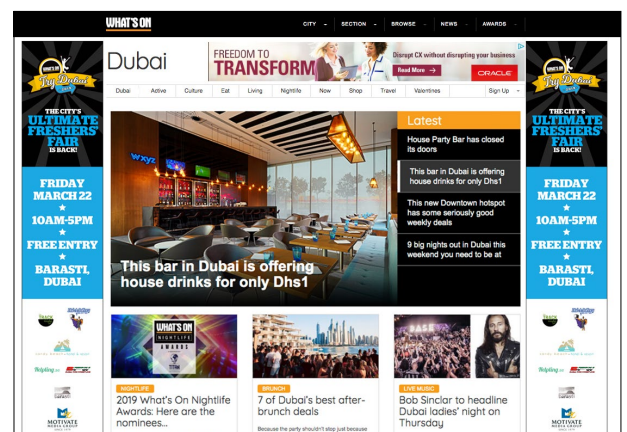


HALF PAGE
231,721 IMPRESSIONS



MPU
291,920 IMPRESSIONS

TAKEOVER
16,285 IMPRESSIONS



PRE-EVENT EDITORIAL COVERAGE

WHAT'S ON MAGAZINE
MARCH ISSUE

**DUBAI'S
FRESHERS'
FAIR
IS
BACK!**



WHAT'S ON
Try Dubai
★ 2019 ★

28_What's On_03.2019



PRE-EVENT EDITORIAL COVERAGE

WHAT'S ON MAGAZINE MARCH ISSUE



**GET
THE BEST
OUT OF
THE CITY
WITH
TRY DUBAI**



In true *What's On* boredom-busting style, we're taking over Barasti Beach Club on March 22 to help you find the best apps, clubs and activities this city has to offer. We're talking jet skiing, dirt biking, yoga studios, comedy classes, dance groups, theatre troupes, time-saver apps, and so much more – all in one brilliant location.

And did we mention there'll be amazing discounts and free classes to try on the day? Because, of course there will. Pole Fit classes and improv workshops, plus mega discounts off some of the coolest activities in the UAE are just the beginning. Check out some of the brilliant deals available at Try Dubai 2019...

03.2019_What's On_29

PRE-EVENT EDITORIAL COVERAGE

WHAT'S ON MAGAZINE MARCH ISSUE



Activities & Lifestyle

POLE FIT

Discount: 50 per cent off classes and 20 per cent off packages

If you've never tried pole fit, now's your chance. Get ready to swing, dance and fly your way to a chiseled physique at a discount. Look out for the free classes run by Pole Fit on the rooftop at Barasti at Try Dubai this year.

🔗 polefitdubai.com

LEARN TO RIDE

Discount: 20 per cent off ride session

Have you ever seen those motocross guys ride across the desert and said, "I'd love to do that"? Well, Learn to Ride is the team that'll give you the keys. Come down to Try Dubai to receive 10 per cent off your first motorbike lesson.

🔗 @learn_to_ride_dubai

TRIBE FIT

Discount: Two weeks free trial

TribeFit is Dubai Marina's largest health and fitness club comprising a state-of-the-art gym, group exercise studios, combat area, PT zone, café and chill out space. It's also home to Les Mills' BodyPump, BodyAttack and RPM classes.

🔗 tribefit.com



DOGWALK

Discount: 1 free boarding night, 25 per cent off first grooming service and half price off dog training induction

If you have a four-legged friend in the family, you'll want to meet the team at Dogwalk. They are offering discounted training classes for anyone who signs up at Try Dubai, plus a free night's boarding for your dog or cat. Other services run by Dogwalk include hydrotherapy, physiotherapy and grooming.

🔗 dogwalkonline.com

SANDY BEACH HOTEL & RESORT

Discount: 20 per cent off room rates, plus free snorkel or kayak rental


Dubai veterans wax lyrical about Sandy Beach Hotel, and for good reason. There's a wonderfully retro vibe to the hotel, and there's plenty of activities to take part in near the resort. You can swim around the infamous Snoopy Island or scuba dive just off the beach. It's one of the best things to do in the UAE.

🔗 sandybeachhotel.ae

30_What's On_03.2019

PRE-EVENT EDITORIAL COVERAGE

WHAT'S ON MAGAZINE MARCH ISSUE




SUN AND FUN WATERSPORTS
Discount: 25 to 30 per cent off Sun And Fun jet ski tours

Sun and Fun offers an array of water-based adventures including jet skiing tours around Dubai's iconic landmarks, and flyboarding. Enter games at the Sun & Fun stand for your chance to win free tours.
sunandfun.ae





MODERN MUSIC SCHOOL
Discount: One month free (if you register for a three-month contract) and more

At Modern Music School they teach popular rock and pop instruments such as guitar lessons for electric guitar and acoustic guitar, bass lessons, piano lessons, keyboard lessons, drum lessons and singing lessons.
modernmusicschool.com

DUBAI PRO WRESTLING
Discount: Various membership discounts

Have you dreamed of becoming a professional wrestler? Then this is where it begins. The team from Dubai Pro Wrestling will teach you everything you need to know from the basics to advanced techniques to begin your career as a pro wrestler. Learning how to perform safely for yourself and others is key and will always be the number one priority during your training. Visit Try Dubai to see live demonstrations throughout the afternoon.
dubaiprorestling.com

THE TRACK AT MEYDAN GOLF
Discount: Buy one lesson, get one free, plus a special Try Dubai discount on packages

We love this golf course because it welcomes all levels of golfers to give the sport a try, with its unique pay-to-play structure. Head to The Track tent for free access to their driving range, free lessons and discount packages.
meydangolf.com

03.2019_What's On_31

PRE-EVENT EDITORIAL COVERAGE

WHAT'S ON MAGAZINE MARCH ISSUE



Time-saver services



LAUNDRY MAN
Discount: 20 per cent discount off first order (minimum order Dhs50)

Is there anything better than not ever having to do your laundry? We don't think so. Thanks to Laundry Man, an on-demand app providing affordable laundry and dry-cleaning in Dubai, we've been enjoying hassle-free laundry services for months.
laundry-man.com

HELPLING
Discount: Dhs33 off your first three services

Meet the new domestic cleaning company with customers able to book and pay online and rate the service once the job is done. Upload the app, use the special code TryHelping33, and avail your discount now.
helping.ae

FIXERMAN
Discount: Dhs100 for laptop repair; Dhs75 mobile repair and more deals

Broken phone or laptop? Meet Fixerman at Try Dubai, the team on a mission to handle all your gadget repairs.
fixermanme.com

DIAL-A-BATTERY
Discount: 25 per cent discount off all services

Car won't start? Tire flat? Run out of fuel? Dial-A-Battery are the men you need on speed dial. They provide on-the-spot solutions so you – and your car – are up and running in no time.
dial-a-battery.com

GET HUGE DEALS ACROSS THE CITY



32_What's On_03.2019

PRE-EVENT EDITORIAL COVERAGE

WHAT'S ON MAGAZINE MARCH ISSUE



Arts & well-being



COURTYARD PLAYHOUSE
Discount: 10 per cent discount off courses

One of the region's best performing arts and training centres, Courtyard Playhouse is legendary in the city. At this homegrown theatre space, the team runs regular acting, comedy and improv classes.
courtyardplayhouse.com

DUBOMEDY
Discount: Dhs250 off improv/stand-up courses

Comedy heavyweights Mina and Ali are the undisputed King and Queen of Funnytown




ILLUMINATIONS
Discount: free meditation and consultations

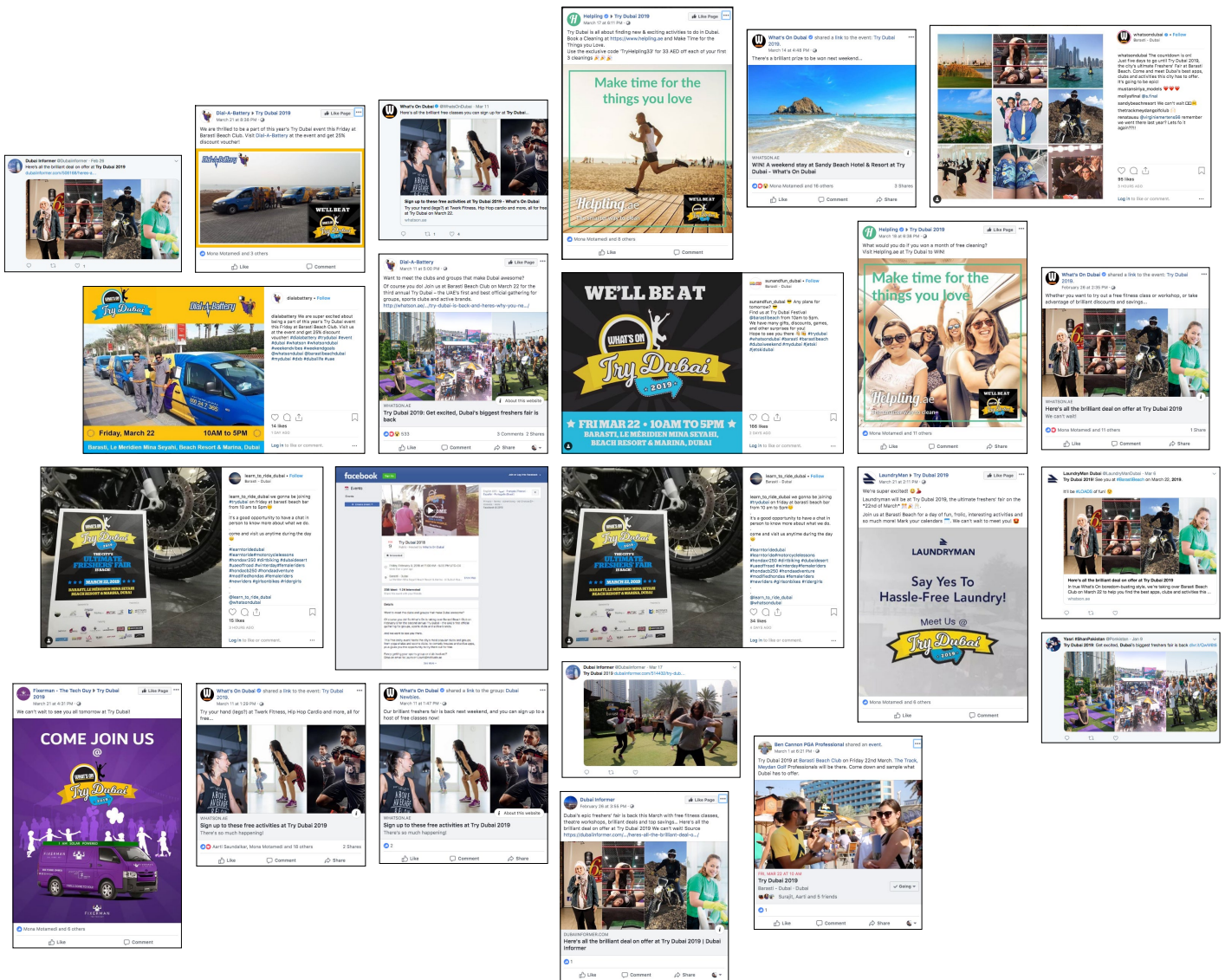
If Reiki and other forms of holistic well-being get your chakras excited, then you'll want to meet the good folks from Illuminations. The holistic centre is offering free meditation passes and consultations to Try Dubai visitors.
Illuminations.ae

SIGN UP TO FREE WORKSHOPS AT TRY DUBAI

March 22
 Barasti Beach, Dubai, Fri 11am to 5pm, free. Tel: (04) 4273000. Taxi: Barasti Beach. whatson.ae/dubai/try-dubai

34_What's On_03.2019

PRE-EVENT ONLINE



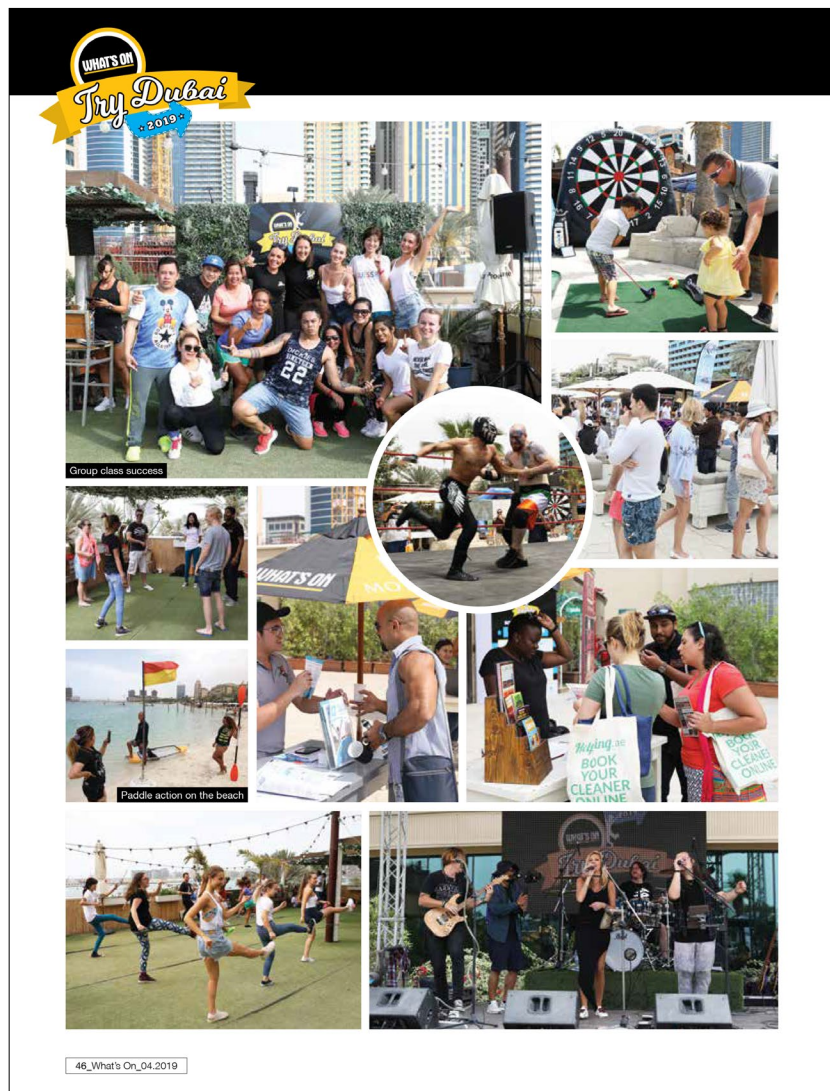
POST-EVENT EDITORIAL COVERAGE

WHAT'S ON MAGAZINE APRIL ISSUE



POST-EVENT EDITORIAL COVERAGE

WHAT'S ON MAGAZINE APRIL ISSUE



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Featuring:



Presented by

