



# 17<sup>TH</sup> APRIL 2019 | BARASTI BEACH

# **POST-EVENT** REPORT

IN ASSOCIATION WITH

EVENT PARTNERS

MOONSHINE FURA

parasti



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AGEMENT



SOCIAL PARTNER AUDIO VISUAL PARTNER

VOTE PROCESSING PARTNER **JACOBSONS** 















# **THANK YOU**





*What's On* would like to extend our thanks and appreciation to our sponsors and partners for a hugely successful evening, celebrating the very best of the nightlife industry.

We hope you enjoyed the event and we look forward to working with you in the future.

Thanks again, Motivate Media Group Events Team



TITAN





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LIFESTYLE MANAGEMENT PARTNER





SOCIAL PARTNER



AUDIO VISUAL PARTNER PHOTOGRAPHY PARTNER

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VOTE PROCESSING PRESENTED BY PARTNER

**JACOBSONS** 





### **DIGITAL INVITE**

More than 850 guests joined us to celebrate the success of the UAE's nightlife industry.

The guestlist consisted of nominees, industry professionals, sponsors and *What's On* Nightlife Awards guests.

The general public also had the opportunity to attend the event by purchasing allinclusive packages.









### **BARASTI, LE MÉRIDIEN MINA SEYAHI BEACH RESORT**

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 areas 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.



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# **PARTY PEOPLE**



Dubai's nightlife crowd was present at Barasti Beach in full force, celebrating the industry's best talents.



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### **PARTY PEOPLE**





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# **EVENT BRANDING**



Sponsor logos were visible on all event branding, including a giant photo backdrop, table top light boxes, the stage and on free standing branding.



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### **EVENT BRANDING**





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# **HEADLINE PARTNER**

Titan Energy Drink was displayed on all tables while hostesses were present across the venue allowing guests to sample the product during the award ceremony.



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# **HEADLINE PARTNER**



The following categories were presented by Titan:

Raj Chumber, Director at Titan presented Best Pub/Sports Bar to Lock, Stock and Barrel JBR

Bhikhu Popat, Chairman at Titan presented Best Beach Club to **Cove Beach at Caesars Palace** 

Bhikhu Popat, Rajesh Harilal, Raj Chumber presented Bar of the Year to The Penthouse

Bhikhu Popat, Rajesh Harilal, Raj Chumber presented Club of the Year to Base Dubai





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# **EVENT PARTNER**



Over one thousand Revival shots coloured the event in orange, blue and red as their various flavours were passed around to all guests during the event.

Joseph Arja, Founder of AGT, business partners of Revival in the Middle East presented Best Party brunch to STK Downtown

Joseph Arja Founder of AGT, business partners of Revival in the Middle East and George-Michael, Founder, iMaster Digital, Marketing Partners of Revival Shots presented Newcomer of the Year: Bar to Wavehouse

Joseph Arja Founder of AGT, business partners of Revival in the Middle East and George-Michael, Founder, iMaster Digital, Marketing Partners of Revival Shots presented Newcomer of the Year: Nightclub to Drai's DXB





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# **EVENT PARTNER**



Moonshine got everyone's attention with their mechanical bull, which proved to be a hit with many What's On Nightlife guests, who were unaware that they might be thrown to the sand at some point in the night.

Fabian Magnago & Sylvia Youssef, Co-Founders of Moonshine presented:

Best Ladies' Day to Made in Soho at Soho Beach Best Evening Brunch to The Stage Brunch at Love Parties at Jazz Pizza Express

Best Ladies' Night to Mr. Miyagi's





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# **EVENT PARTNER**



Guests of What's On Nightlife Awards got the opportunity to try the various shisha flavours on offer from FUMA.

Kirill Pelekh, co-owner of Fuma Dubai presented:

Best International DJ Set to Black Coffee at Blue Marlin Ibiza UAE

Best Festival to Corona Sunsets Festival at Barasti







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# LIFESTYLE MANAGEMENT PARTNER



In partnership with Inside Lifestyle, What's On gave away a competition prize package consisting of brunches, lunches, dinners and pool access across town for one lucky winner. Thousands of readers participated to win the hamper worth over Dhs50,000.

Chris Wright, Director of Inside Lifestyle presented Best DJ to **Jixo & Danz** 



THE ULIMATE LIFESTYLE EXPERIENCE SHORTLY! 1.1 YEAR SUPPLY OF HOTEL STAYS, VIP TABLE BS, SHOWS, BRUNCHES, DINNERS & MUCH 0 WORTH OVER DHS50,000! SKIL PIZZABXPRESS ..... Hideout LONDON

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### **BEVERAGE PARTNER**



African & Eastern were our official beverage provider for the evening. Johnnie Walker was the main brand showcased along with the popular Jägermeister bar.

David Beattie, General Manager - Sales - UAE On Trade presented **Best Outdoor Bar to The Penthouse** 





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SOCIAL PARTNER



AUDIO VISUAL PARTNER



PHOTOGRAPHY PARTNER



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MOTIVATE MEDIA GROUP

### SOCIAL PARTNER



Karl Mapstone Business Director – Middle East at Vamp presented the award for **Best Local Band/Act to Danny Aridi** 

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# **AUDIO VISUAL PARTNER**



Audio Visual Partner Solas, managed the production of stage, sound and lights for the *What's On* Nightlife Awards.

Edward Crossan, Managing Director at Solas presented:

Best Concert/Gig to Done Events presents 'Backstreet Boys' at Dubai Media City Amphitheatre

Best Live Music Venue to The Irish Village







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## PHOTOGRAPHY PARTNER



Photography partners, Geometria, made sure the event was captured through their lens as they snapped away pictures of the guests throughout the night.







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# **VOTE PROCESSING PARTNER**



Our vote processing partners, Jacobsons Direct, carried out the vote processing for our public voted categories.

JACOBSONS better experiences

Akram Raffoul, Partner, Executive Director at Jacobsons presented **Best House/Techno Night to Sesh at Industrial Avenue** 



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### WHAT'S ON EDITORIAL

**APRIL 2019 ISSUE** 





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PRE-EVENT COVERAGE



### **MEDIA PLAN**

	VEHICLE	DETAILS	FEB					MARCH				APRIL			MAY						
MEDIUM			1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	INSERTS	VALUE \$	TOTAL \$
PRINT ADVERTISING TEASER	WHAT'S ON DUBAI	FP			1														1	\$4,250	\$4,250
	WHAT'S ON ABU DHABI	FP			1														1	\$4,250	\$4,250
	CAMPAIGN	FP	1		1														2	\$5,500	\$11,000
PRINT ADVERTISING VOTE NOW	WHAT'S ON DUBAI	FP						1											1	\$4,250	\$4,250
	WHAT'S ON ABU DHABI	FP						1											1	\$4,250	\$4,250
	CAMPAIGN	FP						1											1	\$5,500	\$5,500
	WHAT'S ON DUBAI	FP										1	1						1	\$4,250	
	WHAT'S ON ABU DHABI	FP										1	1						1	\$4,250	
	CAMPAIGN	FP												1					1	\$5,500	
PRINT ADVERTISING WINNERS ANNOUNCED	WHAT'S ON DUBAI	FP															1		1	\$4,250	\$4,250
	WHAT'S ON ABU DHABI	FP															1		1	\$4,250	\$4,250
	CAMPAIGN	FP																	1	\$5,500	\$5,500
EXTERNAL PRINT ADVERTISING	GULF NEWS	1/4 PAGE										1			1				1	\$5,629	
EDM MARKETING: SAVE THE DATE	WHAT'S ON	E-SHOT(70,000)							1										1	\$220	\$15,400
	PITP	E-SHOT(2,000)							1										1	\$220	\$440
EDM MARKETING: VOTE NOW	WHAT'S ON	E-SHOT(70,000)							1		1								2	\$220	\$30,800
	PITP	E-SHOT(2,000)							1		1								2	\$220	\$880
EDM MARKETING: NEWS + LINE UP	WHAT'S ON	E-SHOT(70,000)								1		1		1	1				4	\$220	\$61,600
	PITP	E-SHOT(2,000)								1		1		1	1				4	\$220	\$1,760
EDM MARKETING: REMINDER	WHAT'S ON	E-SHOT(70,000)													1				1	\$220	\$15,400
	PITP	E-SHOT(2,000)													1				1	\$220	\$440
EDM MARKETING: WINNERS	WHAT'S ON	E-SHOT(70,000)															1		1	\$220	\$4,970
	PITP	E-SHOT(2,000)															1		1	\$220	\$142
DIGITAL BANNERS MARKETING: TEASER	WHATSON.AE	LEADERBOARD (100,000 IMPRESSIONS)			1			1											2	\$71	\$14,200
	GOLFDIGESTME.COM	LEADERBOARD (100,000 IMPRESSIONS)			1			1											2	\$71	
	WHATSON.AE	MPU (200,000 IMPRESSIONS)			1			1											2	\$89	\$35,600
	GOLFDIGESTME.COM	MPU (100,000 IMPRESSIONS)			1			1											2	\$89	
DIGITAL BANNERS MARKETING: VOTE NOW	WHATSON.AE	LEADERBOARD (100,000 IMPRESSIONS)									1								1	\$71	\$7,100
	GOLFDIGESTME.COM	LEADERBOARD (100,000 IMPRESSIONS)									1								1	\$71	\$7,100
	WHATSON.AE	MPU (200,000 IMPRESSIONS)									1								1	\$89	\$17,800
	GOLFDIGESTME.COM	MPU (100,000 IMPRESSIONS)									1								1	\$89	\$8,900
DIGITAL BANNERS MARKETING NEWS + LINE UP DIGITAL BANNERS MARKETING: WINNERS	WHATSON.AE	LEADERBOARD (100,000 IMPRESSIONS)								1			1		1				3	\$71	
	GOLFDIGESTME.COM	LEADERBOARD (100,000 IMPRESSIONS)								1		1			1				3	\$71	
	WHATSON.AE	MPU (200,000 IMPRESSIONS)								1					1				3	\$89	\$53,400
	GOLFDIGESTME.COM	MPU (100,000 IMPRESSIONS)								1		1			1				3	\$89	\$26,700
	WHATSON.AE	LEADERBOARD (100,000 IMPRESSIONS)															1		1	\$71	\$7,100
	GOLFDIGESTME.COM	LEADERBOARD (100,000 IMPRESSIONS)																	1	\$71	\$7,100
	WHATSON.AE GOLFDIGESTME.COM	MPU (200,000 IMPRESSIONS)															1		1	\$89 \$89	\$17,800
		MPU (100,000 IMPRESSIONS)																	1		\$8,900
EXTERNAL DIGITAL MARKETING	GULF NEWS	MPU (100,000 IMPRESSIONS)																	1	\$40	
	VIRGIN	15 SECOND SLOTS-14 SPOTS									1	1	1	1					4	\$450	\$25,200
	DUBAI 92	15 SECOND SLOTS-14 SPOTS									1	1	1	1					4	\$125	\$7,000
	DUBAI MEDIA CITY & BUSINESS BAY	15 SECOND SLOTS										1	1	1	1				4	\$2,725	\$10,900
CINEMA:	4 X VOX SCREENS	15 SECONDS									1	1	1	1	1				5	\$15,513	\$77,562.50
TOTAL																			78	\$83,962	\$609,924

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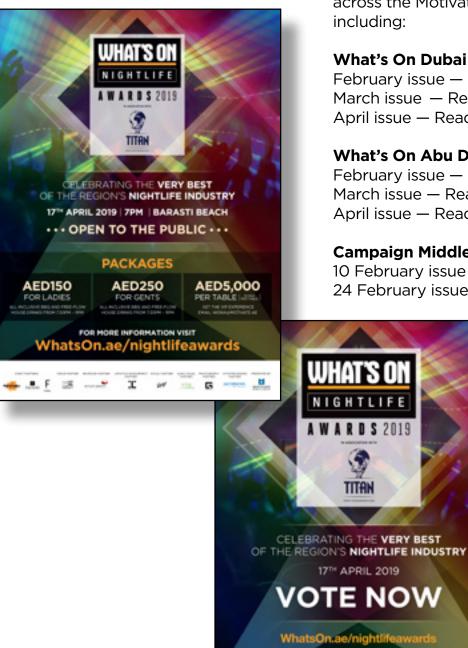




# **PRE-EVENT COVERAGE**



### **PRINT ADVERTS**



The print advertisements were placed across the Motivate Media Group titles, including:

#### What's On Dubai

February issue – Readership of **100,000** March issue — Readership of 96,000 April issue – Readership of **90,500** 

#### What's On Abu Dhabi

February issue – Readership of 60,000 March issue — Readership of **58,000** April issue – Readership of **59,500** 

#### **Campaign Middle East**

10 February issue – Readership of 14,000 24 February issue – Readership of 13,500

> Campaign **Total Readership:** 491,500

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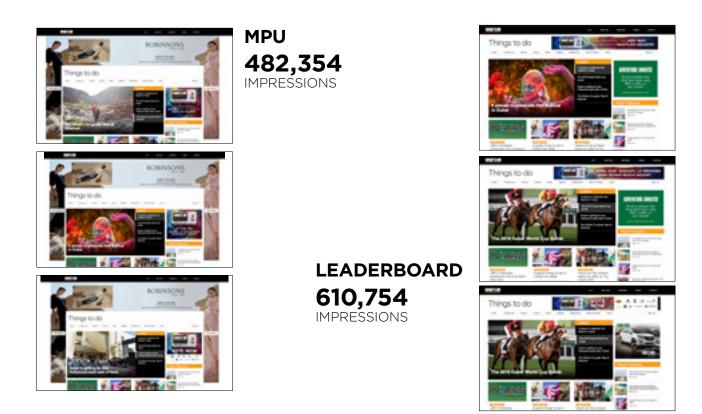
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### **DIGITAL BANNERS**

Digital banners promoting the event were live on our websites from 18 February to 16 April.





HALF PAGE **785,332** IMPRESSIONS

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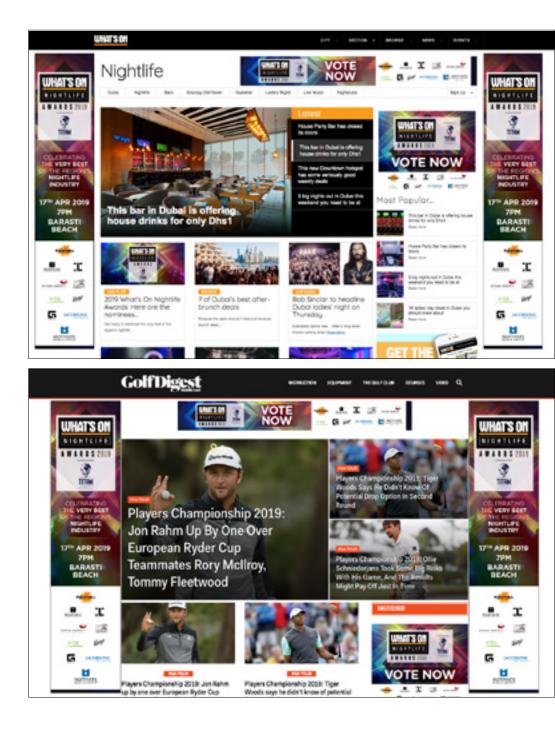


### **HOMEPAGE TAKEOVER**

Digital homepage takeover promoting the event were live on whatson.ae, golfdigestme. com and campaignme.com from March 25, 2019 through to the event.

354,581 IMPRESSIONS

1,050 SÉRVER CLICKS





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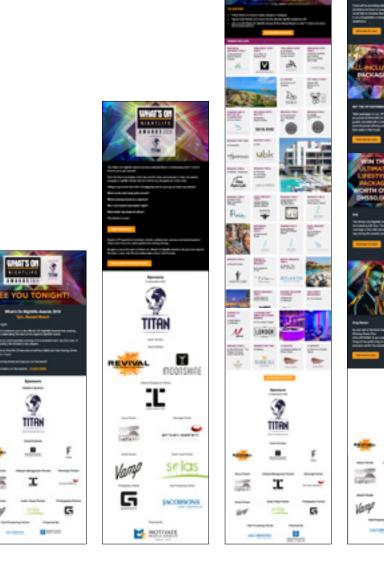
# **PRE-EVENT COVERAGE**



### **EDMS**

Several EDM's were sent leading up to the event to our database, targeting a total of 70,000 people.

3 March – Unique Opens 560 23 March — Unique Opens 759 5 April – Unique Opens 2,360 15 April – Unique Opens 2,560







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# **PRE-EVENT COVERAGE**



### **RADIO AD**

Aired on Dubai 92, reaching **393,000** listeners/week

**Campaign 1** 1 March – 31 March Dubai 92 30 seconds advert run during breakfast and drive time **Campaign 2** 1 April – 16 April Dubai 92 30 seconds advert run during breakfast and drive time



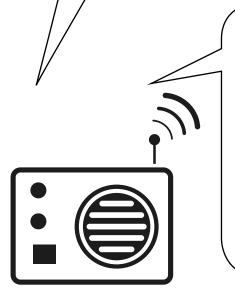
#### WHAT'S ON NIGHTLIFE AWARDS RADIO AD 1

The *What's On* Nightlife Awards in association with Titan Drinks are back at Barasti Beach on Wednesday April 17 and it's time for you to get involved.

Voting is now live for four of the 18 categories and it's up to you to crown your winners.

Where is the city's best party brunch? Who runs Dubai's best ladies' night? The decision is yours.

Head to whats on dot ae, forward slash nightlifeawards to cast your vote.



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#### WHAT'S ON NIGHTLIFE AWARDS RADIO AD 2

*What's On* is celebrating the nightlife industry and you're invited.

The *What's On* Nightlife Awards in association with Titan Drinks takes place on April 17 at Barasti Beach.

It's free entry and all-inclusive packages start at 150 dirhams.

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Visit whatson dot ae forward slash nightlife awards for more information.

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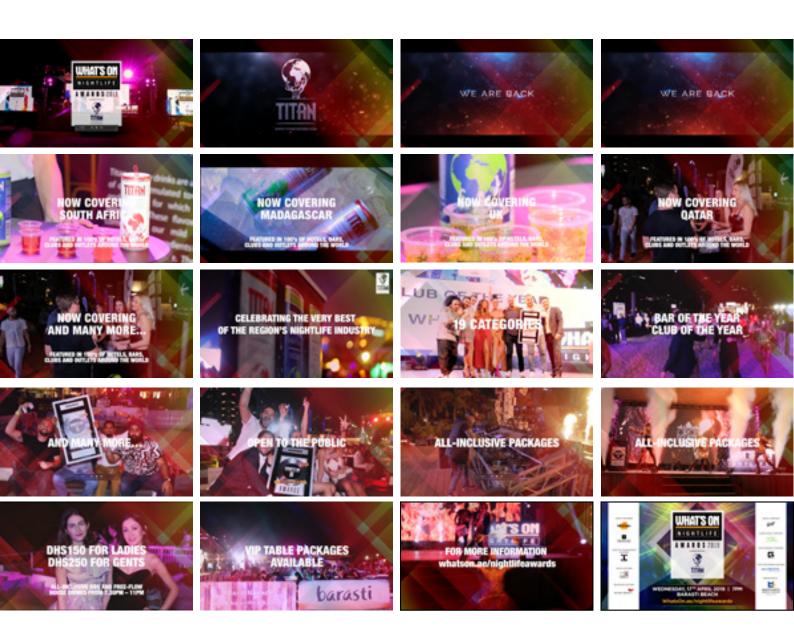




### **CINEMA ADVERTISEMENT**

30 second adverts were shown across VOX cinemas in Mirdiff, Mall of the Emirates, Mercato and Marina Mall from 1 April - 16 April. Targeting over 6 million movie goers.





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### **ONLINE COVERAGE**

There was online coverage on the What's On website and other platforms.







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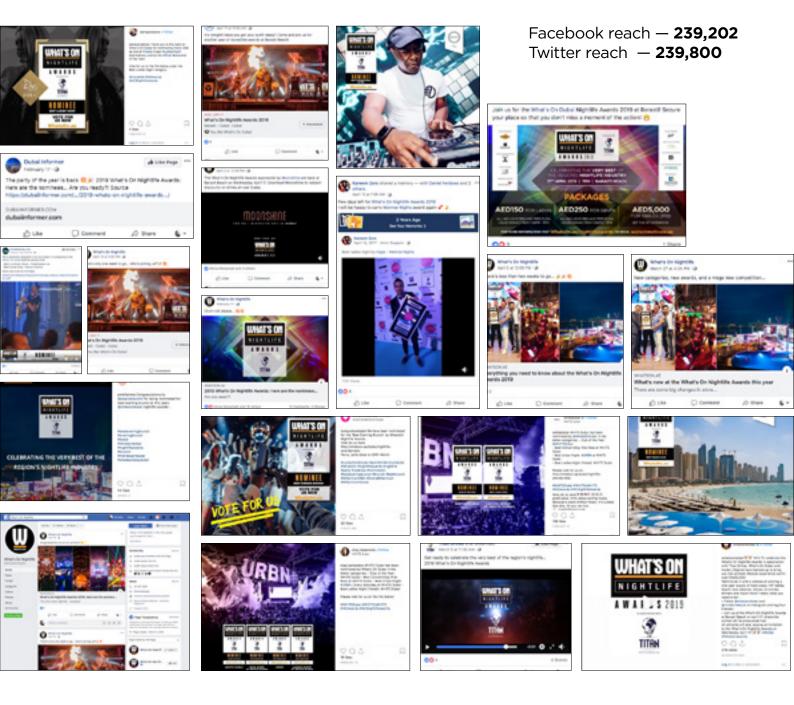


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### **SOCIAL MEDIA**

Numerous posts were uploaded from the What's On team, Barasti (venue) and guests, pre, during and post event. Below is a small selection.



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### WHAT'S ON SOCIAL MEDIA

Instagram reach – 158,631



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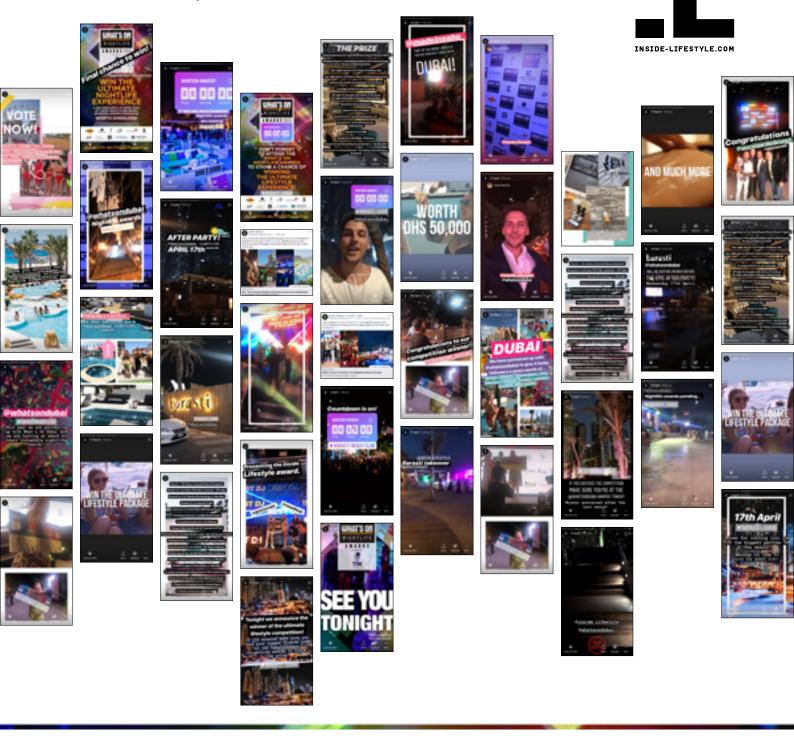
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### **INSIDE-LIFESTYLE SOCIAL MEDIA**

Total reach — **190,000** 



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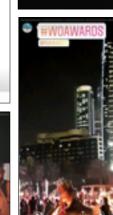


### VAMP SOCIAL MEDIA





















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# **PRE-EVENT COVERAGE**



### **BARASTI**



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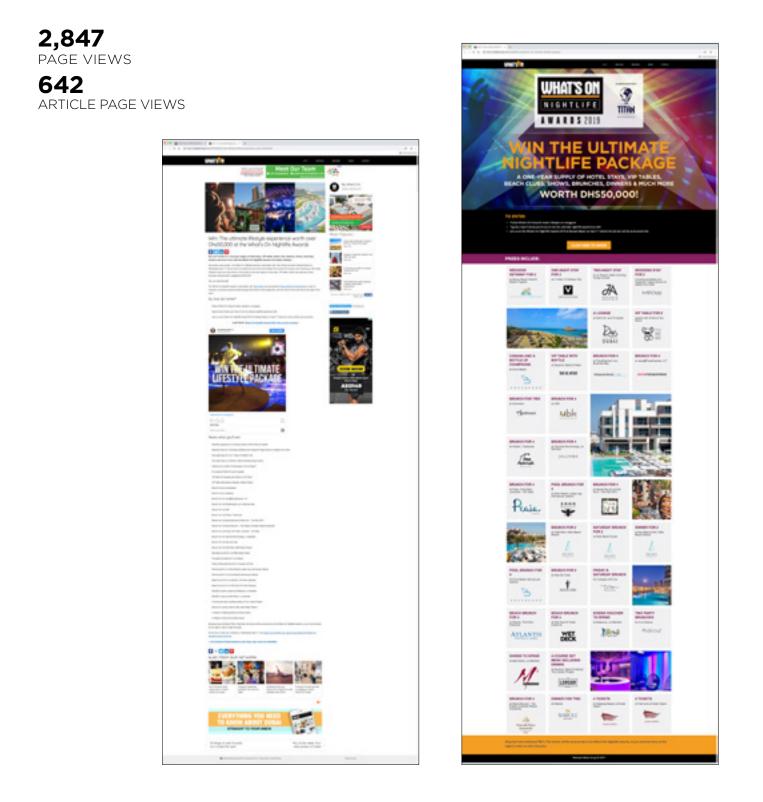
VOTE PROCESSING PARTNER **JACOBSONS** 



# **COMPETITION CAMPAIGN**



#### **COMPETITION WEBSITE**



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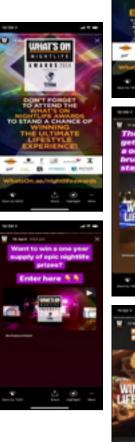
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# **COMPETITION CAMPAIGN**



#### SOCIAL **MEDIA**





REACHING **48,000** CONSUMERS.

COMPETITION EDM X 2 **50,000** CONTACTS

RECEIVED A TOTAL OF

**1,000** ENTRIES



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CLUB OF THE YEAR **BASE DUBAI** 





NEWCOMER OF THE YEAR - BAR WAVEHOUSE

NEWCOMER OF THE YEAR - NIGHTCLUB **DRAI'S DXB** 



BEST DJ **JIXO & DANZ**  BEST LOCAL BAND/ACT DANNY ARIDI

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**BEST URBAN NIGHT URBN AT WHITE DUBAI** 

**WINNERS** 

**BEST HOUSE/TECHNO NIGHT** SESH AT INDUSTRIAL AVENUE



BEST INTERNATIONAL DJ SET BLACK COFFEE AT BLUE MARLIN IBIZA UAE

**BEST FESTIVAL** CORONA SUNSETS FESTIVAL AT BARASTI

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**BEST CONCERT/GIG** DONE EVENTS PRESENTS, BACKSTREET BOYS AT DUBAI MEDIA CITY AMPHITHEATRE

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BEST BEACH CLUB COVE BEACH, CAESARS PALACE



BEST OURDOOR BAR THE PENTHOUSE



BEST LADIES' DAY MADE IN SOHO AT SOHO BEACH







**BEST EVENING BRUNCH** THE STAGE BRUNCH AT JAZZ **PIZZAEXPRESS, JLT** 



**BEST PARTY BRUNCH STK DOWNTOWN** 





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BAR OF THE YEAR LOCK, STOCK & BARREL



CLUB OF THE YEAR

WHITE DUBAI





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**BEST FESTIVAL** 

**GROOVE ON THE GRASS** 

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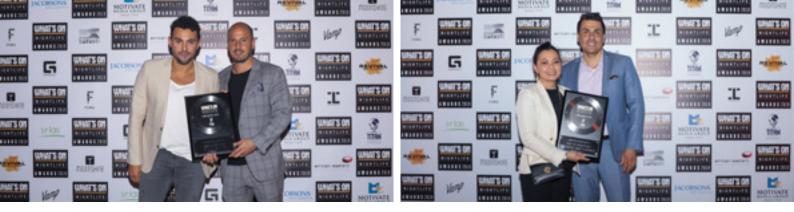
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**BEST LADIES' NIGHT** RAMUSAKE

BEST LIVE MUSIC VENUE **Q'S BAR & LOUNGE** 



BEST EVENING BRUNCH **MR MIYAGI'S** 

BEST LADIES' DAY NIKKI BEACH



BEST OUTDOOR BAR **SOHO GARDEN** 

**BEST CONCERT DUBAI OPERA** 



# **HIGHLY COMMENDED**





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**BEST HOUSE/TECHNO NIGHT** NOMAD AT PLAYA NOMADE

BEST PARTY BRUNCH **SECRET GARDEN BRUNCH AT FLAIR NO. 5** 



**BEST URBAN NIGHT** THE LIST AT BILLIONAIRE MANSION

BEST INTERNATIONAL DJ SET SOLOMUN AT SOHO BEACH



# **HIGHLY COMMENDED**



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MAY 2019 ISSUE



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MAY 2019 ISSUE



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MAY 2019 ISSUE

### BEST FESTIVAL

FESTIVAL AT BARASTI This three-day party is a highlight in the winter sea calendar in Dubai. Beachside pop-ups, drinks deals and epic DJ sets as the sun goes down see half the city turn up to Earasti over the weekend of the Corona Sunsets Festival. This year, the festival made waves as the first festival in the city with a focus on sustainability. Highly Commended: Groove on the Grass

### BEST CONCERT/GIG

BACKSTREET BOYS AT DUBAI MEDIA CITY AMPRITURATRE Nick Carter may have almost fallen off the Media City Amphitheatre stage at their Dubai gig, but we fell harder in love with the boys after an epic concert filled with old-school hits. Eackstreet's back indeed. Highly Commended: Hacierda Classical at Dubai Opera

#### BEST LIVE MUSIC VENUE

From Busted to Marti Pellow; the live acts you can catch at The Irish Village are of the widest range imaginable. Walking into the Irish Village feels like home, which is why any gig there successfully manages to bring packed-out crowds to the waterside of Garboud. Highly Commended: Q's Bar and Lounge



### VOTED FOR BY YOU, OUR READERS



### BEST LADIES' NIGHT

f that there's no better inesday night out than Wr Miyagi's Wednesday es' night. **Highly Commended** 

usake

### **BEST PARTY BRUNCH**

he food and drink are lantastic, and you can't beat the vibe. Highly Commended: Secret Garden Brunch at Flair No.5

### BEST LADIES' DAY

Fact: There are no midek pool parties better an Made in Soho. A m up bar, VIP cabanas complete with jacuzzis d much more **Highly Commended** Nikki Beach Dubai

### BEST EVENING

### NGH. 330

hursday ev ng ty brunches stands out from the crowd is to its ge gs of signature Pizza dishes, extensive ering and li riginment Wy Commended Ir Myagi's



#### BEST PUB

K & BARREL Lock, Stock & Barrel JBR is a Dubai stalwart when it comes to post-work drinks. Add to that the super-sized screen for all the big matches, and a huge stage that serves up some beilliant local live music - and you've got yourself an awardwinning venue. Highly Commended: The Hideout

We loved Cove Beach version one. But when it arrived at Caesars Palace it was bigger

#### and better than even we could have imagined. Highly Commended: Zero Gravity

### BEST OUTDOOR BAR

There's no time of day we don't love paying a visit to The Penthouse. Tan topping in the daytime? Check. Sundowners against the Marina skyline? Check. Seeing international DJs by night? Check - this bar has got it all, and there's nowhere we'd rather be for a drink alfresco. Highly Commended: Sobo Garden



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BEST BEACH CLUB



MAY 2019 ISSUE



# THE GRAND PRIX AWARDS

#### NEWCOMER OF THE YEAR: NIGHTCLUB DRAFS DXB

The Las Vegas export had a lot to prove with such a large reputation in the US, but they have delivered and then some. With the biggest names in hip-hop regularly headlining the stage to a sold-out crowd of fans, this is THE place to be on Tuesdays and Fridays. **Highly Commended:** Tay Room

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#### NEWCOMER OF THE YEAR: BAR

Wavehouse caters for everyone - with a bowling alley, retro gaming zone, restaurant, adulto-only bar and even a wave machine. This entertainment destination also has a fantastic ladies' night and a pretty epic monthly full moon party. Highly Commended: The Hideout

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### You can always guarantee a great time at The Penthouse.

Whether it's to party the night away with one of house music's most current DJs at Skyline Thursdays, or spend the day in the transparent pool sipping cocktails, you're bound to have a memorable experience here. Highly Commended: Lock, Stock & Barrel

### CLUB OF THE YEAR

Base rocketed onto the nightlife season and has gone from strength to strength. With an endless amount of superstar performances under its belt, as well as some seriously wow-worthy productions at their weekly Saturday party, Cravyland, Base always goes the extra mile in delivering a unique experience for tisitors. Highly Commended: White Dabai

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# **POST-EVENT COVERAGE**



# **PRINT ADVERTS**

Winner's announcement adverts were placed in the following magazines:

### What's On Dubai May issue -Readership of 100,000

What's On Abu Dhabi May issue -Readership of 88,000

Total readership of 188,000



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# **POST-EVENT COVERAGE**



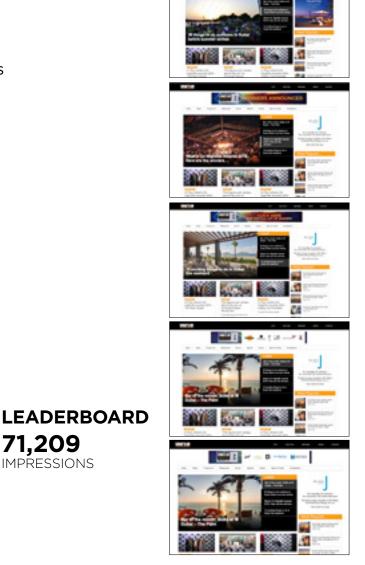
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# **DIGITAL BANNERS**

Winners announced through digital banners 17 April - 24 April.



MPU 21,515 IMPRESSIONS





# HALF PAGE 100,197 IMPRESSIONS

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71,209 IMPRESSIONS







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## **EDM**

Winners EDM was sent to a database of over 70,000 subscribers on April 18.

Unique Open Rate: 4,993



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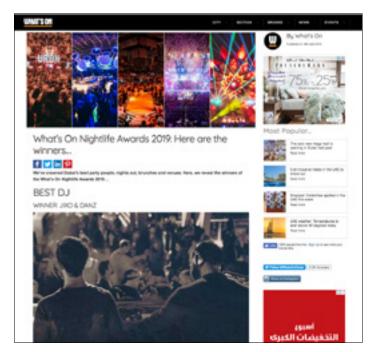






## **ONLINE EDITORAL COVERAGE**





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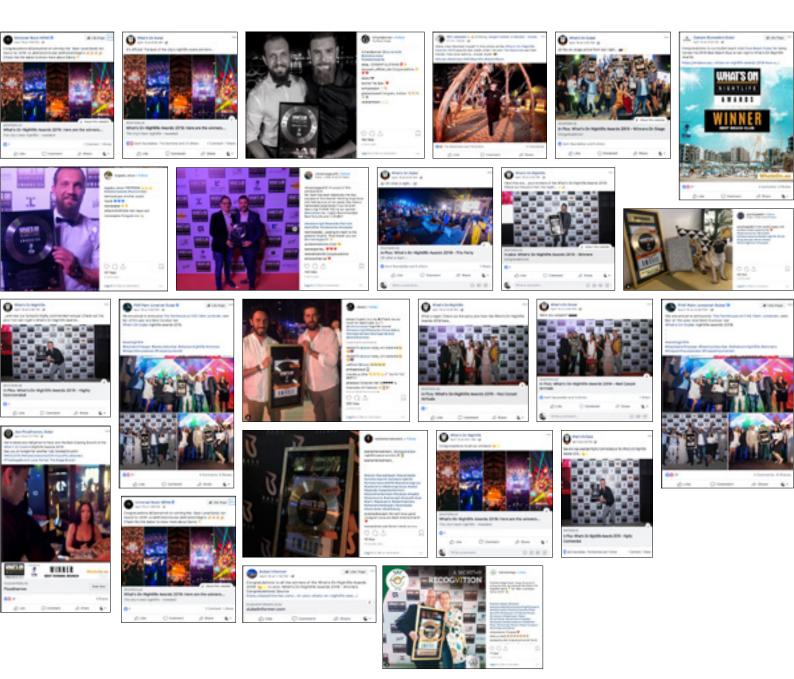




# **SOCIAL MEDIA**

### **#WONIGHTLIFE**

Social media was bombarded with post-event congratulatory coverage through Facebook, Instagram and Twitter.



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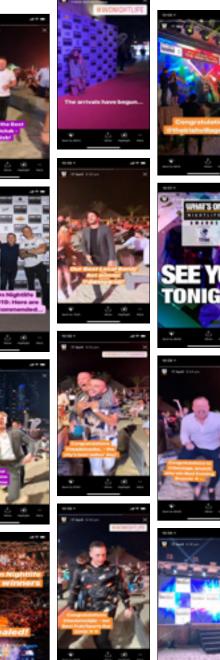


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# **POST-EVENT COVERAGE**



# **MORE SOCIAL MEDIA POSTS #WONIGHTLIFE**



















































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