

WheresMyVibe Marketing Campaign

Objective

To build a marketing campaign that drives users to the WheresMyVibe website and encourages them to return and use it consistently.

Campaign – #BeAwareBeThere

Next time you miss an event, it's simply because you didn't want to go. The regret of not being informed of any event is always bigger than knowing about it and choosing not to go. With the WheresMyVibe website, you can see what's happening in Dubai within seconds and decide for yourself.

Core Communication

1. Cross The Chaos - The chaos in life and on internet can make you miss an event, wheresmyvibe will tell you what's happening around you in seconds, #BeAwareBeThere
2. AI Automated - No chance of you not being informed, our ai driven system picks up an event the moment it is setup. #BeAwareBeThere
3. Search & Miss - Yes, there are websites where you can look for upcoming events, but let's be honest, when you search on your own you usually end up missing something. WheresMyVibe makes sure you don't miss anything. #BeAwareBeThere

Marketing Channels

Online

1. Instagram
2. Reddit
3. Snapchat

Offline

1. Hoardings
2. Flyers

Online Channels - Sample Content

Creative Type - Video

An ai generated model on screen with its twin to create a hook

Twin-1 - Four music events around us and I will go to this one.

Twin-2 - You just got on your phone 5 seconds back, how do you know?

Twin-1 - How outdated you are! If ai can create us, can't ai tell about what's happening around.

The reel will showcase the Ui/Ux of the website and explain how to use

Ending dialogue - Well, better #BeAwareBeThere

Creative Type - Static

Image - A topshot of dining table with fruits and snacks on it spread on it in a chaos and unorganised manner.

Text - Can you find grapes in this?
See caption if you can't

Caption - Well similarly there's a chaos on internet if you search events next you. Visit our website for a surprise. #BeAwareBeThere

Offline Channels - Sample Content

A typical A4 size flyer

Content - Before you make a paper plane out of this
please hear us out!

Our Super Power - We can tell you the events near you
in seconds. Don't trust us!

Visit Our Website - www.wheresmyvibe.com

#BeAwareBeThere

Or Scan this (A QR Code)

Creative Type - Hoarding

Random Events Written in random manner!

Copy - We tried fitting all the events here but we just
could not fit them up. All of them are on our website.

Visit - www.wheresmyvibe.com
#BeAware#BeThere

Thank You