SUBMISSION BOOK

J. WALTER THOMPSON DUBAI

MERAAS

BOXPARK

J. Walter Thompson

BOXPARK

Thinking

People make places. Places never make people.

And in today's world where people's posts, shares and clicks dictate trends and what's hot, those words hit home more than ever.

The digital world is a fierce battle ground where people are looking for interesting things to do and share as well as interesting things to talk about.

So how do we make BOXPARK uniquely interesting?

We let the people do it for us.

MEET

interesting

#MeetInteresting

Empowering and finding the most interesting people of Dubai whether local or expat through their creativity and talent.

Idea

Box Park Dubai becomes a blank canvas for interesting people to be seen and heard. An organic platform that creates opportunities for upcoming musicians, entrepreneurs, artists, inventors and etc. It can be anything as long as it's interesting. And by owning interesting, Box Park becomes the most interesting place in the city. A bustling hive of activity that you'll want to visit over and over again.

But first... in order to take part people have to prove to us that they are as interesting as we are.

aaron leung

Mahmoud Home



Timeline | About | Friends 78 Mutual | Photos | More

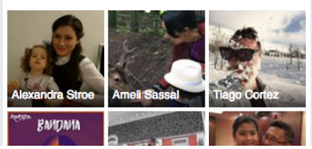
Intro

- Copy Writer at J. Walter Thompson Worldwide
- Studied at Dubai College
- Went to Dubai College
- Lives in Dubai, United Arab Emirates
- From Dubai, United Arab Emirates

Photos



Friends · 2,237 (78 Mutual)

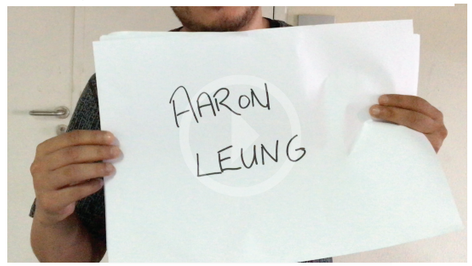


Post | Photo / Video

Write something...

Aaron Leung
September 28 at 10:34am · Dubai ·

Vote to see me perform at BOXPARK! #meetinteresting
www.boxpark.ae



Like Comment Share

Ramy CT and 17 others

Write a comment...

Aaron Leung shared a link.
September 28 at 12:28am ·



Erie Ave - I Don't Know

Erie Ave - I Don't Know / Produced by: Mic Lungz Video Directed By: Miguel Asua / Asua Light / #IAmMiguelAsua Soundcloud "I Don't Know" FREE DOWNLOAD: https:...

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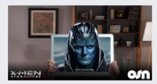

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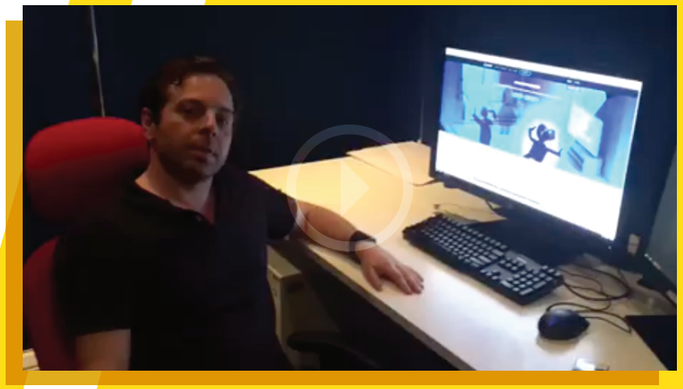
98% Chat (Off)



Aaron Leung
Advertising Copywriter
Interest: Making music
Dream: To be the first Dubai artist to win a Grammy







video submissions

1.

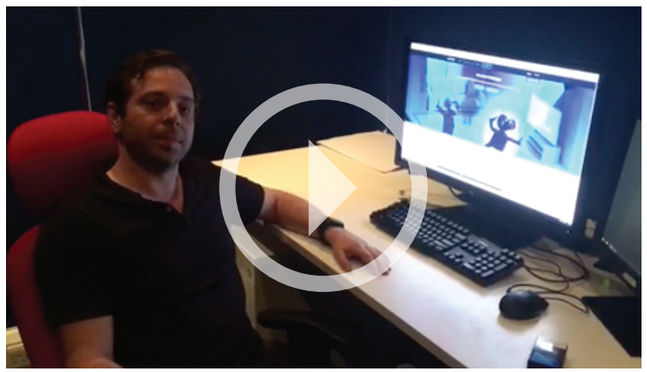


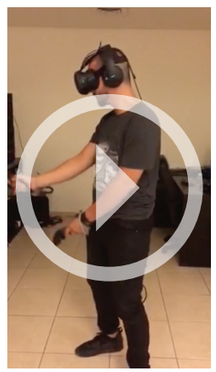




Lucky Schild
Dubai Media Incorporated -
Audio Engineer
Interest: Creating the perfect
ramen burger
Dream: A chain of restaurants

2.

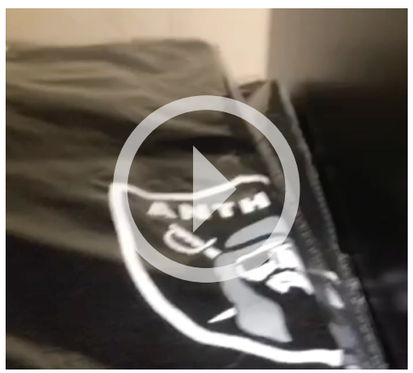




Freddie Jaques
3D design artist
Interest: Virtual reality
Dream: To create virtual worlds

3.





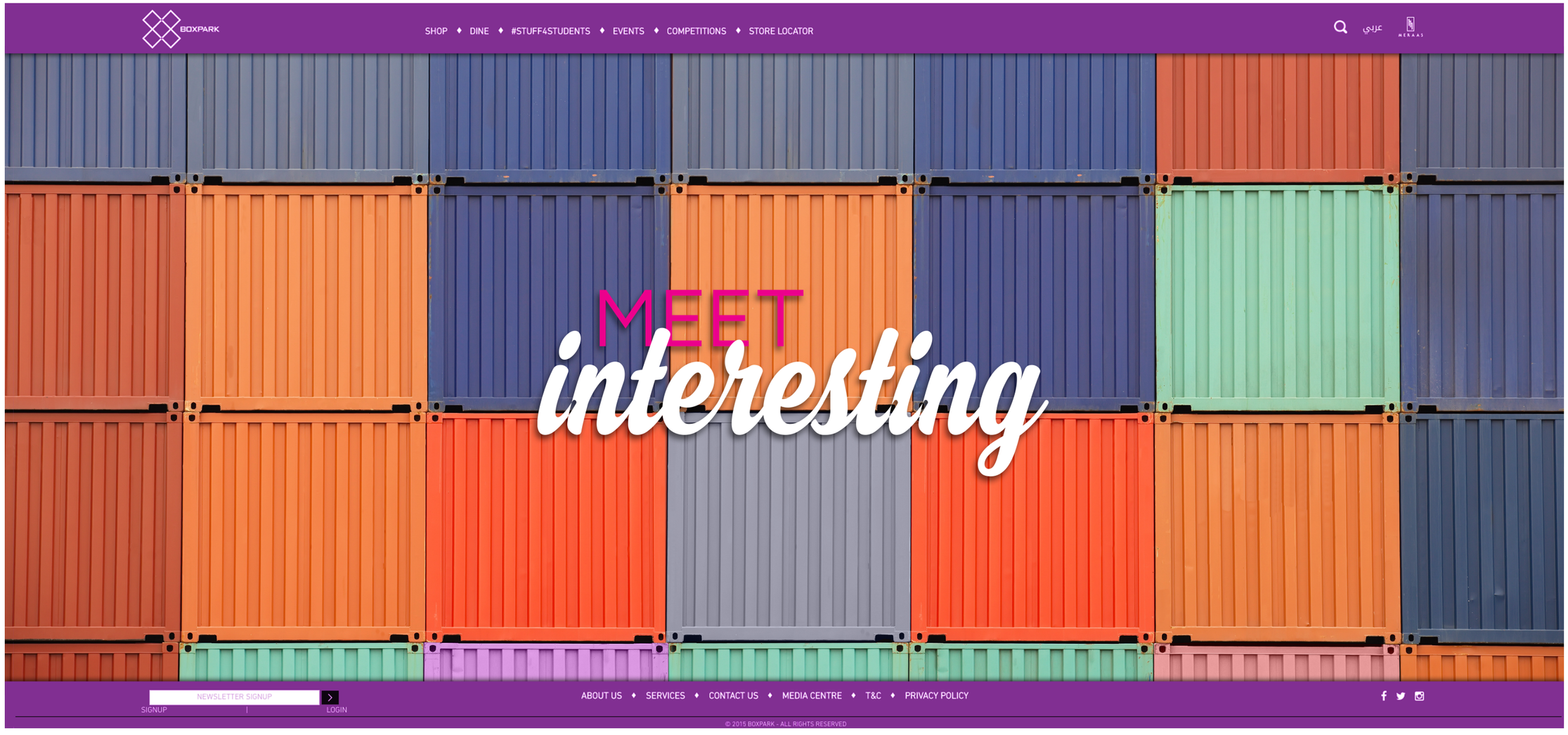
Ahmed Al Mazrouei
Accountant
Interest: Creating a fashion line
Dream: To open stores across the GCC

How do I take part

The Meet Interesting Microsite

We create a microsite to drive submissions and engaging content. The page will feature empty boxes waiting to be filled. To submit and take part, users click on the box and upload videos, pictures, documents or presentations of their ideas interests.




BOXPARK
SHOP ♦ DINE ♦ #STUFF4STUDENTS ♦ EVENTS ♦ COMPETITIONS ♦ STORE LOCATOR
عربي
MERAAS
MEET
interesting
NEWSLETTER SIGNUP
SIGNUP | LOGIN
ABOUT US ♦ SERVICES ♦ CONTACT US ♦ MEDIA CENTRE ♦ T&C ♦ PRIVACY POLICY
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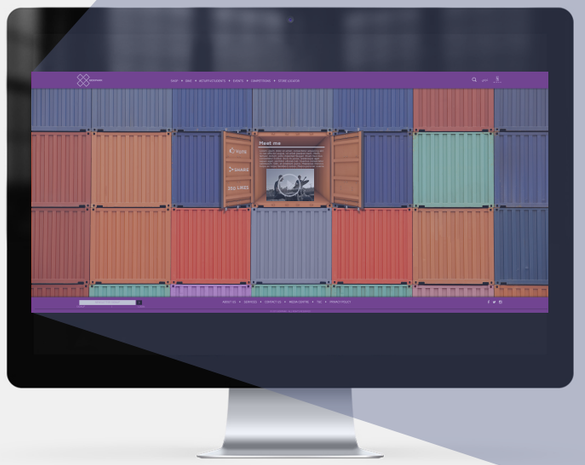
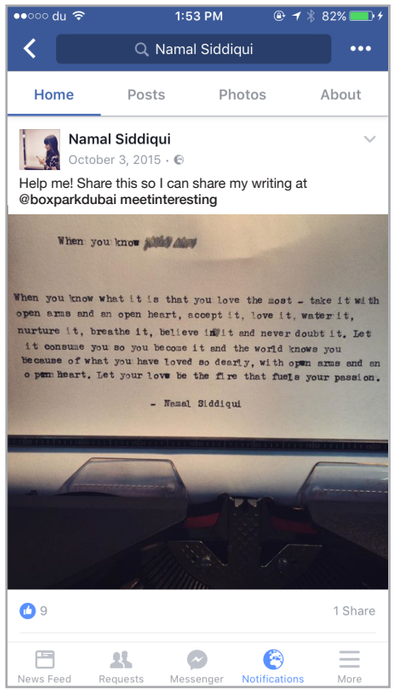


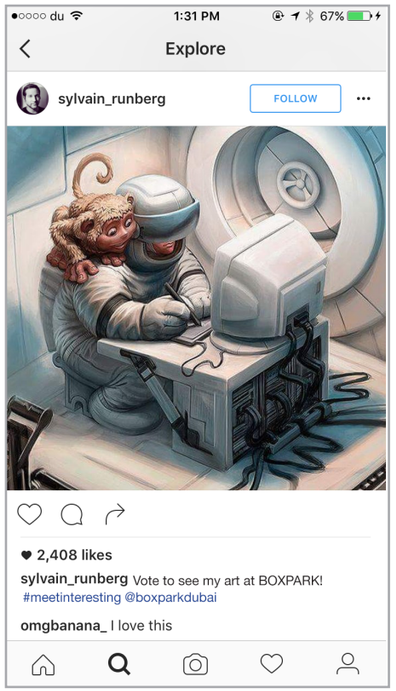


They then have to share their submissions across their own social platforms. The people with the most likes, votes and shares get selected to feature in Box Park Dubai. By doing so we encourage participants to share content which helps us drive engagement and awareness.

We get them to advertise for us!





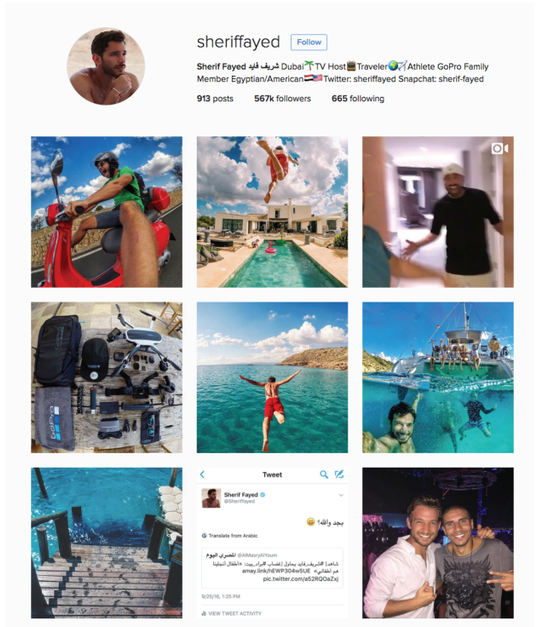


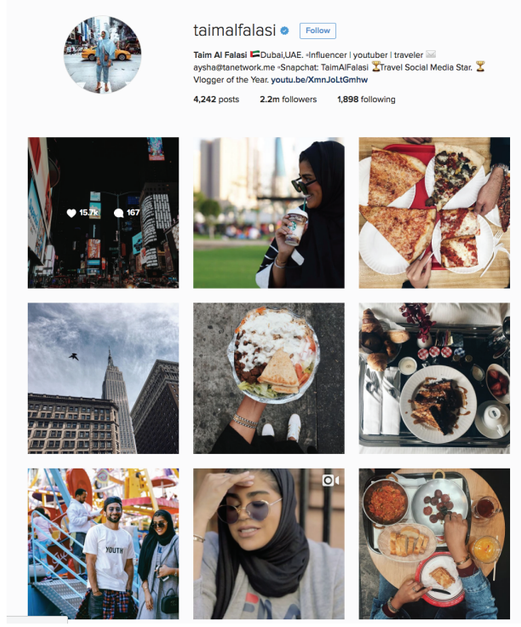


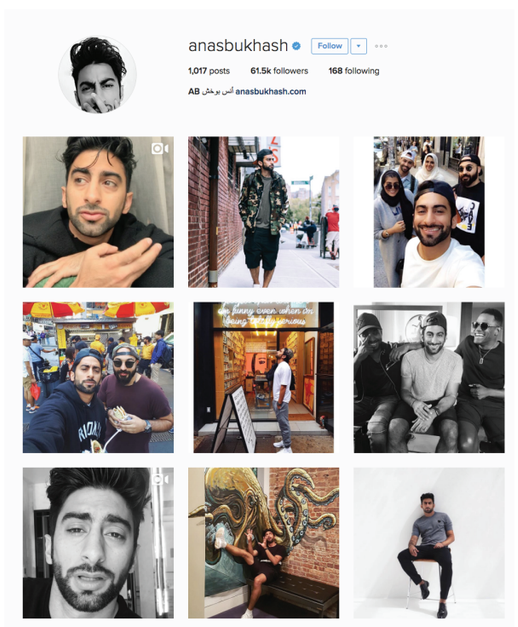
But how do we
drive awareness,
traffic and submissions
to our site?

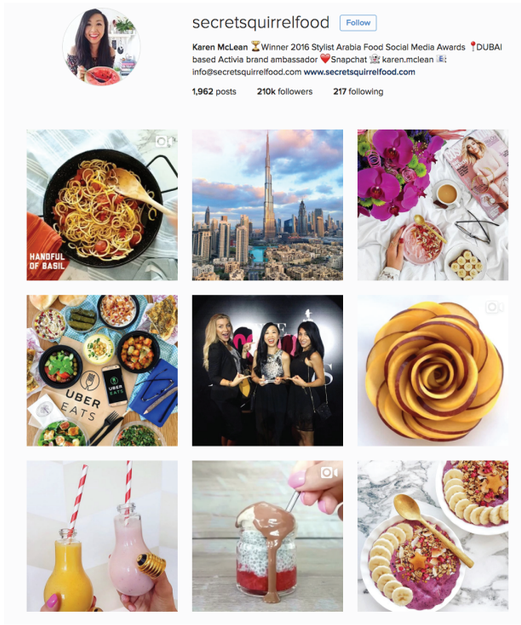
Influencers

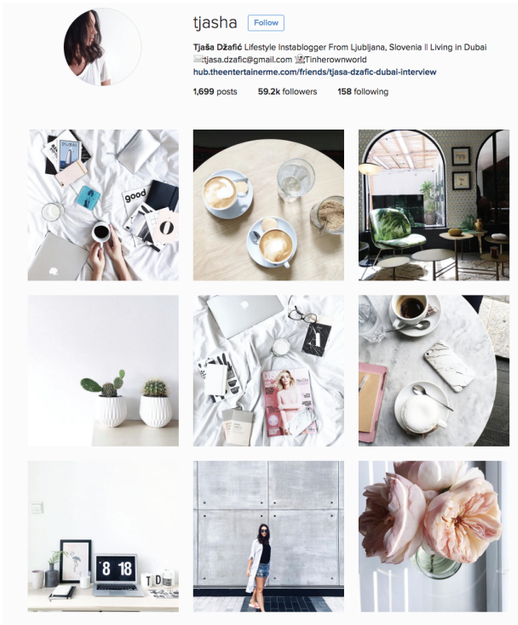
We launch our microsite with a specially hand-picked group of local influencers that cover a wide range of interesting fields. They will announce our ‘Meet Interesting’ concept and encourage submissions throughout the country. Our influencers will also have their own interesting boxes at Box Park to showcase their work.













And once we've selected our most interesting people. We invite them to BOXPARK.

Where they will be given their own spaces to share their interesting submissions.





Meet little interesting

Even the future young interesting people can get involved.

We partner with schools in the country and ask them to submit their interests and dreams. We then invite them to BOXPARK where they can showcase their submissions and work.

Meet interesting labs

Our Meet Interesting labs will host interesting events throughout the year.

We can feature educational workshops and talks by successful interesting people on how to develop ideas and turn them into reality.

We'll also have collaboration workshops where our selected interesting people combine their ideas with one another to create something fresh and new.



And how does this fall in line with the annual events calendar?

#MeetInteresting can be adapted to fit any occasion. Our campaign can turn every occasion into an interesting one therefore separating ourselves from all the competition by being truly interesting and unique.

Dubai Shopping Festival Meets Interesting Music – At BOXPARK all of our shopping festival activities will be music themed with an interesting twist.



DUBAI FOOD 2014 FESTIVAL

21 FEBRUARY – 15 MARCH



Dubai Food Festival Meets Interesting cooking –
We feature interesting chefs from Dubai that cook in unique and different ways.

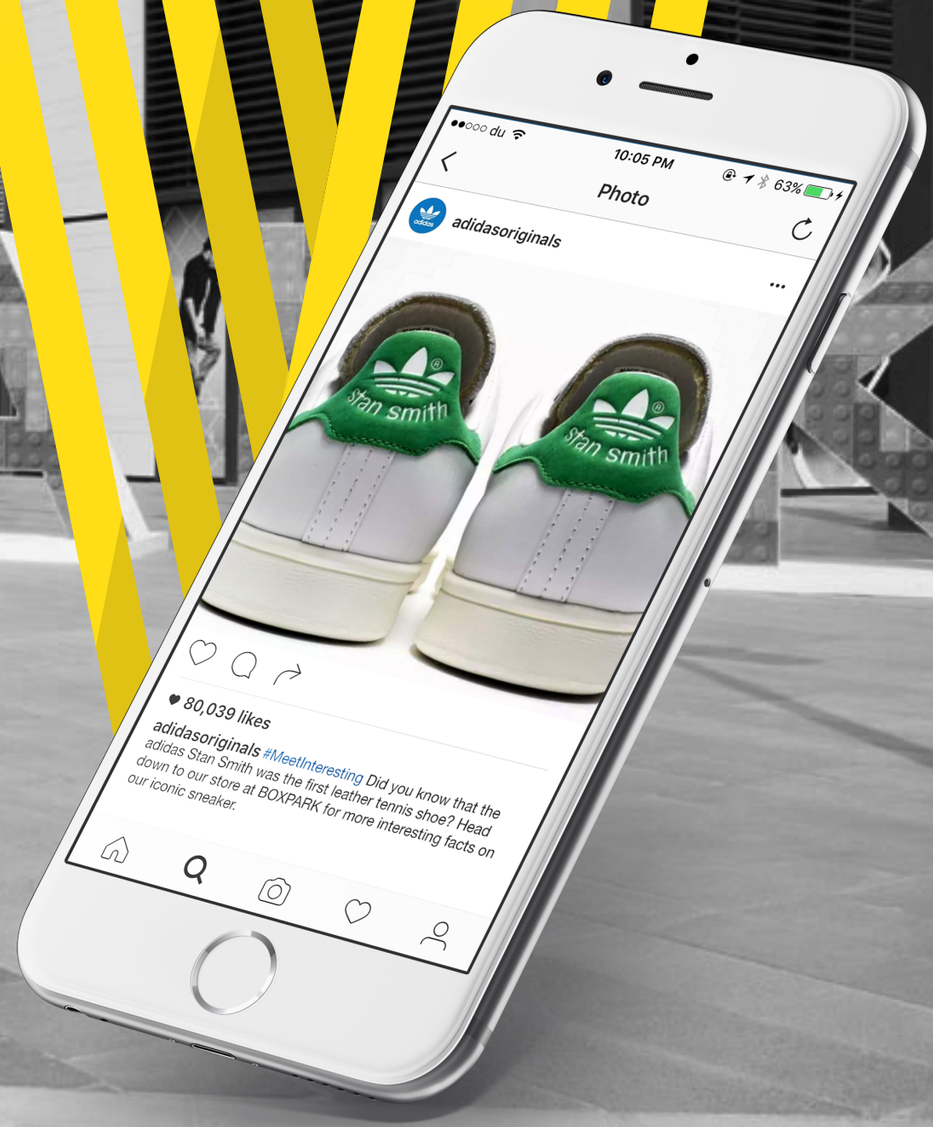
Social post

Our social posts will encourage engagement and drive submissions as well. We'll also create generic post that always come across as interesting



Social post for retail

We can also create interesting posts for our retail outlets.



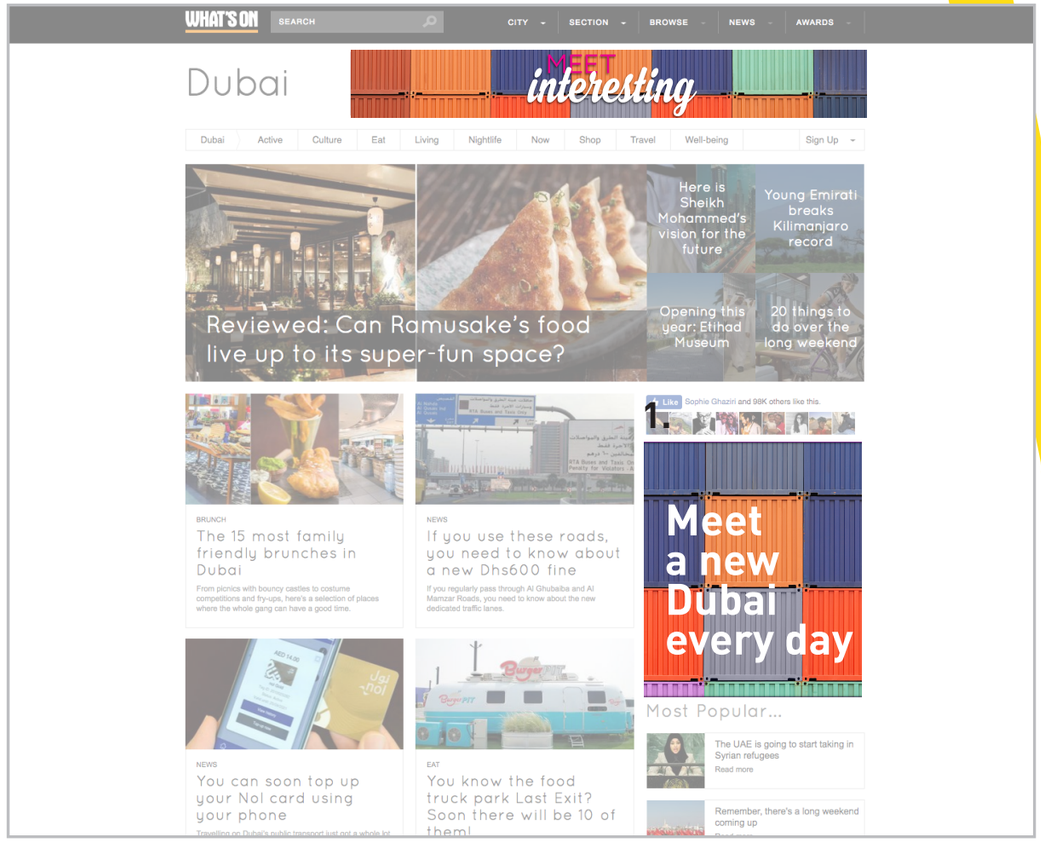
Online/offline posters







Web banners



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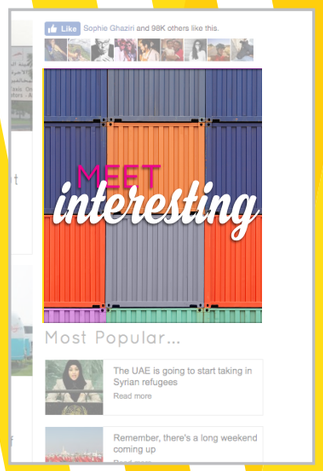

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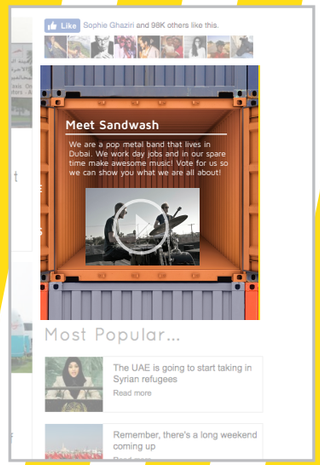

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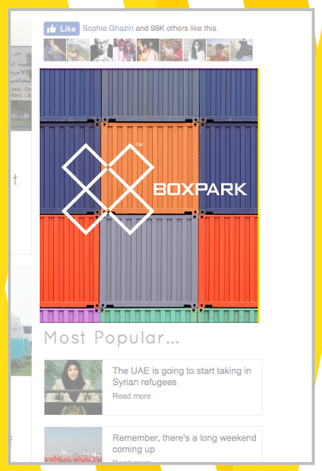

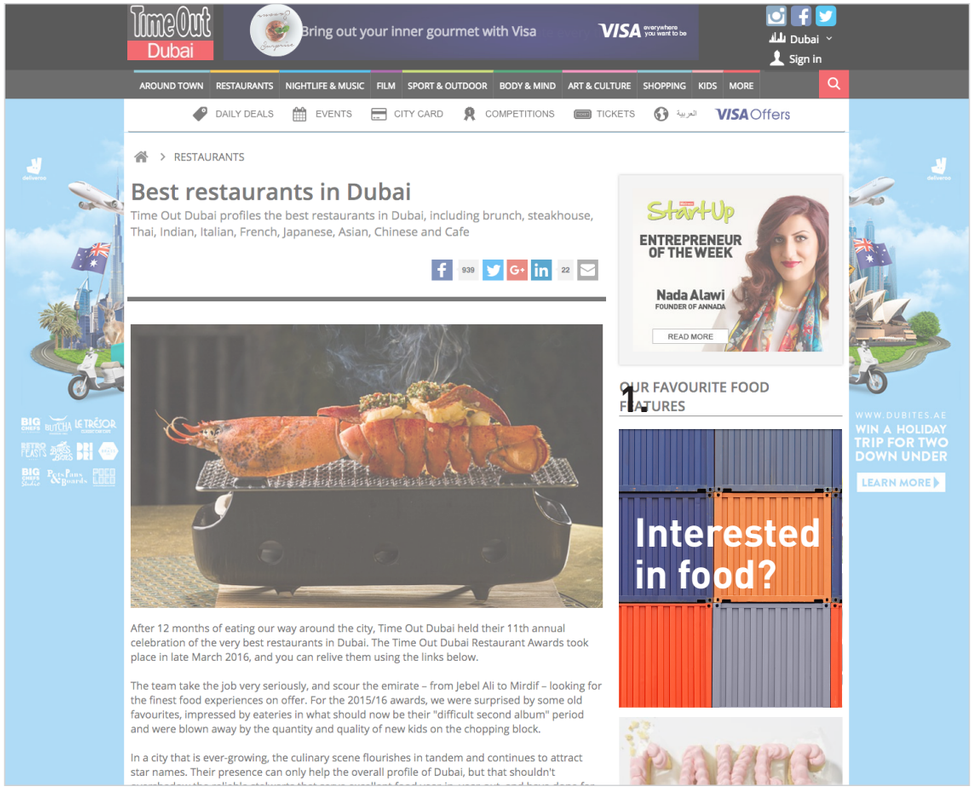

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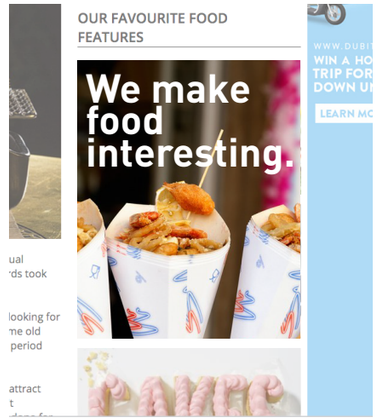

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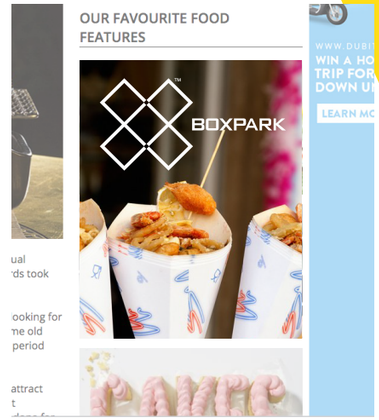

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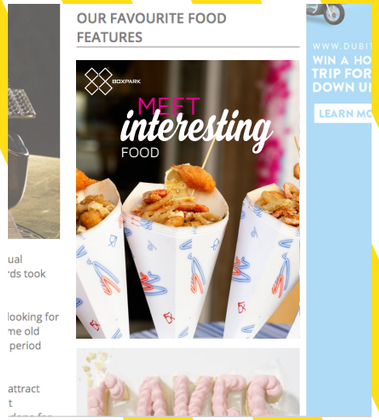

4.

Targeted Web banners

We create ‘interest’ specific web banners with a call to action to drive awareness.

MEET

interesting

#MeetInteresting

THANK YOU