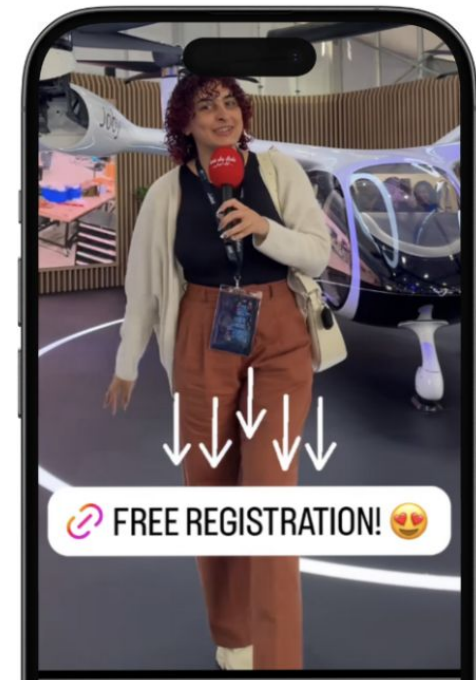


DRIFT X CASE STUDY



lovin
— لوفين —

سماشي
smashi BUSINESS

X

DRIFT^X
AIR | LAND | SEA

A JOURNEY TO DRIFTx

DRIFTx Abu Dhabi took place at Yas Marina Circuit in **April 2024**, showcasing and celebrating new technologies across automation and artificial intelligence.

The 3 day exhibition demonstrated the latest technological research and adoptions in advanced urban mobility, driving discussions, collaboration, and innovation across the global urban mobility sector.

With over **8,000** attendees from **25+ countries**, the event marked a triumphant debut for DRIFTx in Abu Dhabi.

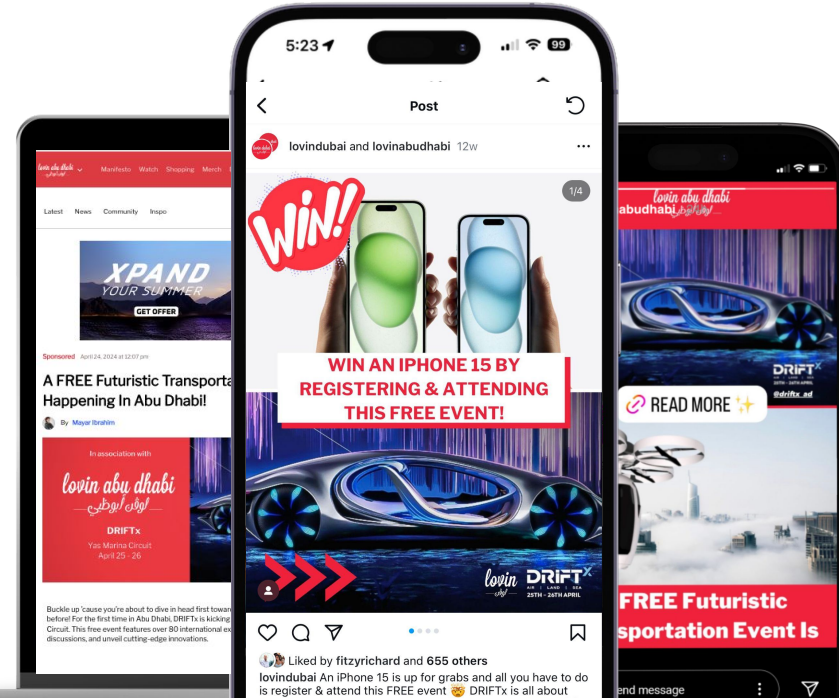


CAMPAIGN OBJECTIVE

The media partnership and collaboration between Lovin, Smashi and DRIFTx aimed to create awareness and generate registrations for the 3 day event as it debuted in Abu Dhabi.

Lovin's goal was to establish the capital as a **focal point for technological progress**, enticing visitors from around the region to **engage with DRIFTx**.

The campaign was twofold: **a media partnership** with Lovin Abu Dhabi to enhance event credibility and reach, along with a **comprehensive 360-marketing strategy** to ensure DRIFTx was prominently featured across all platforms.



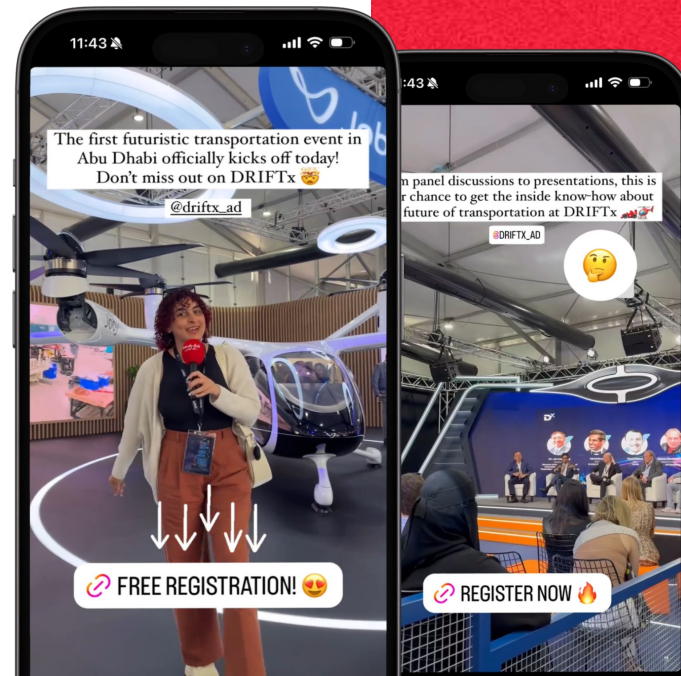
HOW WE APPROACHED IT

Leveraging Lovin's extensive UAE reach, both **Lovin Abu Dhabi** and **Lovin Dubai** mobilized a 360 marketing approach to amplify DriftX in three distinct phases: **pre**-event, **during** the event, and **post**-event. Assets included articles, Instagram reels, live Instagram story takeovers and more.

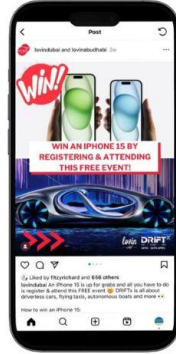
Pre-event initiatives focused on informing the Lovin audience about the event, **building anticipation** with compelling visuals and behind-the-scenes content. All pre-event content featured registration links to **drive partnership objectives**. Engaging competitions were also leveraged to boost audience interaction and social media following for the client.

Live on-ground coverage was pivotal during the event, with Lovin hosts providing **real-time updates**, engaging the audience, and prompting registrations for the upcoming days.

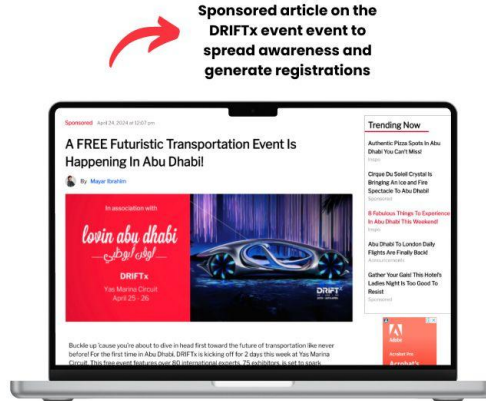
As a wrap-up, an event recap was shared across multiple social channels to encapsulate the event's **highlights** over the 3-day period.



HOW WE APPROACHED IT



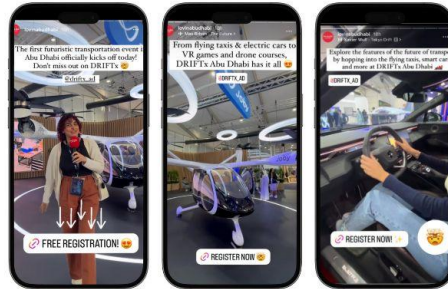
Instagram competition post to create a buzz around DRIFTX generating engagement



Sponsored article on the DRIFTx event event to spread awareness and generate registrations



Instagram stories as a pre-event awareness with interactive polls to engage the audience



Instagram takeover live coverage with relevant CTA, tags and website links

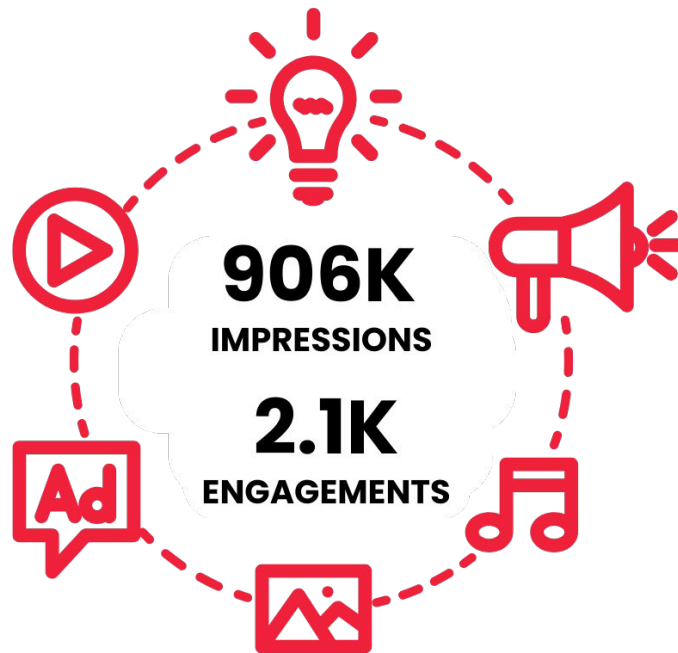
THE RESULTS

Not only did the campaign **achieve all key objectives** (awareness and engagement), the **highest proportion of registrations came direct from the Lovin media partnership**.

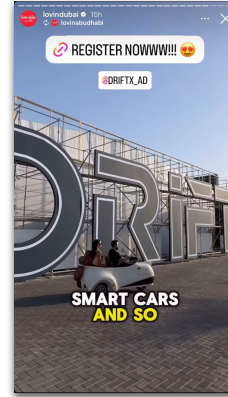
Overall, the DRIFTx was generated *close* to **1M** impressions, reaching over **700K** people within a 2 week period - out performing previous event campaigns within the same timeframe.

By creating engaging and organic content, the campaign was received by our audience as native - they interacted with all posts through comments, like and shares, generating over **2K engagements**.

It is clear that the Lovin audience has an appetite for such events, reacting and collaborating with the content shared - resulting in a **ROMI** for the client by **succeeding their registration target**.



THE RESULTS

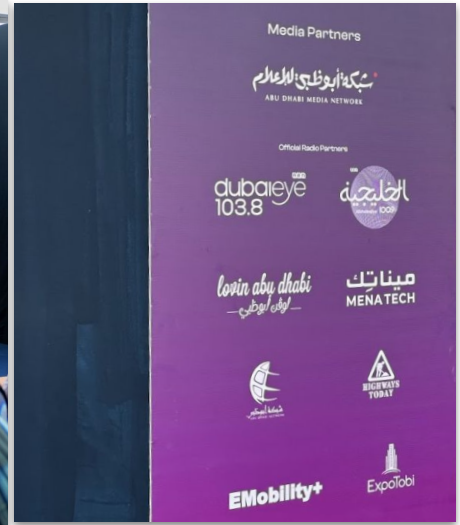


115K
IMPRESSIONS

The Instagram takeover was met with enthusiasm by the Lovin audience, far surpassing the views KPI and **exceeding** over 100K views!

LOVIN ABU DHABI MEDIA PARTNERSHIP

Lovin Abu Dhabi was a proud media partner during the event, with logos present across all physical and digital media:



On day two of the event, our ceo, Richard Fitzgerald, led a panel discussion to attendees – strengthening the media partnership.

SMASHI BUSINESS PRESENCE

Alongside Lovin Abu Dhabi, **Smahi Business**, our **business tech and culture content platform**, had presence throughout DRIFTX, working as a hub for **generating live content** and **highlighting entrepreneurship and tech news** across the Middle East.



CLIENT FEEDBACK

The **primary objective** of this partnership was to **increase event registrations**, a goal that was achieved making the event a major success:

Areesha Shaikh

also got to know from the team that a lot of our registrations came from your platforms, so a BIG round of applause to you guys for all your hard work and efforts - you made this event a major success for us 🙌🎉

18:48



Areesha Shaikh

Hey guys, just got a chance to go through the report and WOW the results are amazing! 🤩

Thank you Anood for the spectacular stories takeover! Loved how unique they were! Please thank Mayar from my side too 😊

Hamdan, truly truly grateful for the extra article, didn't realize it would include EDMs as well 😊

Abby, thank you for the remarkable support and positivity throughout, couldn't have done it without you 😊

17:32



THANK YOU