

KAY ALI LAUNCH EVENT

**Module Name: Promotional Marketing and Event
Management (24IMC141)**

Module Leader: Dr. Halim Abousif and Teaching Assistant: Mariem Hisham

Group: A3

**Name-ID: Maya Mahmoud 235127, Areej Mohamed 228965, Hanin Osama 230756, Farida Emad 232749, Nour
El Hoda Bassem 231930**



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OBJECTIVES OF EVENT

- Kayali celebrating for launching a new perfume at pyramids Egypt.
- Highlighting on Arab heritage and luxurious.
- Immerse the audience in Arabian atmosphere that reflects the identity of perfume.



TARGET AUDIENCE

- Both genders between age 21-45
- Bloggers, influencers, actors and singers
- Tourist interested in Arab culture
- Event lovers and Perfume Critique



EVENT THEME

- Show the guests the magic of Pyramids.
- Use Arab tents, oriental music and warm light and also serving Arab food.
- Set up a special corner for trying new perfume.



QUESTIONS FOR ROADMAP:

Who:

- An event by Kayali, a well-known fragrance brand founded in 2018 by the
- Entrepreneur Mona Kattan, will be attended by celebrities, influencers, VIPs, and media coverage from the industry.

What:

- A product launch event for the newest perfume edition by Kayali, that is inspired
- By Arabian Nights fragrance and the Middle East Experience.

When:

- The event will take place on the exact date of the product release, 5th of May 2025,
- and the timing will be from 7:00 PM to 12:00 AM.

4. Where:

- A venue specially built for the event at the Pyramids of Giza the venue includes an outdoor tent with the Arabian night theme for guests to be seated in it. There will be a second hall for the buffet, and an entrance runway in pink symbolizing the brand's theme.

5. How:

- By combining different elements to create a full experience including music, unique theme, giveaways, dancing show and VIP speaker.

Event Theme

Venue Exterior:

- Decorated fully in pink, reflecting Kayali's brand identity.
- Creates a welcoming and glamorous first impression for guests.

Inside the Tent (Seating Area):

- The theme will highlight the essence of Arabian Nights, which matches the scent inspiration.
- Decor includes warm lighting, traditional lanterns, and authentic Arabian-style seating.

Atmosphere and Colors:

- The overall color scheme will be pink and gold, giving the venue a luxurious vibe.
- Details like gold and pink will highlight elegance

Guest Experience:

- From arrival to seating, guests will transition from a modern pink ambiance to a rich, Arabian-inspired environment, telling the story of the new perfume.

A woman with dark hair, wearing a light-colored, textured sweater, is holding a small, ornate perfume bottle. She is standing in a room with large, light-colored flowers and several tall, cylindrical vases in the background. The scene is dimly lit, creating a soft, intimate atmosphere. The text "EXECUTION ELEMENTS" is overlaid in a large, serif font across the center of the image.

EXECUTION ELEMENTS

Venue

- **Empty area in front of pyramids**
- **Reflecting middle eastern style with the Arabian tent**
- **inviting venue to match the nature of product.**



Set Up

- Entrance
- Tent



Entrance



Tent: Dining Room



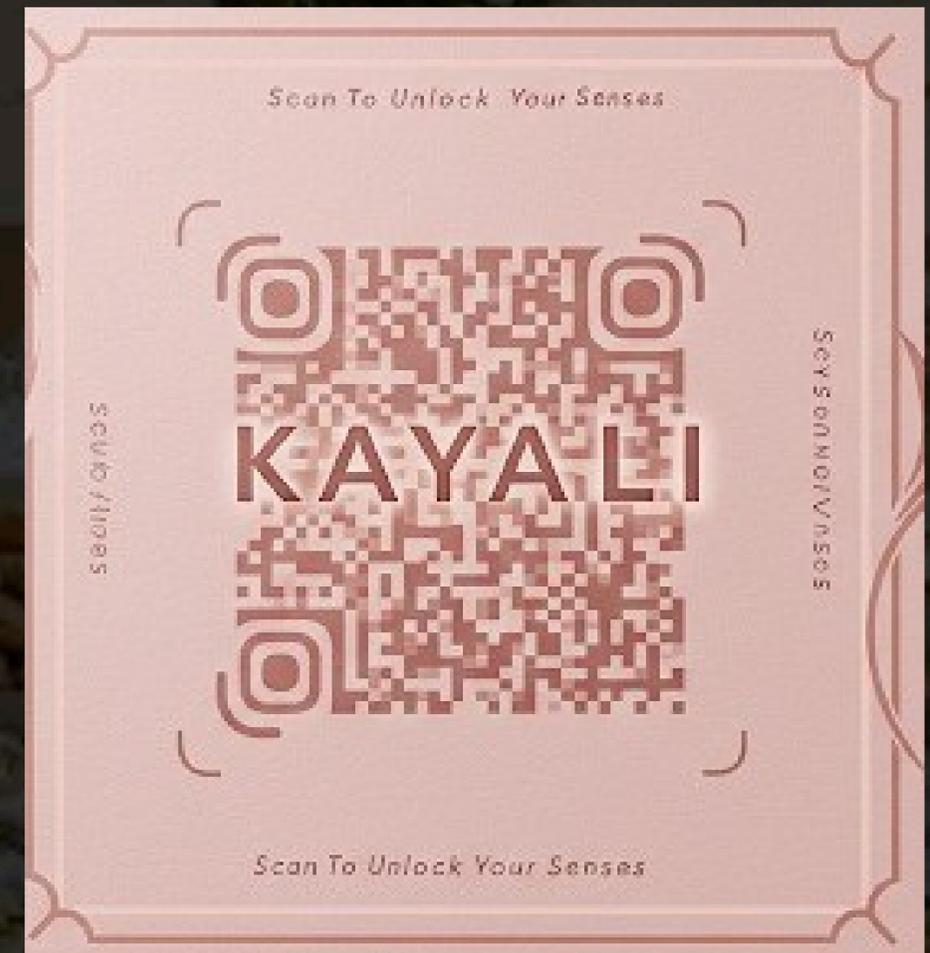
AV EQUIPMENT

- AVE Events Company
- 6 Speakers
- 2 Microphone
- Live streaming for Kayali page
- sound system
- Up lighting
- 2 projectors
- 55 Scent diffusers
- 2 wireless presentation tools (remote)
- 1 stage
- 2 screens.



Catering:

- **Four season Hotel**
- **French Service**
- **Set Menu**
- **QR code**



Appetizer

Tahini

Fattoush

Hummus Baba

Ghanoush

Cold Yalanji

Kobeba

Cimon femme

Greek salad

Soup

Creamy Roasted Tomato and Garlic Soup.

Creamy Mushroom.

Vegetable soup.

Main courses

Smoked Salmon with lemon pasta.

Peccata with mushroom served with white rice.

Grilled Kebab with Garlic sauce served with grilled vegetables.

Grilled chicken with Mashed potato.

Shawarma served with fries.

Veggies Options

Creamy backed onions with asiago cheese.

Spanish & Ricotta Stuffed shells served with Garlic bread.

Creamy Truffle mushroom pasta served with roasted vegetables

Desserts

Basbousa with hazelnut.

Kunafa.

Baklava.

Balah el sham.

petit Fores.

Fruit platters.

Beverage

orange juice

lemon juice

**Mango juice (blueberry, watermelon
Mojitos)**

Evian Mineral water

Mint tea

Arabian Coffee

cappuccino

Latte

Macchiato

ginger with spice

Transportation

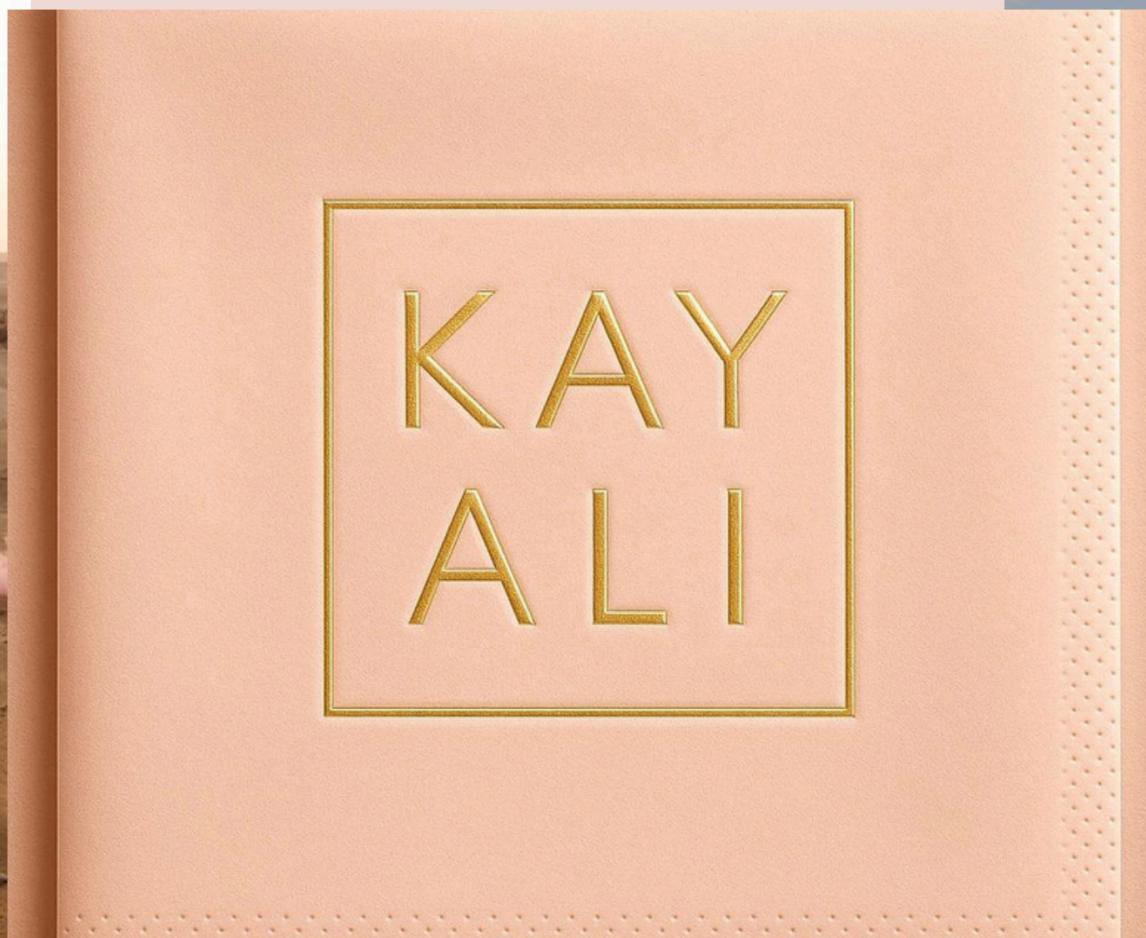
- **6 Trucks (2 for decor, 1 Equipment, 3 for furniture)**
- **10 powder pink Golf Cars**
- **5 pink London Cab Cars**



KAYALI



Branding



Giveaways:

Powder pink giveaway bag:

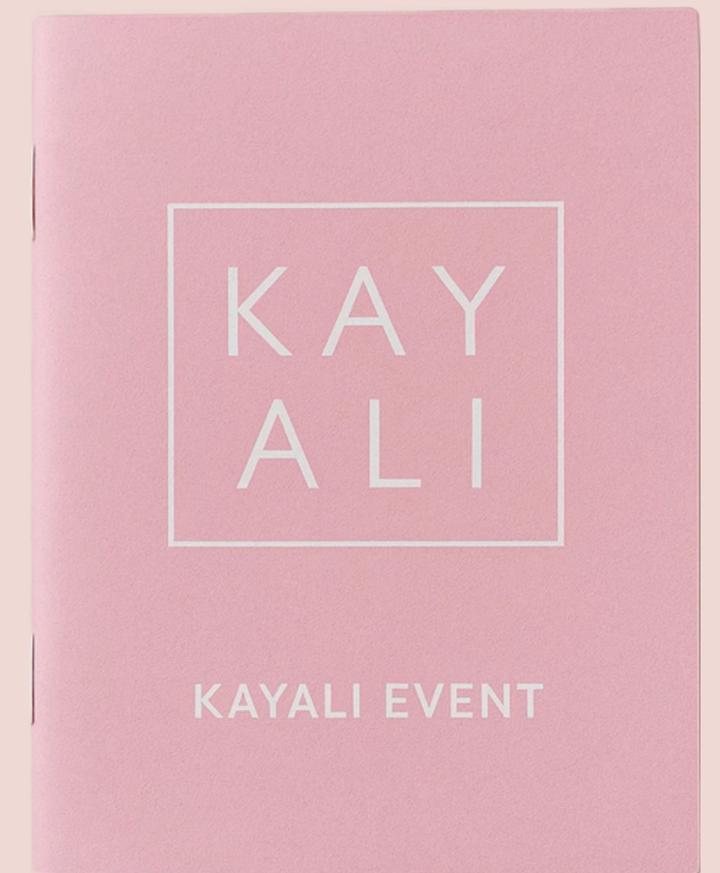
- Customized pink Arabian coffee cup with saucer
- Backgammon
- Full sized perfume of the new scent



EXECUTION ELEMENTS:

DOCUMENTATION:

- Booklet with event photos scented with Kayali's new fragrance.
- Live streaming and professional videography.



EXECUTION ELEMENTS:

USHERING:

- Ushers in outfits inspired by the fragrance and theme.
- Guide guests through the venue.

EXECUTION ELEMENTS:

Master of Ceremonies:

- Poetic storyteller narrating the fragrance journey.
- Background music and light scent to match the mood.

EXECUTION ELEMENTS:

Translation:

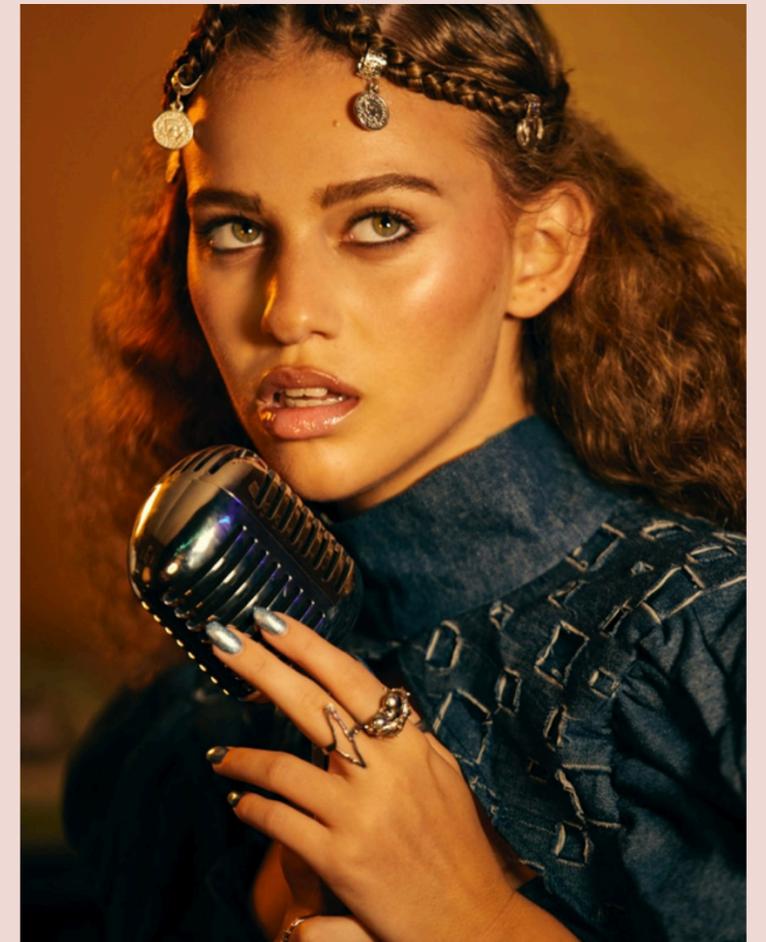
- Real-time translation provided via earpieces.



EXECUTION ELEMENTS:

Entertainment:

- Live performance by Elyanna and Lebanese heritage show.
- Interactive booth with Kayali mini perfumes.
- Personality quiz via tablets to match guests with their ideal Kayali scent





UNCONVENTIONAL TOOLS

Unconventional Tools

1. MIRROR MAZE SCENTED BY AI:

- Luxurious mirror maze with different Kayali scents at every turn.



Unconventional Tools

2. Velvet Gloves Experience:

- Guests wear velvet gloves to touch textured, scented panels.
- Creates a lasting sensory memory.



Unconventional Tools

3. Perfumed Fireworks Display:

- Fireworks infused with the new fragrance and glitter.
- Safe, innovative presentation of the scent.



Unconventional Tools

Exclusive AI Fragrance Reveal:

- AI recommends a personalized fragrance for each guest.
- Guests receive a mini custom perfume to remember the experience.



MARKETING OF EVENT

MARKETING OF EVENT

1. Customized PR Package

- Big standing Kayali Arabian perfume box inspired by Egyptian elegance.
- Satin fabrics, gold patterns, perfume samples, gold mirror, Egyptian silk scarf, and candle.
 - Designed for irresistible unboxing and social media buzz.

2. Emotional Engagement Short Film

- Short social media film linking Mona Kattan's Arab heritage to the scent.
- Girl journeys through Egypt's deserts and Nile; ingredients reflect each location.

3. Physical Activations

- Giant Kayali bottle photo booth at Mall of Egypt, Almaza, and CFC Mall.
 - Surrounded by pink flowers, gold drapes, mirrors; tag #KayaliinEgypt.

MARKETING OF EVENT



MARKETING OF EVENT

4. Augmented Reality Filter

- Custom Instagram and Snapchat filters for Kayali X Egypt.
- Viral engagement with creative taglines.

5. Digital Marketing Strategy

- Frequent posts: stories, reels, lives, behind-the-scenes, making-of content.
- Influencer collaborations to drive excitement and visibility.



RISK AND SOLUTIONS

RISK AND SOLUTIONS



Weather or Sandstorm

- **Dust-resistant tents, HVAC systems; Marriott Mena House indoor backup.**

Technical Problems

- **Backup generators and sound/light systems ready for quick switch.**

Logistics Delays

- **48-hour early setup, GPS-tracked guest transport.**

EVALUATION EVENT

EVALUATION OF EVENT

Onsite Feedback

- QR codes at perfume stations for discreet feedback collection.

Social Media Monitoring

- Track hashtags, posts, stories, and reviews for engagement analysis.

A woman with dark hair, wearing a white dress and a pearl necklace, is holding a red mobile phone to her ear. The image is dimly lit and has a dark overlay. The text "EXCEL SHEETS" is written across the center in a light-colored, serif font.

EXCEL SHEETS

Event order of the day

Event: Launch Event	Location: pyramids	Date: 5, May 2025
Time	Event Happening	Location
7:00-8:00 Pm	Guest Arrival	Entrance-Pyramids
8:00- 8:30 Pm	Networking and refershments(Interview)	Entrance-Pyramids
8:30- 8:40 Pm	Speech	pyramids
8:40- 9:10 Pm	Perfume Stations	pyramids
9:30-10:10PM	Dining	Tent
10:20- 10:50 Pm	The Mayyas Show	Pyramids
10:55-11:25 Pm	Bellydance Show	Pyramids
11:30- 12:00Pm	Elyana show	Pyramids
12:00- 12:10 Am	End of Event	Pyramids

Function Sheet

*Function	Launch Event
*Topic	Kayali launched Arabian new scent in Egypt
*Time/ Date	7PM to 12 AM /5th of May,2025
*Location	Pyramids
*Guest list	Speaker: Mona Kattan/ Media Coverage: Scoop by Raya, Gossips\ VIPS: Huda beauty, Alya Kattan, Dubai Bling Cast, jessica Wilson(Vice presedentsales&Markting), Kara Davis (Senior Global brand director), Marijana Pavicic(Vice president of Global Operations), Jasmine Dwyer(Fragrance Critic& Editor, Nina Ricci(perfumer& Designer)/influncers: Asallah Kamel, Hadia Ghaleb, Sherine Amara, Noor Stars/ Actors: Yasmine sabry, Asmaa Galal
*Expected number of attendees	Number of Attendees: 100 Number of VIPs: 10 Number of Speakers: 1 Number of Event organizers: 15

Item	Quantity	Min in EGP	Max IN EGP	Comments
1. Venue Requirements / Set up / Order of the day		1,802,000	2,754,000	
1.2 Erecting banners	3	2,000	4,000	
1.3 setting out tables and chairs	100	200,000	300,000	
1.4 setting out low tables and seated	100	500,000	800,000	
1.5 handmade Persian carpets		100,000	150,000	
1.6 lighting and air condition	50	1,000,000	1,500,000	
2. Food		1,000,000	1,200,000	
3. A/V Equipment	70	1,930,000	2,135,500	
3.1 Speakers	20	16,000	22,000	
3.2 Microphone	2	3,000	3,500	
3.3 live streaming	1	20,000	25,000	
3.4 Sound system	2	15,000	25,000	
3.5 Uplighting	150	500,000	550,000	
3.6 Projector	2	6,000	10,000	
3.7 Scent diffuser	55	1,370,000	1,500,000	
4. Branding Items	213	1,695,000	2,058,000	
4.1 Entrance	1	150,000	200,000	
4.2 long carpt	1	40,000	50,000	
4.3 Erecting Flags	10	5,000	8,000	
4.4 Napkins, and plates	100	200,000	250,000	
4.5 KAYALIS' Perfume booth with 3 tablets	1	1,000,000	1,200,000	
4.6 QR Code	100	300,000	350,000	
5. Givaways -Gifts	100	990,000	1,000,000	
6. Entertainment	3	1,950,000	2,150,000	
6.1 Badra Belly dance show		500,000	550,000	
6.2 Elyana		900,000	1,000,000	
6.3 The Mayyas show		550,000	600,000	
7. Transportation	23	1,118,000	1,335,000	
7.1 Trucks	6	18,000	20,000	
7.2 Golf Cars with branding (4 seaters)	10	1,000,000	1,200,000	
7.3 London Cap Cars for VIPS	5	90,000	100,000	
7.4 Ambulance	2	10,000	15,000	
8. Video production & visuals		50,000	60,000	
Average Total Range		10,597,000	12,692,500	
Note: The above items are subject to 12% se		11,868,640	14,215,600	
Taxes 15% on suppliers		12,186,550	14,596,357	
14% VAT		12,080,580	14,470,450	

ACTION PLAN

Event management

Date : 5-5-2025

main items:

1. Set up / Order of the day :
2. Venue/Menu:
3. Media List:
4. Invitation:
5. Speakers and Audio/Visual Requirements:
6. Simultaneous Interpretation:
7. Signage/Banners:
8. Press Kit:
9. Photography/Videography:
10. Gifts:
11. Others:

<u>ACTION</u>	<u>RESPONS.</u>	<u>DATE</u>
1. Set up / Order of the day :		
* draft the order of the day	PR Agency	February 3,2025
* approval on the order of the day	all	February 5,2025
* identify all requirements	All	February 6,2025
* communicate order of the day to all parties	Client- pr agency	February 8,2025
2. Venue/Menu:		
* identify options for the venue	pr- advertising agency	February 2,2025
* contact the venues to check availability	pr- advertising agency	February 4, 2025
* visit venue to go through all the arrangements	all	February 6,2025
* design the flow of the event, floor map.	advertising agency	February 7,2025
* decide on the set up of the room	PR agency	February 8,2025
* receive options for the menu	pr agency	February 9,2025
* finalize deal with selected venue	all	February 10,2025
3. Media List:		
* Compile media list to be invited	pr-advertising	February 5,2025
* Check and adapt media list	pr-advertising	February 7,2025
* Approval for final list	client	February 10,2025
4. Invitation:		
* Draft Arabic & English invitation wording	pr	February 4,2025
* send invitation wording (Ara & Eng) for approval	pr	5,February

* Approval of invitation letter (Ara & Eng)	client	February 7, 2025
* Decide on platform for sending invitations	pr	February 8, 2025
* Design of different invitations	advertising	February 10,2025
* personalize the invitations	advertising	February 12,2025
* Start sending and posting invitations	pr & Client	February 15,2025
* Follow up for attendance	pr	March 15,2025
5. Speakers and Audio/Visual Requirements:		
* brief speakers on the day and their role	client / pr	March 17,2025
* check with the speakers for their A/V requirements	pr	March 19,2025
* provide the required A/V	adv	March 20,2025
* receive a copy of all presentations	adv/ pr	March 23,2025
* Revise presentations	pr	March 25,2025
* translate speakers presentations	pr	March 25,2025
* test A/V equipment	adv	April 15,2025
6. Simultaneous Interpretation:		
* hire a supplier for the simult. Interp.	adv	February 10,2025
* finalize deal with supplier	client	February 13,2025
* installation of equipment	adv	May 3,2025
* check on the equipment	adv	May3, 2025
* provide materials for interpreters	adv	April 25,2025
7. Signage/Banners:		
* identify signage and banners required		
* identify a supplier		
* brief and check with the supplier		
* finalize deal with the supplier		
* provide the signage and banners		
8. Catering		
* Select style of the service & Setup		
* choose Menu & Beverages		
9. Photography/Videography:		
* hire a professional photographer		
* finalize deal with photographer		
* hire a professional videographer, if required	adv	April 7,2025
10. Gifts:		
* identify options & supplier for the gift	pr	April 3, 2025
* provide samples	Adv	April 5,2025
* agree on the gift	pr/ client	April 30,2025
* finalize deal with the supplier	pr/ Adv	April 5,2025
* provide the gifts	pr	30-Apr
11. Others:		
* provide name cards for the head table	pr& Adv	April 25,2025
* provide log books for monitoring attendance	pr	April 25,205

* hire a professional videographer, if required	adv	April 7,2025
10. Gifts:		
* identify options & supplier for the gift	pr	April 3, 2025
* provide samples	Adv	April 5,2025
* agree on the gift	pr/ client	April 30,2025
* finalize deal with the supplier	pr/ Adv	April 5,2025
* provide the gifts	pr	30-Apr
11. Others:		
* provide name cards for the head table	pr& Adv	April 25,2025
* provide log books for monitoring attendance	pr	April 25,205

* hire a professional videographer, if required	adv	April 7,2025
		25-Feb
10. Gifts:		April 3, 2025
* identify options & supplier for the gift	pr	April 3,2025
* provide samples	Adv	April 5,2025
* agree on the gift	pr/ client	April 30,2025
* finalize deal with the supplier	pr/ Adv	April 5,2025
* provide the gifts	pr	30-Apr
11. Others:		
* provide name cards for the head table	pr& Adv	April 25,2025
* provide log books for monitoring attendance	pr	April 25,205

THANK YOU

