

Report INDEX Dubai 2024



Event Overview

StoneBathwear recently showcased its Bathroom POD at **INDEX Dubai 2024**. The event took place on **June 4-6, 2024**, at the **Dubai World Trade Center**, from 10 a.m. to 6 p.m. daily.

INDEX Dubai, recognised as the Middle East's premier interior design and fit-out trade show, is a pivotal event that serves as a platform for professionals and enthusiasts to explore the latest trends, innovations, and products in the world of design.

Executive Summary

Overview

01. Communication

Online Communication

- SBW Social media
- SBW Newsletter
- Hotel Designs – Social media & Newsletter

Offline Communication

- Flyer
- Portfolio
- Gadgets
- Banner

02. Stand Design Realisation

- POD Design
- Stand Development
- Event Logistic
- Construction & Setup
- Final Design

Communication

Creating effective communication initiatives for the INDEX Dubai involved planning and executing strategies to reach and engage our target audience before, during, and after the event.

Here's the structured approach the M&C team has worked on:

Develop a Communication Plan:

- **Messaging:** Crafted key messages that convey the event's value proposition, highlights, and unique selling points.
- **Channels:** Determined the best communication channels based on our audience (Social Media, email newsletters, website, collaboration with event's partner – Hotel Design).
- **Timeline:** Created a timeline detailing when each communication was to be sent out or posted.

Social Media Strategy:

- **Platforms:** We have utilised platforms where our audience is most active (LinkedIn, Instagram).
- **Content Calendar:** Planned and scheduled posts to build excitement, share updates, and engage participants.
- **Hashtags:** Created and promoted event-specific hashtags to encourage social sharing and engagement.

Email Marketing:

- **Call to Action:** Included clear calls to action (e.g., save the dates on the calendar) in our emails.

Media Outreach:

- **Media Partnerships:** Collaborated with a relevant media outlet for coverage <https://hoteldesigns.net/>

Engagement and Interaction:

- **Live Updates:** Provided real-time updates during the event via social media
- **Interactive Features:** Incorporated polls in our communication initiatives.

Post-Event Communication:

- **Thank You Messages:** Sent thank you emails to visitors including our portfolio.

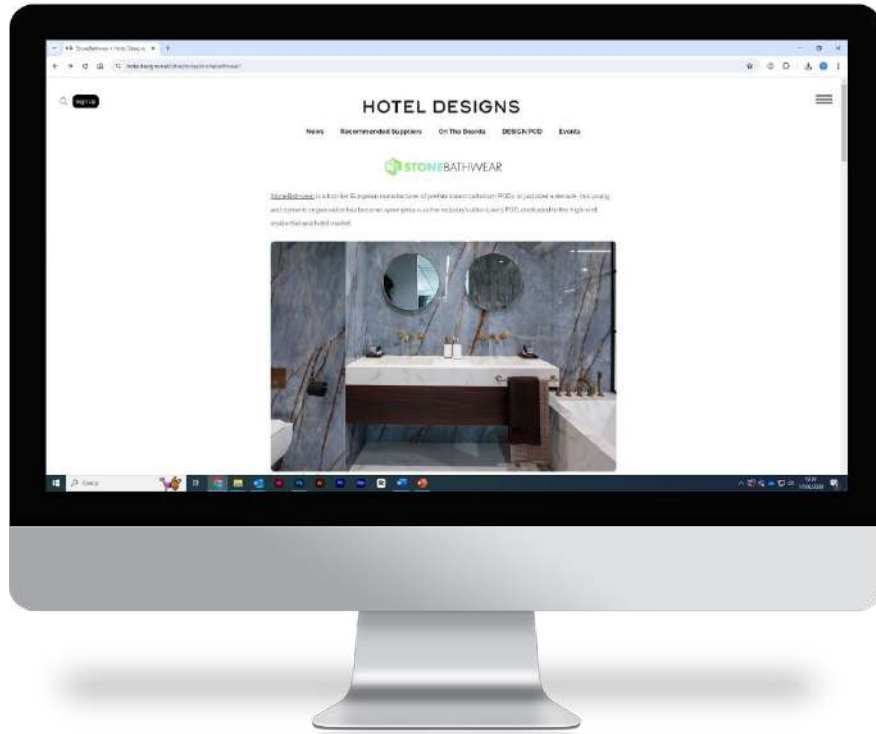
Evaluation and Analysis:

- **Metrics:** Measured the effectiveness of our communication initiatives (registration numbers, social media engagement, media coverage).

01.

HD - Hotel Designs

Gold Recommended Supplier Partnership



StoneBathwear has initiated a 12-month **Gold Recommended Supplier Partnership** with Hotel Designs.

Hotel Designs:

- The leading international hotel design website
- Read by over 67,000 designers, architects, hoteliers, developers, and industry suppliers monthly
- The go-to destination for the latest news, features, opinions, and reviews

For the **INDEX Dubai event**, our collaboration with Hotel Designs included:

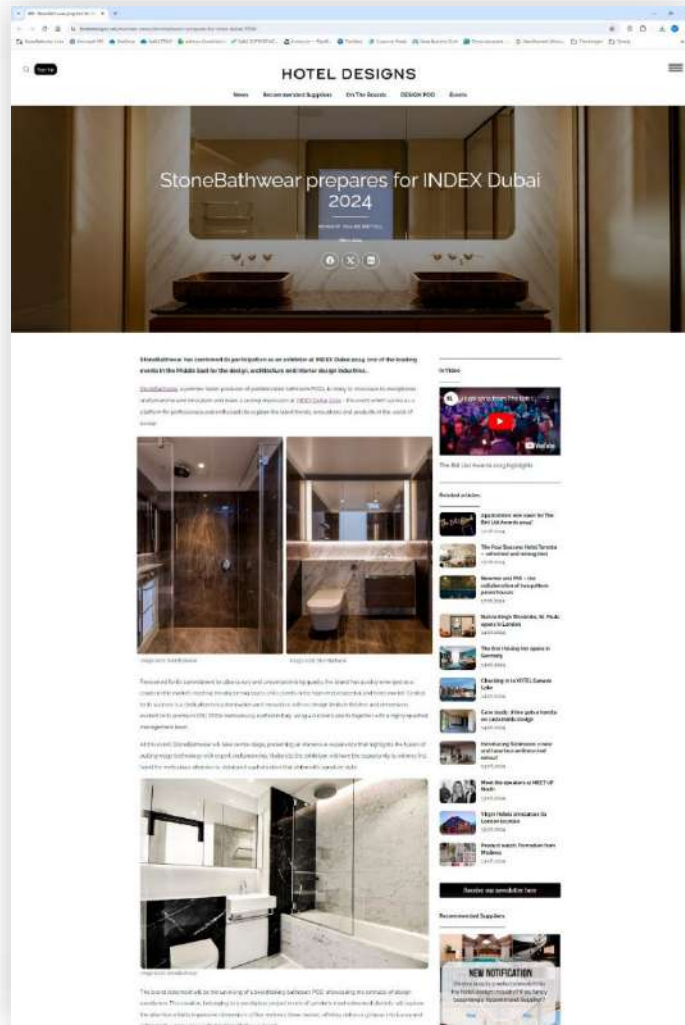
- **2 newsletters** linking to **articles** on Hotel Designs' website
- **2 posts** on Hotel Designs' LinkedIn page
- **1 post** on Hotel Designs' Instagram

01.

HD - Hotel Designs

Published Articles & Newsletter

Article preview



The **first article** published on Hotel Designs' website aimed to inform the audience about SBW's participation at INDEX Dubai providing general information about the event, and specific details regarding the location of the booth within the exhibition space.

A day after the article was published on the website, a **newsletter** that included the link to the same article was sent out.

Link to the article:

<https://hoteldesig.net/member-news/stonebathwear-prepares-for-index-dubai-2024/>

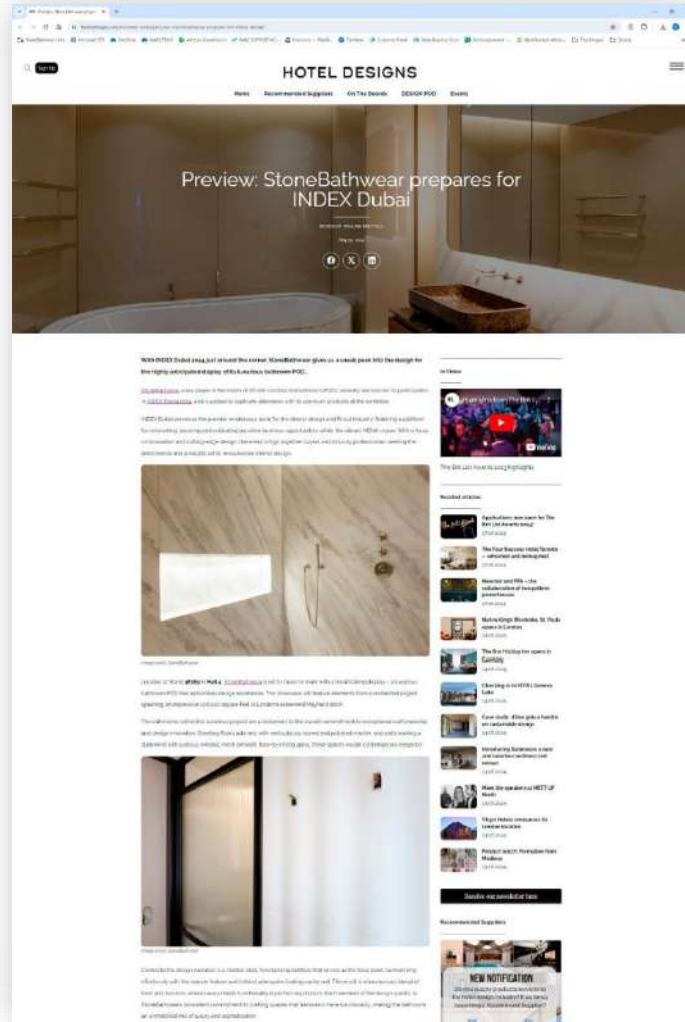


Newsletter's preview

HD - Hotel Designs

Published Articles & Newsletter

Article preview

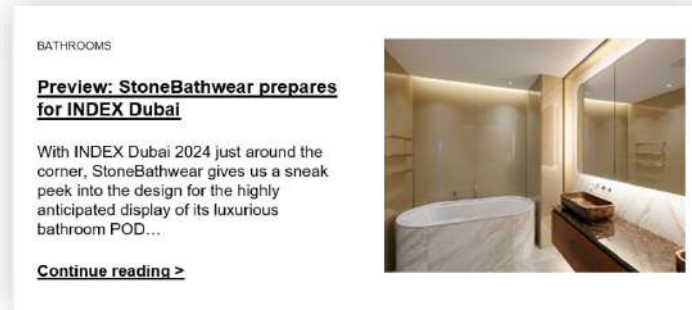


The **second article** published on the Hotel Designs website, provided more specific information regarding the bathroom POD that would be showcased at the event.

As with the previous case, a **newsletter** that included the link to the same article was sent out a day after the article was published on the website.

Link to the article:

<https://hoteldesigns.net/member-news/preview-stonebathwear-prepares-for-index-dubai/>

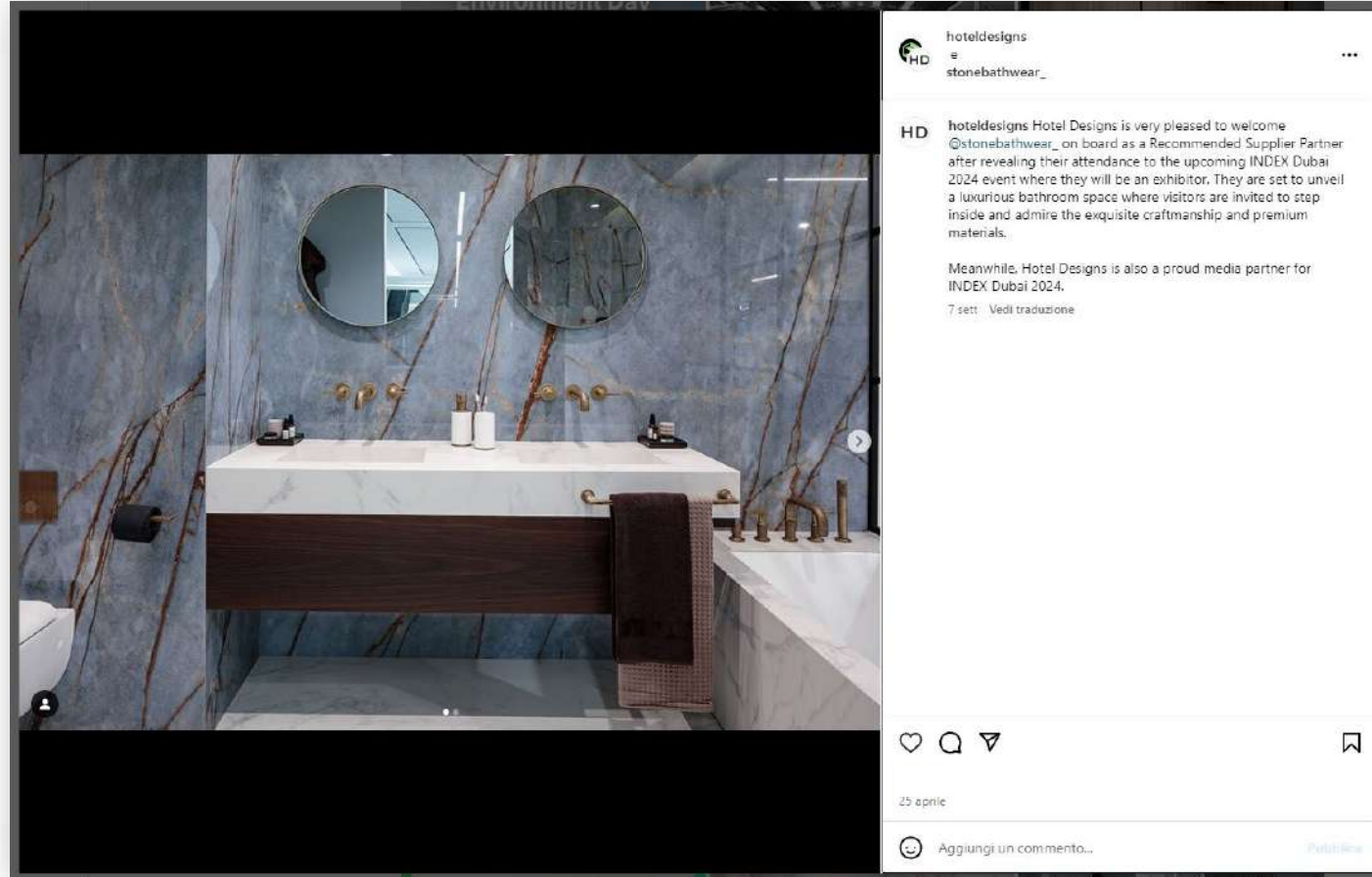


Newsletter's preview

01.

HD - Hotel Designs

Collaborative Instagram Posts – SBW & HD

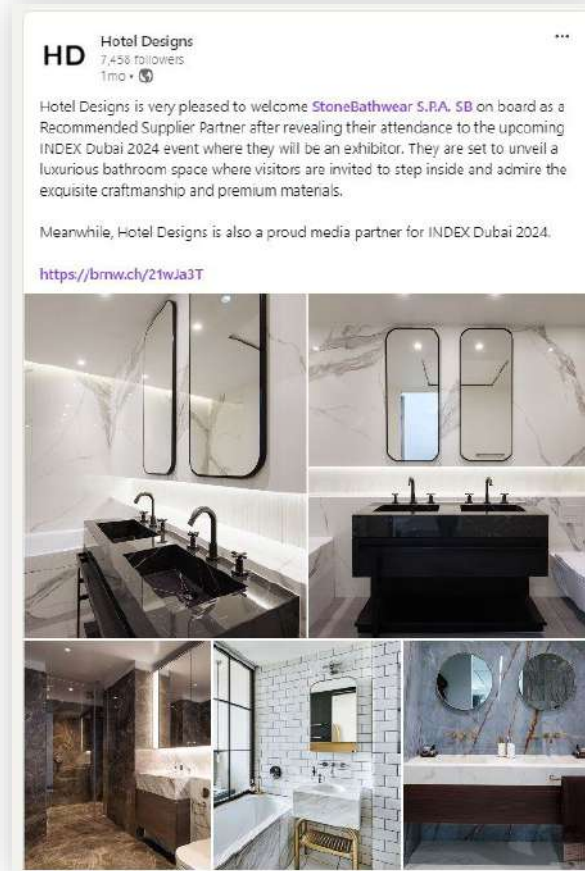


01.

HD - Hotel Designs

LinkedIn Posts

1



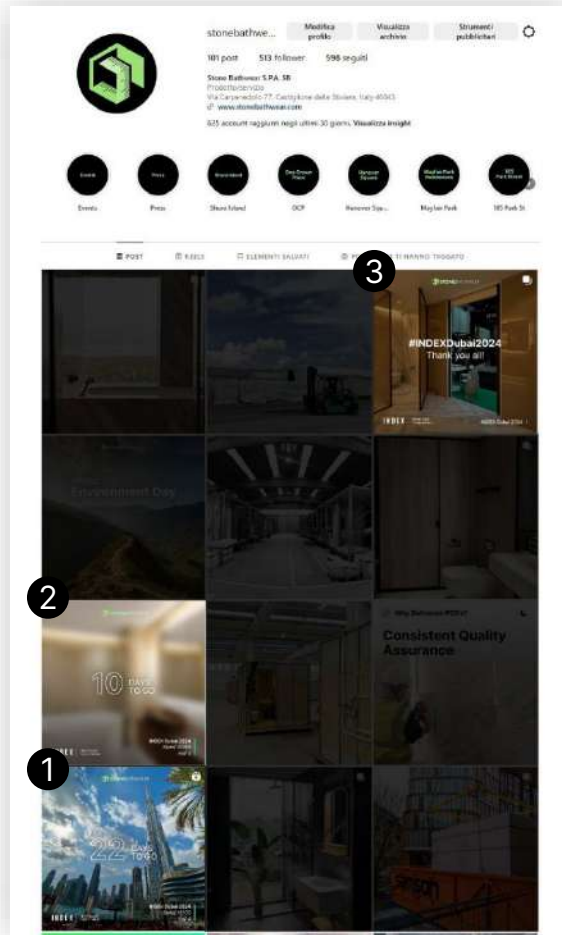
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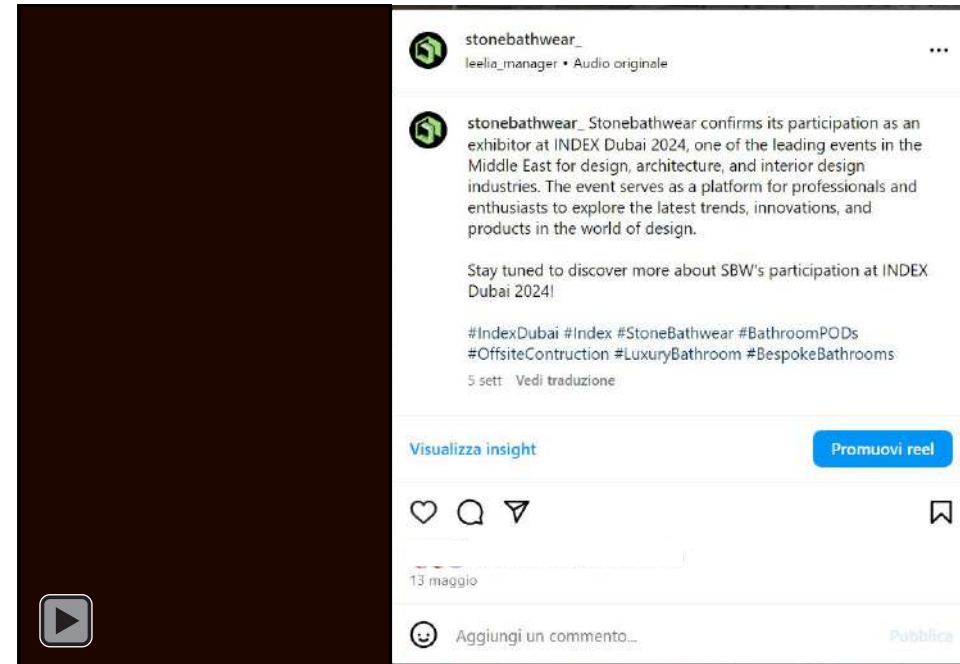
01.

SBW Social Media

Instagram Posts



1 (Press  Play to watch the video)

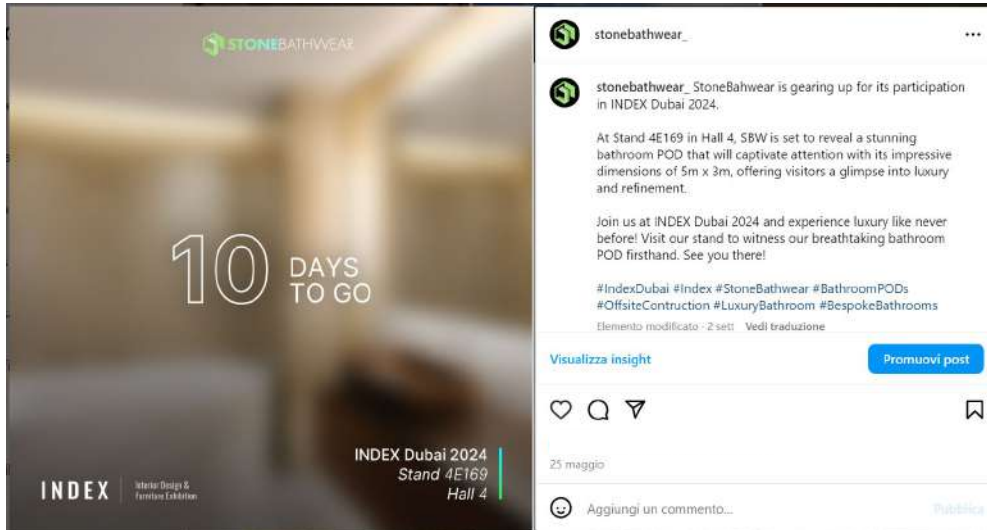


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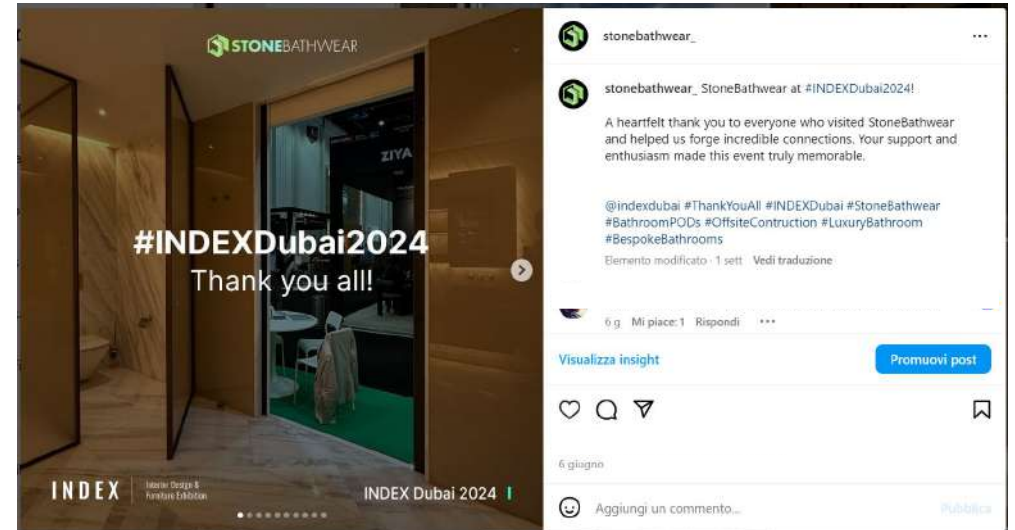
SBW Social Media

Instagram Posts

2

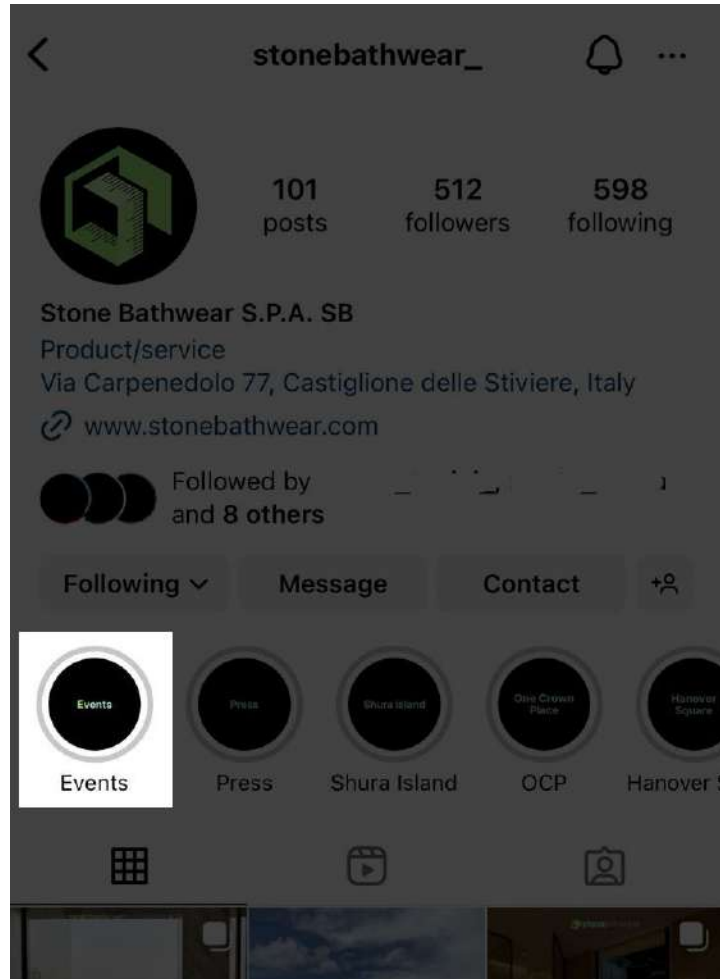


3



SBW Social Media

Instagram Stories



Highlight stories on Instagram were created to enhance our profile's functionality, helping us to tell a cohesive journey through the event, and to ensure that this important content remains accessible to our audience long after it was originally posted.

01.

SBW Social Media

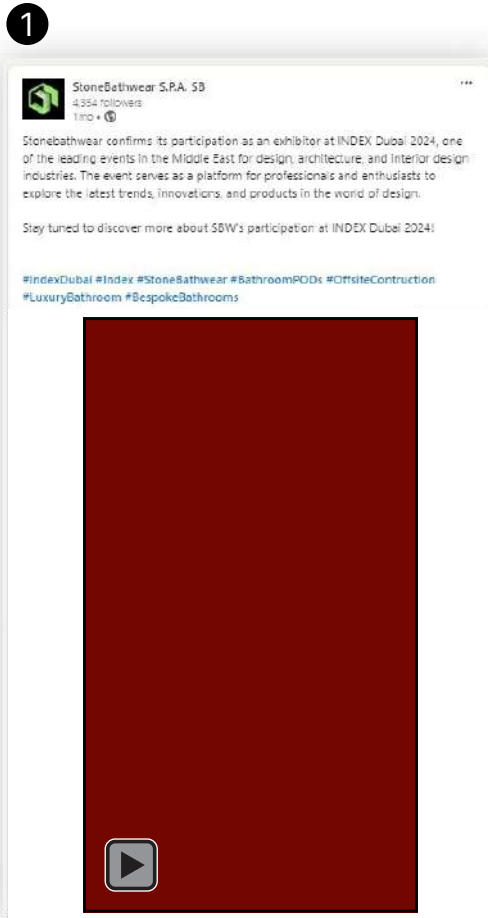
Instagram Stories



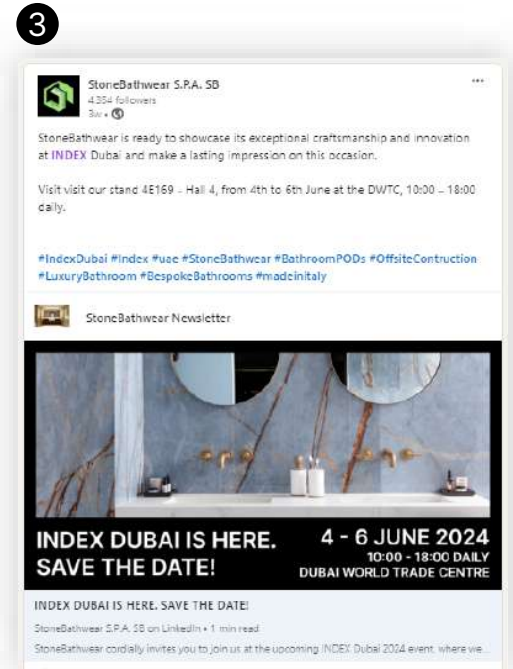
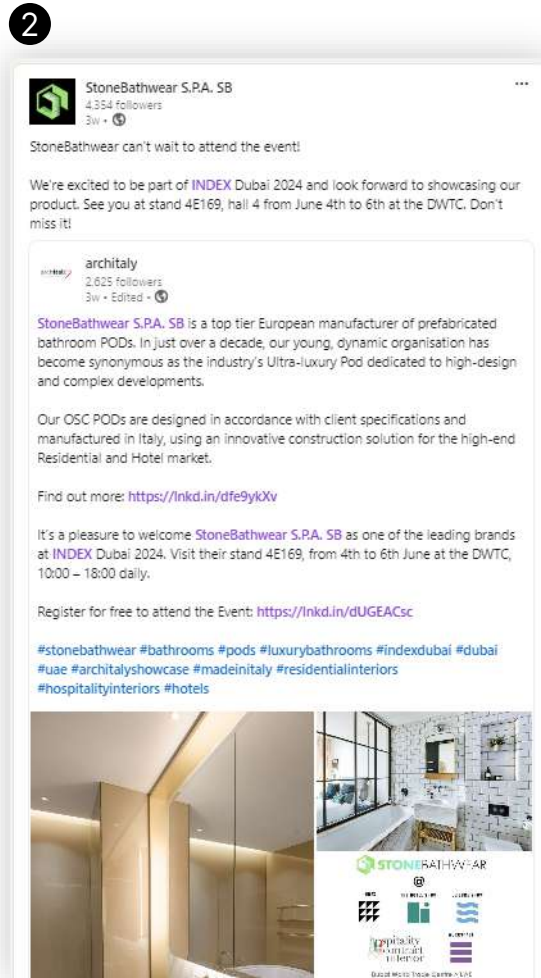
01.

SBW Social Media

Social Media – LinkedIn



(Press  Play to watch the video)



SBW Social Media

Social Media – LinkedIn

4

StoneBathwear S.P.A. SB
4,354 followers
3w • 5

StoneBathwear can't wait to attend the event!

We're excited to be part of **INDEX Dubai 2024** and look forward to showcasing our product. See you at stand 4E169, hall 4 from June 4th to 6th at the DWTC. Don't miss it!

architaly
2,625 followers
3w • Edited • 5

StoneBathwear S.P.A. SB is a top tier European manufacturer of prefabricated bathroom PODs. In just over a decade, our young, dynamic organisation has become synonymous as the industry's Ultra-luxury Pod dedicated to high-design and complex developments.


Our OSC PODs are designed in accordance with client specifications and manufactured in Italy, using an innovative construction solution for the high-end Residential and Hotel market.

Find out more: <https://lnkd.in/d/fe9ykXy>

It's a pleasure to welcome **StoneBathwear S.P.A. SB** as one of the leading brands at **INDEX Dubai 2024**. Visit their stand 4E169, from 4th to 6th June at the DWTC, 10:00 – 18:00 daily.

Register for free to attend the Event: <https://lnkd.in/d/UGEACsc>

#stonebathwear #bathrooms #pods #luxurybathrooms #indexdubai #dubai #uae #architalyshowcase #madeinitaly #residentialinteriors #hospitalityinteriors #hotels



5


StoneBathwear S.P.A. SB
4,354 followers
3w • 5

StoneBathwear is ready to showcase its exceptional craftsmanship and innovation at **INDEX Dubai** and make a lasting impression on this occasion.

Visit our stand 4E169 - Hall 4, from 4th to 6th June at the DWTC, 10:00 – 18:00 daily.

#IndexDubai #Index #uae #StoneBathwear #BathroomPODs #OffsiteConstruction #LuxuryBathroom #BespokeBathrooms #madeinitaly

StoneBathwear Newsletter



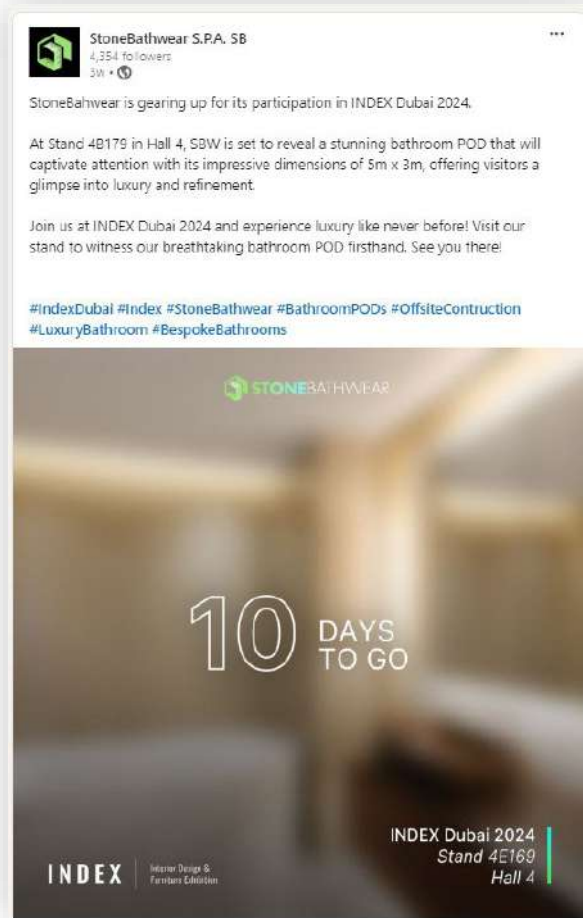
INDEX DUBAI IS HERE. SAVE THE DATE! **4 - 6 JUNE 2024**
10:00 - 18:00 DAILY
DUBAI WORLD TRADE CENTRE

INDEX DUBAI IS HERE. SAVE THE DATE!
StoneBathwear S.P.A. SB on LinkedIn • 1 min read
StoneBathwear cordially invites you to join us at the upcoming INDEX Dubai 2024 event, where we...

SBW Social Media

Social Media – LinkedIn

6



7



01.

SBW Newsletter

Mailchimp

On May 23 2024, SBW launched a **newsletter campaign** to inform the audience about its **participation in INDEX Dubai 2024**.

This initiative was facilitated through a subscription to the Mailchimp platform.

Key aspects of the campaign included:

- **Design:** The newsletter was designed in alignment with SBW's institutional colors to ensure brand consistency.
- **Content:** The primary focus of the newsletter was to inform and provide detailed information about the upcoming event, INDEX Dubai 2024.
- **Contact List:** The recipient list was created by merging several different contact lists.

INDEX DUBAI IS HERE.
SAVE THE DATE!



StoneBathwear cordially invites you to **join us** at the upcoming **INDEX Dubai 2024** event, where we are participating as exhibitors **from the 4th to the 6th of June**.

We are enthusiastic about the opportunity to showcase our product and connect with you in person at the **Dubai World Trade Centre**.

StoneBathwear looks forward to the honor of your presence and the prospect of meaningful interactions during this occasion.

DUBAI WORLD TRADE CENTRE

STAND: **4E169**
HALL: **4**

4 - 6 JUNE 2024
10:00 - 18:00 DAILY

We sincerely hope you can join us and look forward to seeing you there!

ADD THE EVENT TO YOUR CALENDAR



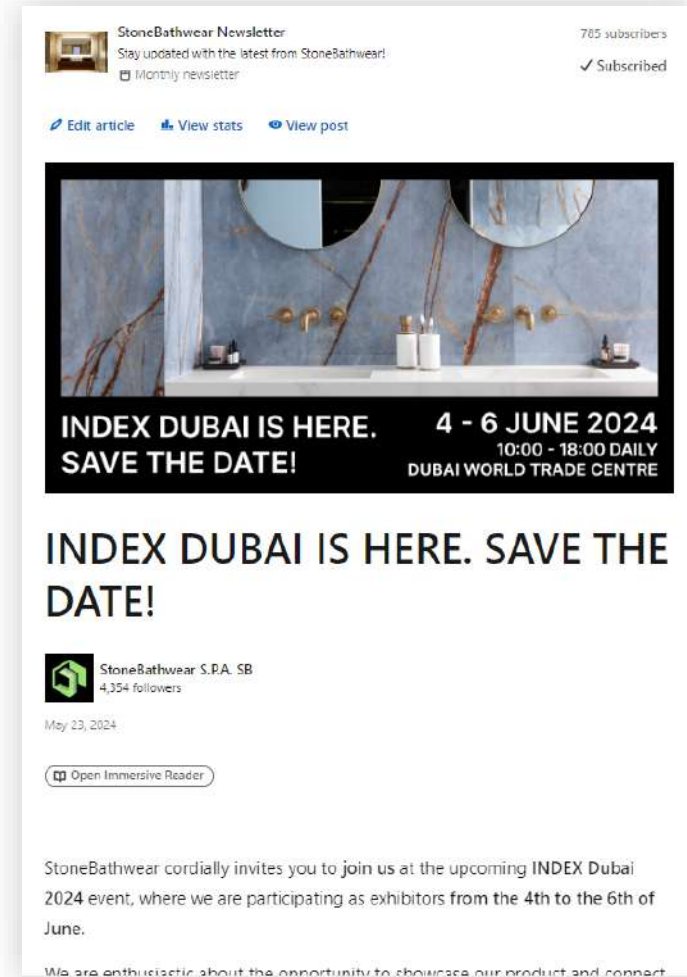
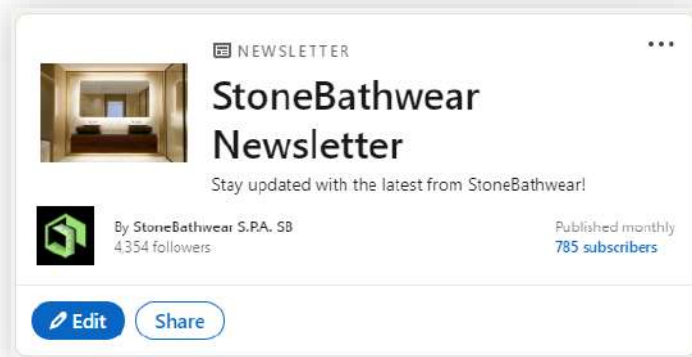
SBW Newsletter

LinkedIn

In addition to the newsletter sent via Mailchimp, a **Newsletter** campaign has also been created on **LinkedIn**. LinkedIn users have the option to subscribe to our newsletter, receiving notifications whenever SBW publishes new articles.

This helps us to **establish** and **expand** a consistently engaged **audience**. Our participation to the event was the perfect occasion to start exploring new communication tools.

The campaign has reached a total of 817 subscribers after the very first publication and has led the M&C team to explore new topics for the next months to use this tool further.



01.

Flyer



Flyers are a versatile and cost-effective tool for marketing and communication purposes. They offer a tangible means to reach potential customers and convey key messages succinctly.

The flyers for the event were designed with consistent branding elements such as logos, colors, and taglines to help reinforce brand identity.

For INDEX Dubai, a **total of 100 flyers** were printed and distributed to all visitors throughout the event.

01.

Portfolio



During the months before the event, the new **SBW 2024 Portfolio** has been developed in different versions, highlighting recently completed high-end and standard projects, and the live projects SBW is currently working on.

The 'Now Live' version, including the HE4 project in Saudi Arabia, has been printed for INDEX Dubai helping us to further show the capabilities of the company to explore new markets.

01.

Banner



The **banner** has been created for instant recognition of the company, displaying our company's name, logo, and tagline, ensuring that visitors could immediately identify who SBW is.

A **QR code** has also been included as a Call to Action as "Learn More" and "Visit Us CTA", guiding visitors on our website.



Gadgets



Preparing **gadgets** for an event is a strategic move that can significantly enhance the attendee experience.

We created a more engaging, memorable, and successful event by producing a total of 50 Bamboo toothbrush with black bristles and SBW's logo customisation.

Stand Design Realisation

POD Design – Forex Panels

Instead of keeping the existing paneling around the POD, which was damaged and featured an outdated logo, the team decided to create **new panels** using **Forex**.

The **design** of these panels was intended to represent the quality of SBW PODs and included keywords such as "Manufactured in Italy" and "Managed from London."

These phrases are synonymous with quality and successfully captured the public's attention during the event.



Initial condition of the POD covering



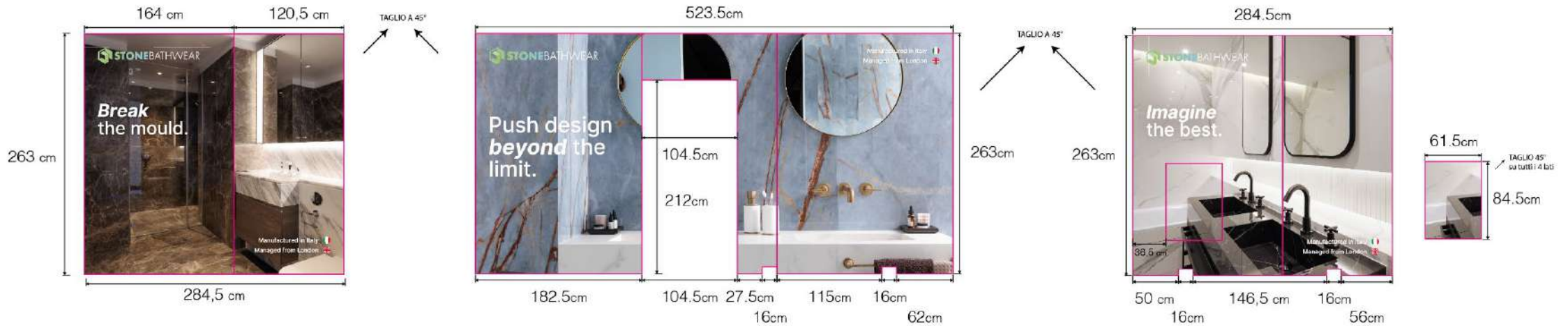
Installation of Forex panels on bathroom POD



02.

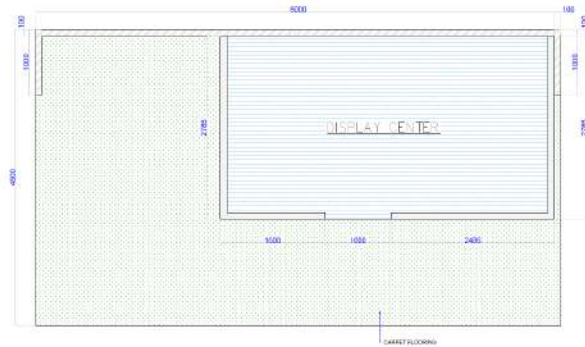
Stand Design Realisation

POD Design – Forex Panels

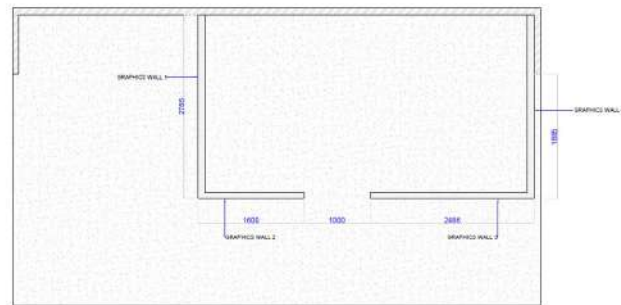


Stand Design Realisation

Stand Design



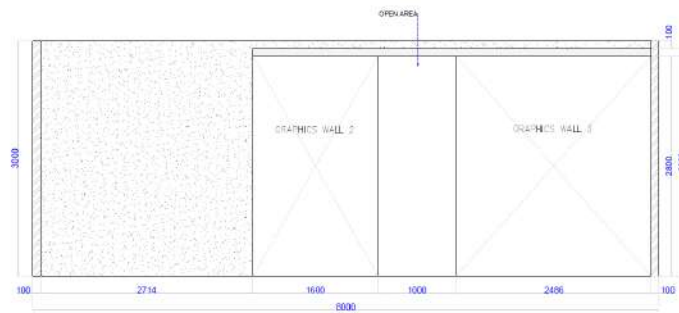
TOP PLAN



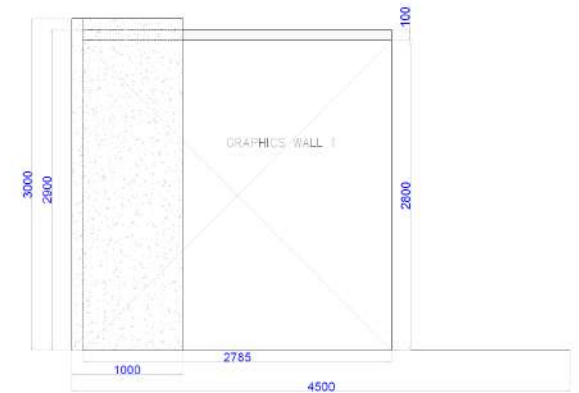
GRAPHICS WALL AREA

The **construction** and **dismantling** of the **stand** were contracted to Green Lines Tech, a company recommended by the event organisers.

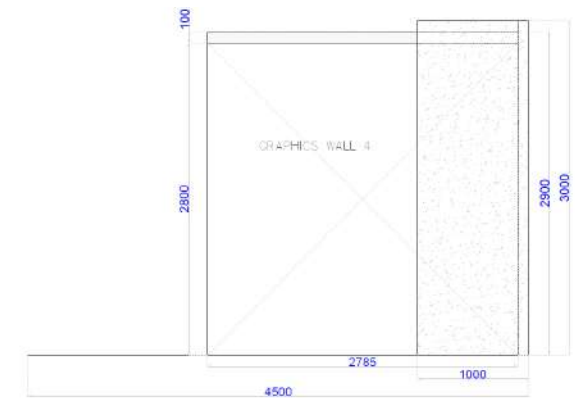
The booth, measuring 4m x8m x3m and strategically positioned near the photo booth, was designed to follow SBW's brand image, integrating visual identity and messaging.



FRONT ELEVATION



LEFT SIDE VIEW



RIGHT SIDE VIEW

02.

Stand Design Realisation

Design Development



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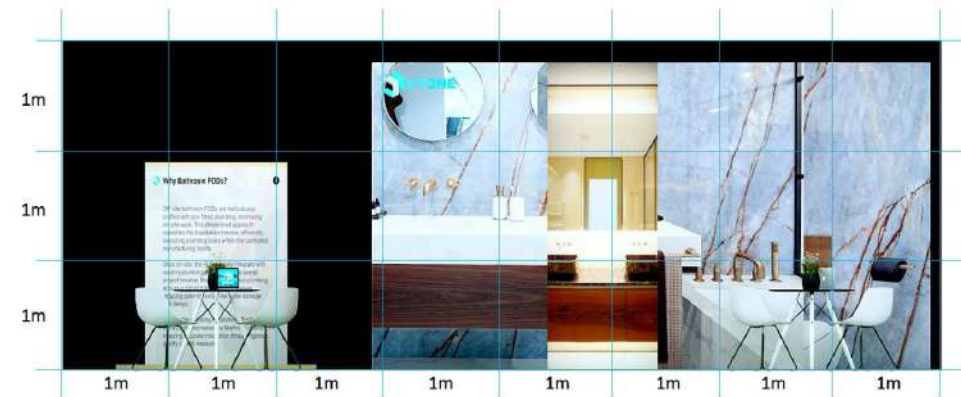
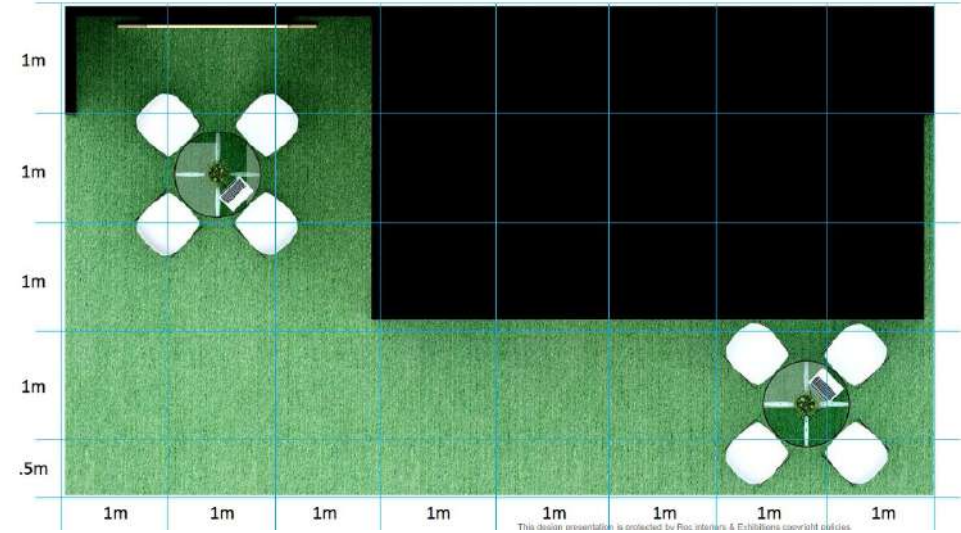
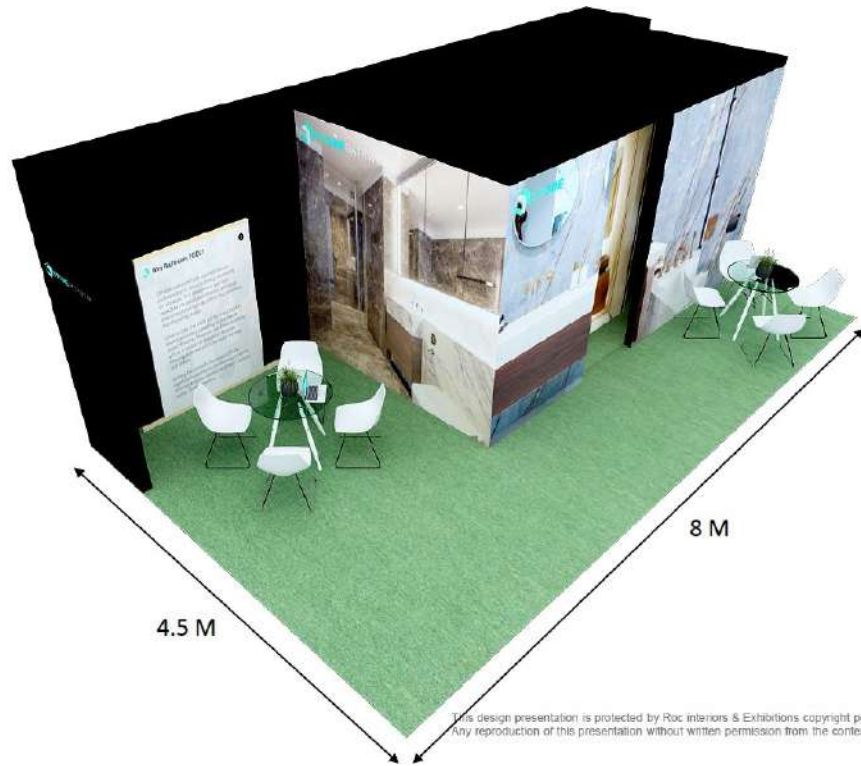


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02.

Stand Design Realisation

Design Development



Stand Design Realisation

Event Logistic

The POD left Italy on 27th March and arrived in Dubai the 1st June. The logistic partner was BD Group while, once on site, placement in temporary and final position has been handled by Shenker, official partner of the Expo.



02.

Stand Design Realisation

Stand Build-up



02.

Stand Design Realisation

Final Result



02.

Stand Design Realisation

Final Result





Thank you for your attention.