



BEST OUTDOOR CAMPAIGN -
TAQA EMIRATI PARTY



EIGHTY. ONE OF A KIND STUDENT ENGAGEMENT.

- A unique target audience
- A unique event
- An exceptional result

80 talented people and two of oil's most pivotal countries come together to celebrate the infinite possibilities those relationships promise.



The 80 VIP guests arriving for a unique weekend

In November 2013, TAQA, the Abu Dhabi National Energy Company, invited 80 Emirati students currently studying in the UK to come to a unique event in Aberdeen and witness how an Emirati company is thriving in the United Kingdom.

This is how it all came together.



HTML Email Invite



ثمانون شخصاً موهوباً

في ملتقى تنظمه شركة 'طاقة'

في واحدة من أهم مناطق استثماراتها



دعوة

أبردين، اسكتلندا، في 8 و9 نوفمبر 2013

يسر شركة أبو ظبي الوطنية للطاقة، 'طاقة'، دعوتكم للمشاركة في فعاليات العطلة الأسبوعية التي تنظمها يومي 8 و9 نوفمبر في مدينة أبردين في اسكتلندا، والتي تسعى خلالها للتعريف بالشركة ونشاطاتها في أجواء من المرح والمتعة.

للمزيد من المعلومات، يُرجى الاطلاع على الجدول المرفق.

كما نتيح لكم هذه الدعوة الفرصة للتعرف على الثقافة الاسكتلندية، والاستمتاع بجمال الطبيعة، وممارسة مجموعة من الأنشطة الأخرى التي تتراوح بين ممارسة رياضة الجولف والتتبع بالراحة والاسترخاء في النادي الصحي في الفندق.

لمزيد من الاستفسارات، يُرجى مراسلتنا على عنوان البريد الإلكتروني taqa@mearns-gill.com

على أمل الترحيب بكم لتعرفكم بيئة العمل المتميزة في شركة 'طاقة'.

Pete

Pete Jones, Managing Director, TAQA UK



Bespoke Invitations



As an Emirati company with operations in Scotland, TAQA is deeply proud of every Emirati student representing their country through their unwavering determination to graduate from the UK and bring the knowledge and experience gained back home to the UAE. The objective of the Eighty event was to get these students thinking of a potential career at TAQA once they had graduated and returned to Abu Dhabi.

TAQA knew that establishing such a community would enable it to maintain long-lasting relationships with these carefully selected people. They also fully-understood the level of personal attention that would need to be devoted to every aspect of this initiative in order for it to be successful.

A unique
target audience

We began by creating the 80 brand, a unique identity for the event, one that would thread through every touchpoint and reflect the event's exclusivity and come to symbolise the opportunities on offer.

Key to the success of the event would be ensuring attendees felt the connection with TAQA at both a personal and professional level. It was important that the event felt inclusive and took into account the cultural and religious sensitivities of the attendees. So, in addition to personal emails for use in the initial awareness stage of the campaign, we also sourced travel prayer mats and designed and printed prayer timetables.



Bespoke Branded Gift Pack



Strong, personal relationships are of great importance to Emiratix so we designed the eight on its side to symbolise infinite relationships, without bounds or boundaries.



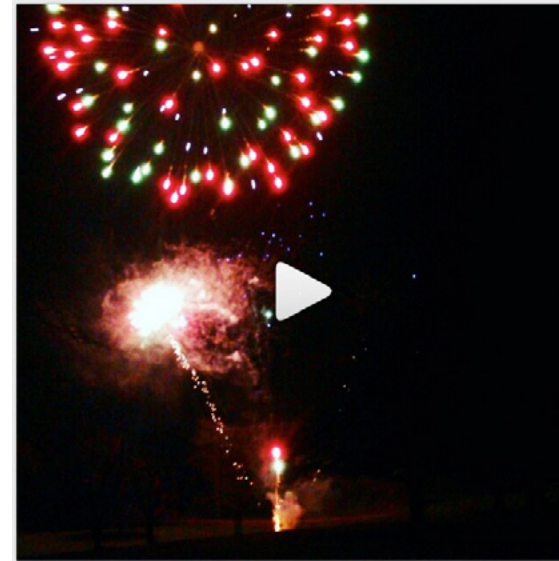
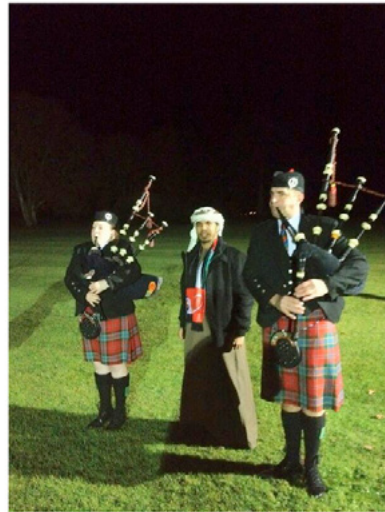
Bespoke Prayer Mat & Timetable

To humanise the TAQA brand even further, we set up a Twitter account for use both during and after the event. We anticipated conversation on the feed to be driven by the team from TAQA, tweeting and responding to the tweets made by students. However, students quickly began using the account to share their excitement and enjoyment of the event with pictures, videos and tweets shared amongst themselves.



Eng.Mohamed Alameri
@uae_747

Last night at #Fyvie #Castle in #Aberdeen
#TagaGlobal #EightyEvent
pic.twitter.com/3ILUblbvI



munaharib
5 months ago

#TAQAGlobal #Aberdeen #EightyEvent last night celebrations ...amazing fireworks with #UAE flag colors

aj_majboor, sultanalmamari9, marwamuh33 and 103 others like this.

abdullaalmansoori2
ابراهيم

kbinhendi
[]

talha_jani
I had been there in Eid

Leave a comment...



munaharib
5 months ago

#EightyEvent by #TAQA Student activities #Aberdeen #TagaGlobal

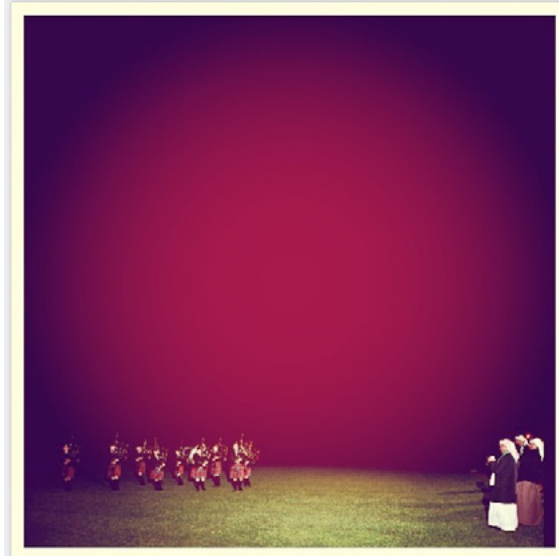
uae747, aj_majboor, sultanalmamari9 and 116 others like this.

lechicbynadia
@munaharib how can i get my hands on these professional pictures? <3

munaharib
U should all have the link. Send me ur email

lechicbynadia
@munaharib sent you a dm on twitter with me email in it.

Leave a comment...



fatimaalward
5 months ago · Aberdeen

Mix cultures. It's an amazing picture. Isn't it? #taga #eightyevent

sasrawas, 3alawi23, saeed_albadi1 and 97 others like this.

lechicbynadia
@fatimaalward how can i get these professional pictures?

fatimaalward
@lechicbynadia oh hey Nadia, sorry for delay I have got a link for these professional pictures and I can send them to you by email!

Leave a comment...

Social Feeds



Retweeted by Eighty

 **rotha sahuo** @RothaSahoo · Nov 10
Airport heading back to manchester❤️✈️ a well spent weekend in Aberdeen thank you taqa #eightyevent [instagram.com/p/giu3ZAnU5y/](https://www.instagram.com/p/giu3ZAnU5y/)

Collapse

RETWEETS
2

9:35 AM - 10 Nov 2013 · Details

 **Eighty** @Eightyevent · Nov 10
@RothaSahoo Thank you for attending #Eightyevent and being part of a memorable weekend.

Expand

Reply Retweet Favorite More

Retweeted by Eighty

 **Juma AlFalasi** @JmjaIFalasi · Nov 10
Heading back to London! I really enjoyed my weekend in Scotland ! Thanks @TAQAGradsUK for the lovely trip!!!! @MunaHarib #EightyEvent

Collapse

RETWEETS
2

9:18 AM - 10 Nov 2013 · Details

 **Eighty** @Eightyevent · Nov 10
@JmjaIFalasi @TAQAGradsUK @MunaHarib It's our pleasure. We are pleased you had an enjoyable weekend and had fun at the #Eightyevent

Expand

Reply Retweet Favorite More

 **M. Harib AlMuhairi** @MunaHarib · Nov 10
@JmjaIFalasi @TAQAGradsUK it was awesome to have you with us.. stay intouch

Expand

Reply Retweet Favorite More

 **Mariam** @Mmariam_j · Nov 10
#pretty #fireworks #eightyevent #gottolove #scotland [instagram.com/p/gitnhSag1P/](https://www.instagram.com/p/gitnhSag1P/)

Expand

Reply Retweet Favorite More

 **Eighty** @Eightyevent · Nov 10
@Mmariam_j great picture of the fireworks. Hope you had a great weekend. Thank you for attending the#Eightyevent.

Expand

Reply Retweet Favorite More

Retweeted by Eighty

 **Mariam** @Mmariam_j · Nov 12
@Eightyevent yes it was such a great event, and an amazing experience . Thank you for all the effort put in .

Hide conversation

Reply Retweet Favorite More

RETWEET
1



3:40 AM - 12 Nov 2013 · Details

 **Eighty** @Eightyevent · Nov 12
@Mmariam_j pleased you had a great time and made some great friends as well as meeting the #taqa team. Do stay in touch. #Eightyevent

Expand

Reply Retweet Favorite More

 **@Bliss__89** هبة · Nov 10
Always new dreams.. always new hopes.. and may Allah always guide me to the right path

Expand

Reply Retweet Favorite More

 **Eighty** @Eightyevent · Nov 10
@Bliss__89 Hope the #Eightyevent gave you something to think about. But more importantly we hope you had fun.

Expand

Reply Retweet Favorite More

Retweeted by Eighty

 **@Bliss__89** هبة · Nov 10
@Eightyevent it definitely did.. it didn't disappoint in any department (y)

Hide conversation

Reply Retweet Favorite More

RETWEET
1

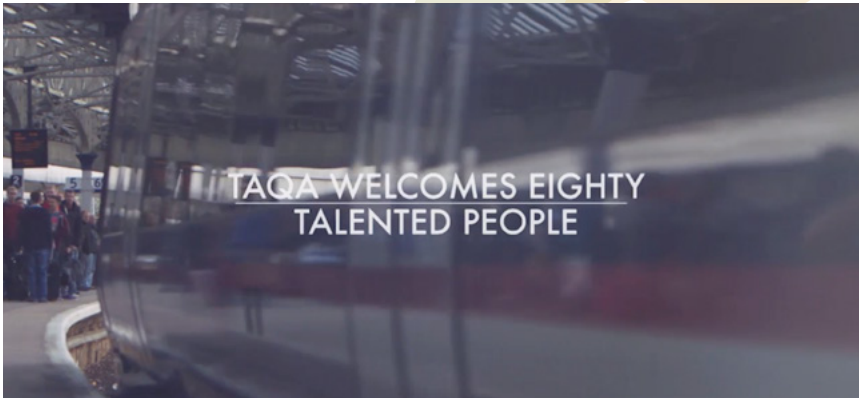


4:32 AM - 10 Nov 2013 · Details

Social Feeds



The weekend was set up to be predominantly fun weekend, but included speakers from TAQA Abu Dhabi who gave talks about their experiences. It started off with an exclusive gathering at the luxurious Ardoe House Hotel, a baronial 19th century mansion house in Aberdeenshire. And over the course of the two days, other activities included golf, quads and karts, and attending a spectacular gala at Fyvie Castle.



An exceptional result

You can get a sense of the occasion here:
<http://vimeo.com/channels/taqa/81474402>