

CASE STUDY

DUBAI INTERNATIONAL BOAT SHOW

In this region of the Persian Gulf, both Dubai luxury yacht excursions and yachting in general are expanding rapidly. Dubai is already a significant luxury yacht centre in the Middle East, with facilities to welcome or supply luxury charter megayachts and sailing super yachts.

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THEIR STORY.

Welcome to the largest and most exciting marine and lifestyle show in the Middle East. From March 1-5, 2023, Dubai hosted the 29th annual Dubai International Boat Show. The spectacular seaside neighbourhood of Dubai Harbour, created for the ideal marine lifestyle, played home to the exhibition for over five days. This is the ideal event for those who wish to live a bit more by buying a boat, learning about luxury superyachts, trying out the newest jet skis, discovering diving and aquatic developments, or taking their families out on the dazzling waves.

HIGHLIGHTS

570k+
Readers Reached

1.3k+ p/w
Visits to Partner page

100+
B2B Brands Reached



OBJECTIVES.

Our primary objective was to raise awareness about the event and bring it to the attention of IMPERIUM readers all over the world. Second, we want to persuade our readers and website visitors to go see the show by suggesting that they buy tickets. Thirdly, we wanted to broaden DIBS's exposure to other luxury brands operating in the luxury lifestyle space so that those brands would consider using DIBS as a platform from which to showcase their own products.

*I LOVE THE DUBAI
INTERNATIONAL
BOAT SHOW AND
I'M SO
THRILLED TO
BE SUPPORTING
THEM WITHIN
IMPERIUM.*

KHAWER CARR | EDITOR IN CHIEF | IMPERIUM





PARTNER PAGE

The first and most obvious solution was to establish a dedicated partner page on the IMPERIUM website. This page would highlight the show by providing images as well as a link to the DIBS website.

MEDIA KIT

A page for the show was designed and positioned within the IMPERIUM media kit, which was then sent to every B2B brand in our luxury network around the world.



PROMOTION

In addition to the stories that were published on IMPERIUM Online, there were also periodic social posts published over the course of three months. In the days leading up to the event, supplementary advertisements were published.





EXPOSURE

The partner page received approximately 1.3K visitors per week over the course of three months. Our media kit was shared with over 100 brands, PR agencies, and marketing agencies across the IMPERIUM client database. There were a total of seven social media posts that were shared via IMPERIUM LinkedIn, with additional reposts coming from the IMPERIUM team and staff. On IMPERIUM Online, another four stories were also made publicly available to read. Three advertisements were placed across IMPERIUM Edition 5 & 6 reaching over 570k readers around the world.

“IT’S BEEN AN ABSOLUTE PLEASURE TO WORK WITH SUCH A STELLAR TEAM AT IMPERIUM. EXTREMELY RESPONSIVE, AND BRINGING OUT QUALITY AND PERFECT ARTICLES ON TIME FOR THE SHOW. WE ARE LOOKING FORWARD TO COLLABORATE WITH THEM FOR THE UPCOMING SHOWS IN THE FUTURE.”

GAURI PREMCHAND | MARKETING EXECUTIVE | DUBAI INTERNATIONAL BOAT SHOW

LOOKING AHEAD

THE FUTURE

The next iteration of the Dubai International Boat Show is scheduled to take place in 2024, and IMPERIUM has already begun making plans for the event.

GOING ABOVE AND BEYOND



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