

With the passing of time it can be easy to forget how good something was. When thinking back on the relationship between FP7 and The Pearl Qatar (TPQ) though, that warm glow of accomplishment can still be felt as strongly as ever.

In 2007 when FP7 and TPQ began working together for the first time, the fledgling relationship took off in style with the launch of Qanat Quartier. This campaign transported the people of Qatar to an idyllic Italian getaway, with the official opening the following year securing The Pearl as an exclusive destination.

This was the first of many successes to come from the partnership, which continued into 2008 with FP7 and TPQ working together on an ethereal yet glamorous campaign that established the beautiful lifestyle on offer at The Pearl in the minds of Qatar.

The key to creating such an effective campaign is the passion that FP7 has for TPQ and the account. This, coupled with the team spirit that flourished between FP7 and TPQ marketing team, enabled them to understand the needs, values and potential of The Pearl brand. This paved the way for a truly creative interpretation of the brief that captured the essence of The Pearl in a unique way.

Passion also drives the strong work ethic of FP7. This means that any obstacles met during the creative process are easily overcome and FP7 consistently face challenges with positivity and a belief that *nothing* is impossible to achieve. Whilst maintaining a focus on the needs of the client, FP7 always works relentlessly to produce the best campaigns, on time - providing a personalised and professional service.

In 2008 FP7 created a book of wonderful Ramadan Stories in support of TPQ's celebratory evening held for the Holy month of Ramadan. Based on the tradition of story-telling during this time, this campaign also used subtle references to The Pearl in order to tie all aspects together in a sumptuous and reverential display. Then in 2009 FP7 launched a stunning campaign to highlight the many facets of life at The Pearl, perfectly capturing the luxurious amenities available whilst portraying an atmosphere of personal aspiration for consumer.

Throughout this time FP7 also created several stand alone campaigns for TPQ. This included an iconic promotion of performances by Placido Domingo, the unforgettable operatic tenor, and a stunning, high quality calendar for 2009 which used unique designs to illuminate life at The Pearl.

The strong relationship between FP7 and TPQ also extended to the sales team, with whom FP7 ensured all campaign ideas were tactically successful in promoting events and prompting sales. The efficacy of this group effort was apparent in the sales figures at the time, and exemplifies

the way in which FP7 approach their understanding of the client's requirements and the brand identity.

For three years FP7 and TPQ collaborated on a succession of impactful marketing campaigns that brought The Pearl to Qatar. The effectiveness of this partnership speaks for itself, and it also serves to remind us that the greatest achievements are always accomplished together.

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