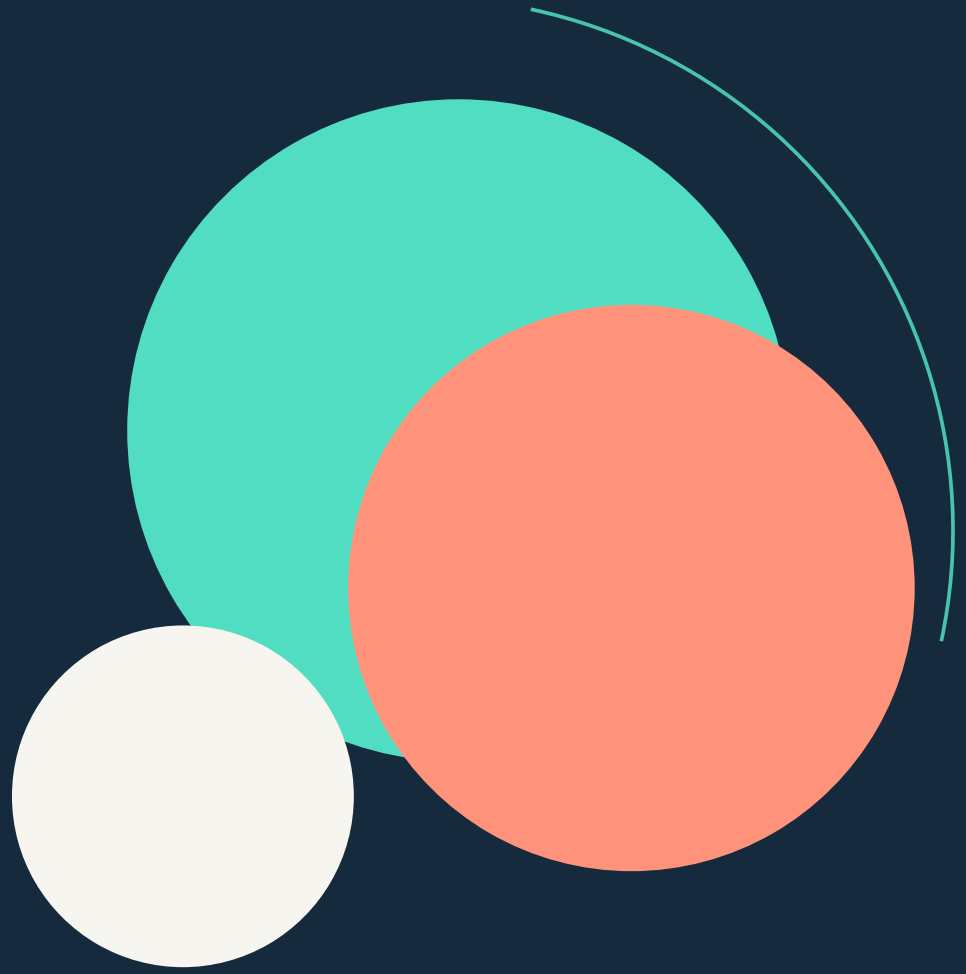
NORTHLINE / STUDIO

HARBOR SQUARE

A six-week brand launch campaign

Prepared by Northline Studio

November 2026



CONCEPT DEMO • FICTIONAL CLIENT

A new destination. A reason to discover it.

The challenge

Launch Harbor Square as an easy-to-love neighborhood destination — not just another retail opening.

OUR RESPONSE

01 **Make it visible**

Build anticipation before opening

02 **Make it relevant**

Connect the brand with everyday life

03 **Make it memorable**

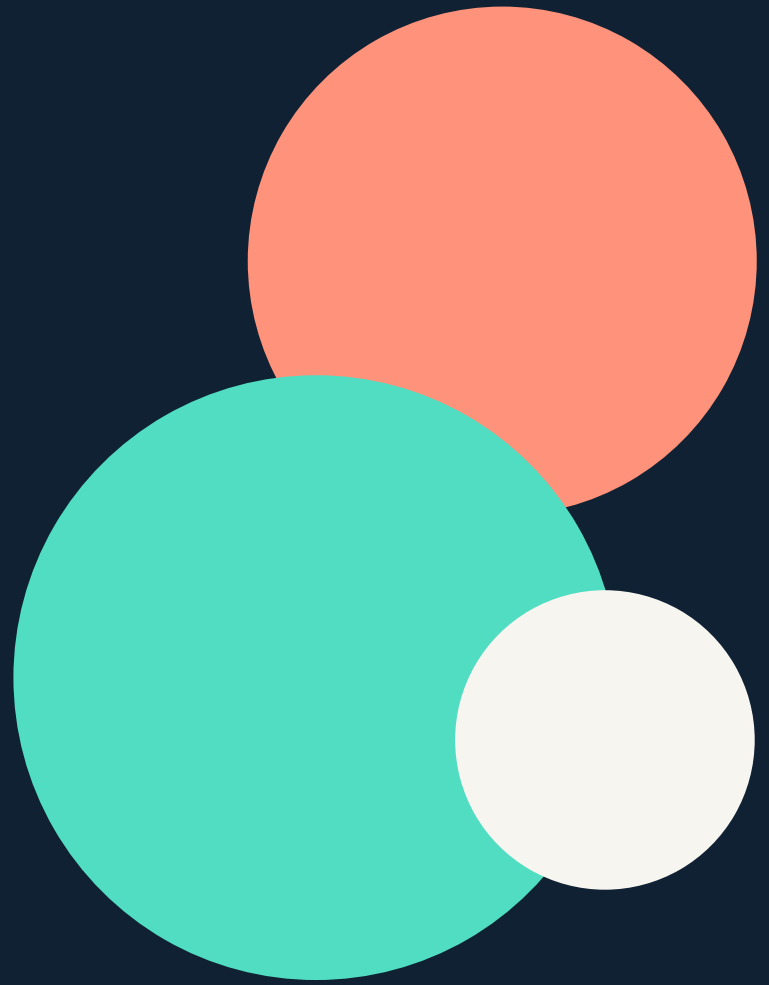
Create reasons to visit and share

THE BIG IDEA

Everyday, extraordinary.

A lifestyle-first campaign that makes the everyday visit feel like a discovery.

One idea across social, digital, creators and launch-day experiences.



Six weeks. Three clear phases.

01

WEEKS 1–2

BUILD CURIOSITY

Teaser content, visual identity rollout and launch countdown.

02

WEEKS 3–4

LAUNCH MOMENT

Influencer previews, reveal content and opening-week activation.

03

WEEKS 5–6

KEEP THE ENERGY

Community stories, offers and high-performing content optimization.

A connected campaign — not disconnected deliverables.

What we will deliver.

01	**Campaign strategy**	Messaging, content pillars and activation plan
02	**Visual system**	Campaign key visual and adaptable design kit
03	**Digital content**	12 social posts, 6 short video concepts
04	**Launch support**	Event creative direction and content checklist
05	**Reporting**	End-of-campaign performance summary

A clear investment.
A connected campaign.

Strategy & creative direction	**AED 12,000**
Visual system & design	**AED 18,000**
Social content production	**AED 24,000**
Launch activation planning	**AED 16,000**
Measurement and reporting	**AED 5,000**

TOTAL ESTIMATED PROJECT FEE **AED 75,000**

Illustrative pricing only. Final scope, exclusions and applicable tax require client confirmation.

Let’s make the launch something people remember.

Three steps to move from concept to delivery.

01 Align

Confirm objectives, audiences and budget.

02 Refine

Approve the creative direction and final scope.

03 Activate

Kick off production and campaign planning.

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