

PUREDRIIVE PR AND MEDIA ACTIVATIONS

Living, eating and breathing the Automotive culture, we have a refined sense in assisting people and organisations on PR, Media and associated Automotive Consultancy.

Below is a selection of what we've been involved with from small - large budget.

RECENT PROJECTS

JAN 2017

RAS AL KHAIMAH TOURISM DEVELOPMENT AUTHORITY: (RAKTDA) Working with racing driver Oliver Webb and vlogger MrJWW we facilitated the promotion through social media and video promotions of Ras Al Khaimah and more specifically Jais mountain (Jebel Jais) and the incredible road which runs to its summit.

FEATURED BRANDS: RAKTDA, RedBull, Uber, Uber Eats, PureDrive, Waldorf Astoria, TC Media, W-Motors, Black List

CAMPAIGN IMPRESSIONS

+4 MILLION

VIDEO VIEWS

+2.3 MILLION

JAN 2017

RAKTDA: Working with Leipter Motorsport and Oliver Webb Racing, we undertook a joint promotion with RAKTDA sponsoring Leipter's Lamborghini Huracan GT3 racing car and Oliver Webb in the Dubai 24h endurance race.

FEATURED BRANDS: RAKTDA, PureDrive, Leipter Motorsport, Oli Webb Racing

SOCIAL MEDIA IMPRESSIONS

+770,000

TV COVERAGE

+31 MILLION

JAN/FEB 2017

PRIVATE MOTOR CLUB: We facilitated the PMC team for a magazine and video article on the iconic \$1m Toyota 2000GT, facilitating the logistics, vehicle, venue and permits.

FEATURED BRANDS: Tomini Classics, PureDrive

ARTICLE IMPRESSIONS

+10,000

VIDEO VIEWS

+3,000

MARCH 2017

IMAGINE DRAGONS: Assisting Director Joseph Khan and his production team from Hollywood, we provided the fleet of Ferrari's used in the bands 'Thunder' video. Liaising with Dubai Tourism, Dubai Police and the Road and Traffic Authority, we planned and orchestrated the vehicles, drivers and choreography.

VIDEO VIEWS

+115 MILLION

MAY 2017

GUSTAVO MENEZES: Working with racing driver Gustavo Menzes, we assisted providing vehicles, support and associated logistics for a small video production in Dubai and wider UAE.

FEATURED BRANDS: RedBull, Land Rover

VIDEO VIEWS

+2,000

MAY 2017

PRIVATE MOTOR CLUB: Again facilitating the PMC team for a magazine and video article, this time in the legendary Ferrari 365GTB/4 'Daytona'. We organised the logistics, vehicle, venue and permits.

FEATURED BRANDS: RAKTDA, Tomini Classics, PureDrive

ARTICLE IMPRESSIONS

+10,000

VIDEO VIEWS

+20,000