



# Jumeirah Messilah Beach Hotel and Spa hosts media ghabqa event



**KUWAIT:** Jumeirah Messilah Beach Hotel and Spa recently hosted its annual media ghabqa event at the exquisite Layali Al-Messilah Tent. The event was organized in celebration of the holy month of Ramadan and in recognition of the ongoing support and efforts made by the media sector.

Upon arrival, the guests were welcomed by General Manager at Jumeirah Messilah Beach Hotel and Spa, Savino Leone, along with the hotel man-

agement team. In his speech, Leone expressed his sincere appreciation to the media for their continued support and invited them to enjoy the distinctive true Ramadan hospitality of the special evening. He also extended his gratitude to Lincoln Alghanim, the diamond sponsors of Layali Al-Messilah Ramadan Tent for the entire period of Ramadan.

The evening was held in the family-friendly Layali Al-Messilah Ramadan Tent with its sophisticated

and elegant design and decor, offering a rich cultural and authentic experience along with a fantastic opportunity to engage and network in a unique surrounding. The evening was complemented by enlivening sounds of traditional live Arabic music and a sumptuous Ramadan buffet featuring a wide variety of Middle Eastern favorites as well as international delicacies.

The ghabqa lasted till after midnight and Jumeirah

Messilah Beach Hotel and Spa ensured that each guest had a truly memorable evening filled with warm hospitality and exceptional delights. The Layali Al-Messilah Tent is designed in perfect Arabian style and can accommodate private iftars and ghabqas for families and corporate bookings. Create unforgettable memories by celebrating traditional Ramadan festivities with loved ones at the Jumeirah Messilah Beach Hotel and Spa.



## Gulf Bank Ramadan campaign garners 8.5 million+ views

**KUWAIT:** Gulf Bank's Ramadan campaign acquired a record number of viewers in the first week of the holy month, garnering over 8.5 million views across various social media channels. The campaign makes use of a unique advertising move - the first of its kind in Kuwait and the region - in which viewers were given the chance to determine the ending of the story by voting for one of the two main characters, resulting in widespread engagement with the videos.

This year, Gulf Bank's Ramadan campaign revolves around the story of Lulwa, who as a young girl captures the hearts of two neighborhood boys, Aziz and Nasser. During the course of the story, both Aziz and Nasser end up vying for Lulwa's affections, with both eventually requesting her hand in marriage. The story of Lulwa's engagement highlights

authentic Kuwaiti customs and values, including girgean, close-knit neighbors, caring families, and the humility and simplicity of the Kuwaiti people. At the end of the main video, both Aziz and Nasser are shown attending Lulwa's engagement, but is unclear which of the suitors Lulwa will choose. That decision was left up to the viewers, an advertising decision that marked its debut this year on Gulf Bank's social media channels. After watching a series of short videos featuring Lulwa's mother interviewing the two candidates, viewers voted for the candidate they believed would make the best match. After a round of voting, Aziz emerged as the best suitor. The campaign's conclusion showing the end of Lulwa's story is scheduled to be released on Gulf Bank's social media channels today.



Ahmad Al-Amir

Commenting on the announcement, Ahmad Al-Amir, Assistant General Manager for External Communications at Gulf Bank, said: "We were very pleased with the response to our Ramadan campaign this year, a story which reflects the values of the people of Kuwait. Our goal was to engage our viewers in a way unlike anything that has been done before and, by partnering with Joy



Productions to help bring this creative concept to life, we were able to garner more than 8.5 million views across multiple channels in just one week. We would like to also take this opportunity to thank everyone who contributed to the production and presentation of this work, including: the narrator, Mama Anisa; our guest of honor, Hoda Khatib; music and

soundtrack producer, Bashar Al-Shatti; and writer Heba Hamada who did such a beautiful job in delivering the message we had wanted to convey."

To watch Gulf Bank's Ramadan ad, visit the Gulf Bank YouTube channel. To find out more about Gulf Bank, customers can visit one of the Gulf Bank's 58 branches or log on to [www.e-gulfbank.com](http://www.e-gulfbank.com).

## NBK launches Ramadan road safety awareness initiative

**KUWAIT:** National Bank of Kuwait (NBK) launched an awareness campaign aimed at reducing traffic accidents during the holy month of Ramadan, especially around iftar time as some drivers attempt to reach their destinations by speeding and committing traffic violations. The campaign includes the distribution of small snacks for drivers to break their fasting around iftar time, at strategic intersections and traffic lights, as well as bus stops. NBK is committed to adopting value-added social initiatives, especially those related to the holy month of Ramadan. This awareness campaign aimed at increasing social responsibility regarding safe driving and adhering to traffic laws, even if it was at the expense of arriving late, as it makes human safety and averting traffic accidents a priority.

The initiative is an awareness campaign that involves a large number of volunteers and places emphasis on road safety. NBK is proud to be an integral part of



awareness campaigns, like this initiative, which combines giving and sharing spirit in offering snacks to drivers to break their fasting and raising road safety awareness to reduce traffic accidents, especially around iftar time.

For over 20 years, NBK has carried out 'Do Good Deeds in Ramadan' program, which includes many

events, contributions, social welfare activities and voluntary activities. This initiative is in line with NBK's keenness to reach out to various social institutions and all sectors of the society, maintaining its leading position as a dedicated private institution towards CSR responsibility and transforming it into real actions with substantive social dimension.

## URGENTLY REQUIRED

(For A Leading Automotive Group)

### SALES EXECUTIVE - TYRES

- Sales Plan as per Budget & Channel wise Sales for Territory assigned.
- Reporting the Daily / Weekly / Monthly Sales Activities to the Division Manager.
- Market Development with high frequency visits to Potential / Existing Customers.

#### REQUIREMENTS:

- Minimum 2-3 years related local dealership experience.
- Bilingual Candidates preferred (fluent in English & Arabic).
- Transferable visa #18.
- Computer Literate.
- Age group (25-35).
- Holds valid Kuwait driver's license.

Interested Candidates are Requested to e mail their CVs ASAP to:  
[recruitmentchoice14@gmail.com](mailto:recruitmentchoice14@gmail.com)