

The Sandy Times

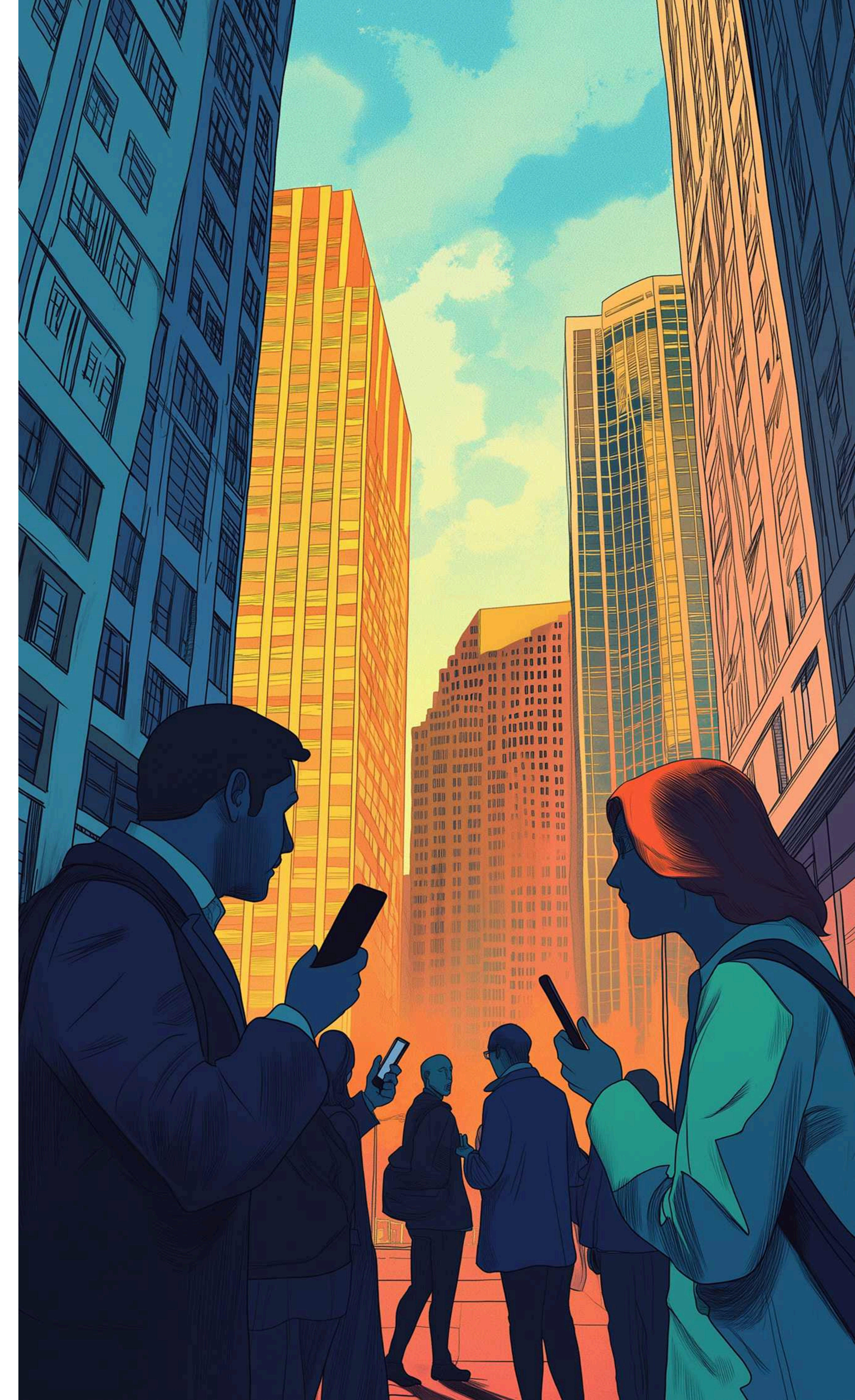
INTRODUCTION

At The Sandy Times, our mission is to be the leading source of innovative and reliable media content in the UAE.

As media, we strive to deliver timely and accurate information, captivating stories, and high-quality productions that inspire, inform, and entertain our diverse viewers and brands.

As creative bureau we aim to approach business challenges creatively, aligning the brands with the values of the modern MENA community, while fostering a deep connection between our clients and our audience.

Committed to journalistic integrity and creativity, we aim to contribute to the cultural and social development of the region.



OVERVIEW: MEDIA

The Sandy Times is a leading urban lifestyle media platform, driven by creativity and a commitment to elevating community voices. We unite diverse perspectives to showcase the richness of MENA's urban culture. Our mission is to inspire, unite, and create positive change through compelling storytelling.

As digital media entity, we have 3 main platforms*:

- Media Website
- Social Media Page
- Digital Radio
- Video Content

KEY WEBSITE METRICS:

- **Monthly Readership (UU):** 120,000
- **Average Session Duration:** 2 min 55 sec
- **Audience Growth:** 250% increase in the first year
- **Core Identity:** A strong lifestyle brand centered around art, local culture, and emerging talent

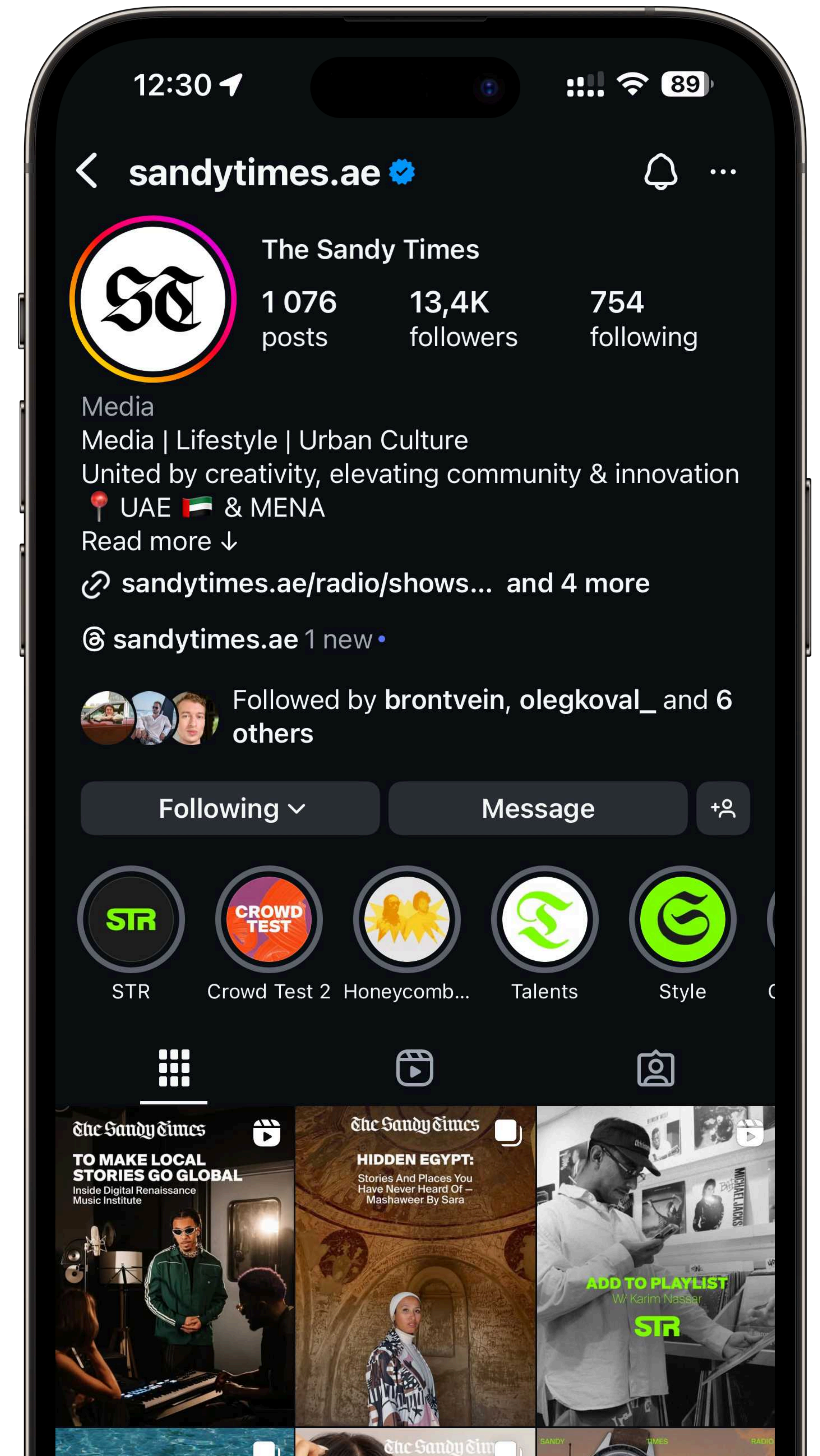


SOCIAL MEDIA PRESENCE

Our social media strategy is built on fostering an engaged community, amplifying local artists, and collaborating with influential brands.

INSTAGRAM PERFORMANCE:

- **Monthly Reach:** 2,546,671
- **Monthly Impressions:** 3,863,480
- **Monthly Engagement:**
 - Comments: 8,740
 - Saves: 1,891
 - Shares: 2,462
- **Follower Growth:** +1,300 per month
- **Content Strategy:**
 - Reels video production
 - Contests & giveaways with partners (e.g., 25hours Hotel One Central, Alba Restaurant, Poison Drop)
 - Over 10 collaboration posts with influencers every month



SANDY TIMES RADIO

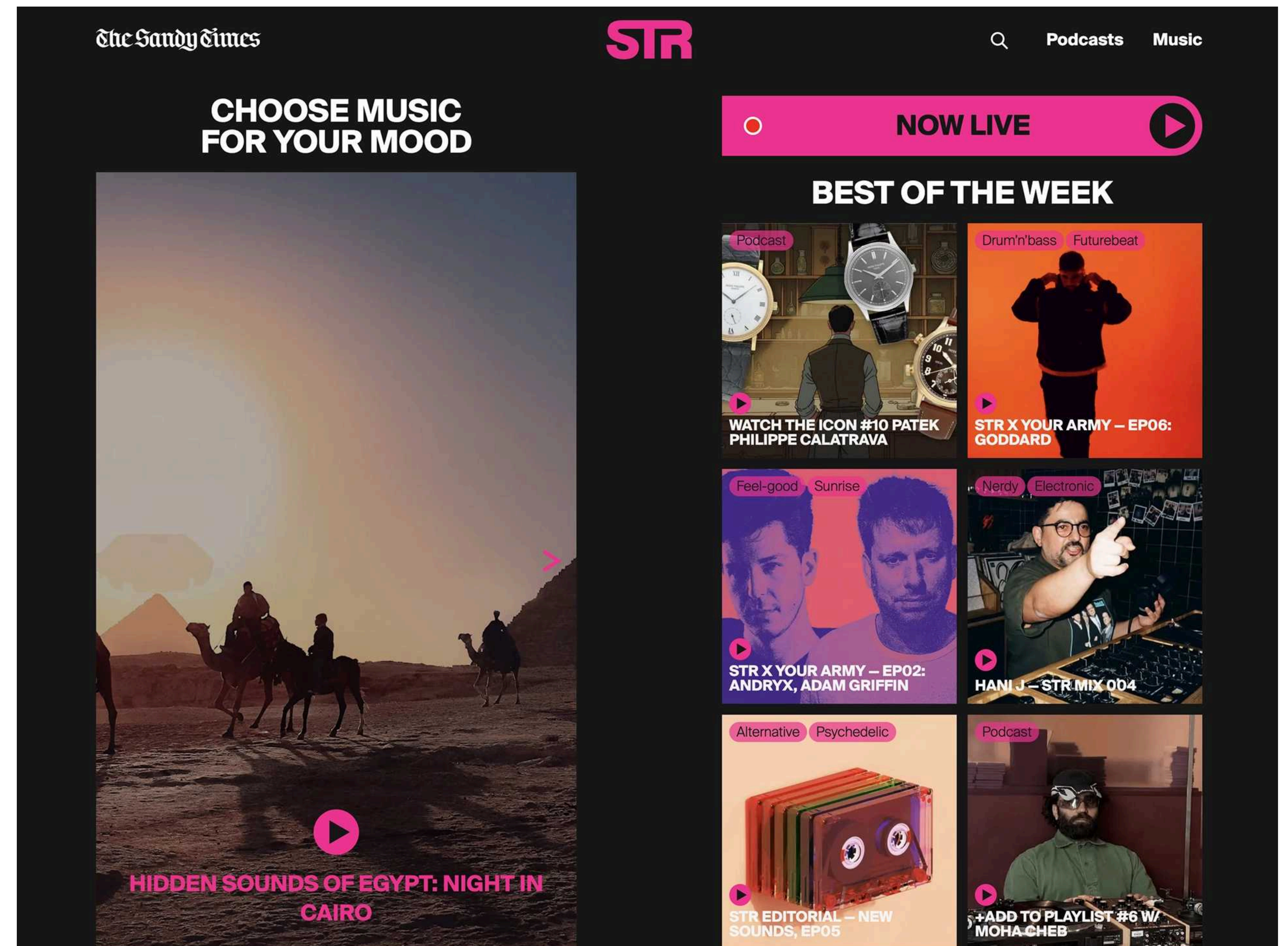
STR

Launched in November 2024, Sandy Times Radio is a 24/7 online station blending local music with global trends in a curated and niche format.

STR is more than just a streaming platform, it's a discovery platform, delivering rich, culturally resonant content, offering both — podcasts and endless curated playlists.

KEY METRICS:

- **Monthly Users:** 11,000
- **Monthly Views:** 18,000
- **Average Session Duration:** 2 min 17 sec



SERVICES

MARKETING STRATEGY DEVELOPMENT:

Creating a strategy that defines which marketing tools and channels will be used to achieve the client's goals.

COMMUNICATION STRATEGY DEVELOPMENT:

Comprehensive plan outlining how an organization will convey its messages to its target audience, encompassing goals, channels, and key messaging.

CREATION OF ADVERTISING MATERIALS:

Developing advertising campaigns, including the creation of banners, videos, texts, and other materials necessary for promoting a product or service.

CONDUCTING ADVERTISING CAMPAIGNS:

Launching and managing advertising campaigns across various channels, such as online advertising, television, radio, and more.

SOCIAL MEDIA MANAGEMENT:

Managing social media accounts, creating content, and interacting with the audience.

BRANDING:

Developing and strengthening the brand through the creation of a recognizable style, logo, and other elements of corporate identity.

CULTURAL PROGRAMME:

Curating engaging cultural initiatives that celebrate creativity, diversity, and community spirit focusing on music, art, cinema, literature, etc.

COMMUNITY MANAGEMENT & INFLUENCERS:

Building and nurturing vibrant communities through strategic engagement, communication, and activation, using out wide network of creative opinion leaders.

EVENT MANAGEMENT:

Crafting unforgettable experiences with seamless planning, execution, and creative direction from A to Z.

PARTNERSHIPS & COLLABORATIONS:

Connecting brands, artists, and organizations to create meaningful and impactful collaborations.

GUEST MANAGEMENT:

Curation of top-tier guest list for white label and collaboration events.

GIFTING:

Collaboration with local creatives and artists to design unque personal touches, that will guarantee digital brand exposure and loyal community.

CULTURAL PROGRAMME

GALLERIES & OUR ART PARTNERS

Arts & Culture Lie at the core of the Sandy Time's DNA, thus in every project we collaborate with variety of local and global cultural agents and institutions.

Here re some of our art-partners:

Volery Gallery

Lawrie Shabibi

Aisha Alabbar Gallery

Gallery Isabelle

Khawla Art Gallery

Sevil Dolmacı Gallery

CARBON 12

Firetti Contemporary

Green Art Gallery

Leila Heller Gallery

Waddington Custot Galleries

The Third Line

1x1 Gallery

Ayyam Gallery

Volte Art Projects

Nika Projects Space

Effie Gallery

Koshta Collective

Inloco Gallery

The Workshop DXB



COMMUNITY

Our community consists of the region's most talented and renowned opinion leaders, artists, and creatives, making them a hub for trendsetters and cultural influences.

In our collaboration we aim to align brand's visibility with the voices shaping the UAE's creative future.



720K Followers



636K Followers



426K Followers



132K Followers



96,2K Followers



34,2K Followers



109K Followers



107K Followers



105K Followers

COMMUNITY



Lina Malaika,
127k followers



Jennifer Kolomoni,
26k followers



Nisa Tiwana,
91.1k followers



MAYA,
1.2m followers



Natasha Aris,
237k followers



Dorsa Hosseini,
156k followers



Huda Shahin,
172k followers



Nemahsis,
439k followers



Salima Alaoui,
71k followers



Mariam Sutlan,
47k followers



Mohammed,
1.6m followers



Mila Anifrieva,
209k followers



Nadine Kanso,
35k followers



Rabih Rowell,
92.7k followers



Talal Kahl,
40,4k Followers



Tatevik Karapetyan,
423k followers



Dana Hourani,
247k followers



Kat Lebrasse,
49.2k followers

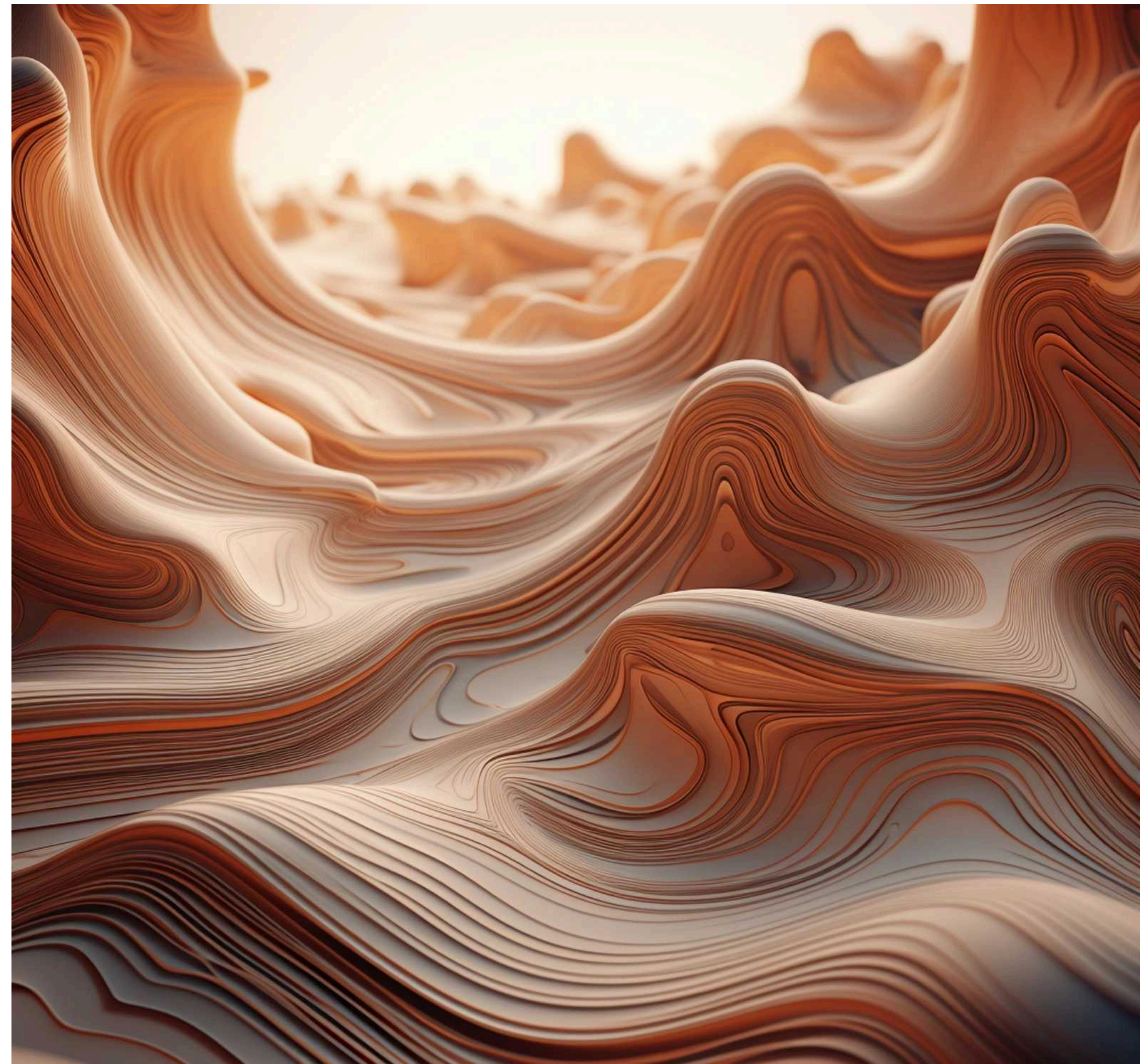


Junaynah el Guthmy,
92,7 K Followers

METHODOLOGY AND APPROACH

We aim to set the standard for excellence in journalism, broadcasting, and creative bureau.

Our goal is to be a driving force behind positive change, leveraging our reach and influence to shape a more informed, enlightened, and connected society. Through a continuous data-driven approach, we strive to deliver the best results.



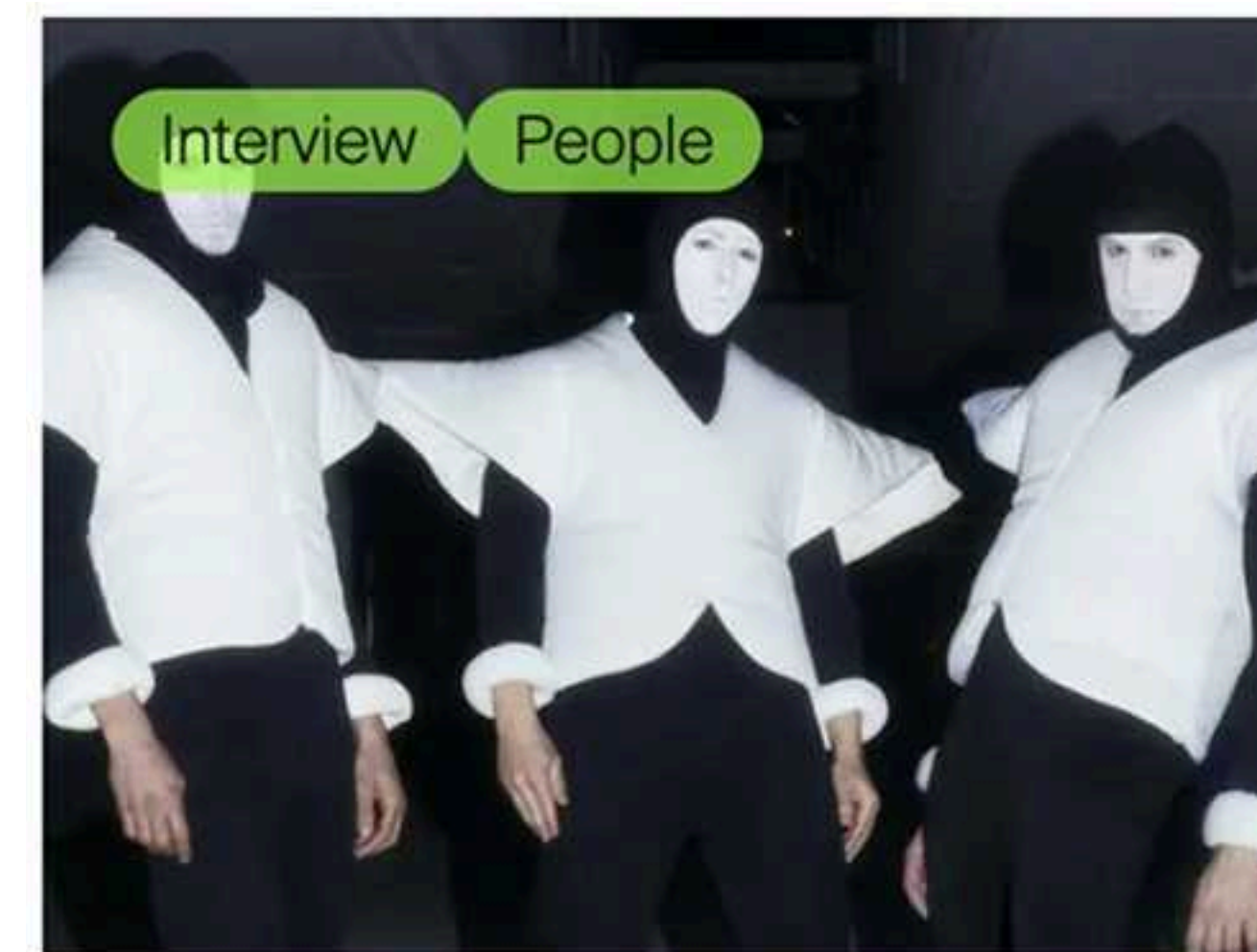
CASES

ST & STR CULTURAL PARTNERSHIPS

The Sandy Times serves as a platform that highlights cultural life in the region through strategic editorial partnerships and event coverage.

KEY EDITORIAL HIGHLIGHTS:

- **November 2024:**
Launched the first Crowd Test Festival, a landmark art & music event celebrating the launch of STR. Coverage included pre-event artist interviews, post-event features, and exclusive photo & video content.
- **December 2024:**
Supported LIWA Festival with a comprehensive 360° media plan, delivering extensive coverage across our website and social media platforms.
- **January 2025:**
Partnered with Sikka Art and Design Festival, integrating online editorial support with a curated offline activation featuring an international musical art performance.



Mischief Managed. Interview With Mainline Magic Orchestra

Discover the music collective that turns all of their performances into a joke

by **Alexandra Mansilla** 24 Oct 2024



CIFRA Art Lab At Crowd Test: A Sensory Feast Of Art, Music, And Improv

Unpredictable, immersive art and sound await at CIFRA Art Lab at our upcoming music festival

by **Dara Morgan** 2 Nov 2024



A DJ From New Zealand Comes To Dubai. Meet Eden Burns

What is the mystery behind the characters on Eden's record covers?

by **Alexandra Mansilla** 6 Nov 2024



First Crowd Test By The Sandy Times: How Was It?

To put it shortly: it was a blast

by **Dara Morgan** 21 Nov 2024



The Ultimate Winter Destination Has Arrived: Explore LIWA 2025

Your must-go winter event in a stunning setting by the Tal Moreeb dune

by **Dara Morgan** 23 Dec 2024



5 Must-Do Experiences To Kick Off 2025 At Liwa Festival

Make the new year full of exciting experiences from the very beginning

by **Dara Morgan** 28 Dec 2024



Discover What Awaits At the Sikka Art And Design Festival

A festival where art meets design, music, and yes — saffron!

by **Dara Morgan** 25 Jan 2025



Exploring Artists' Vulnerability At Sikka. Interview With Ahmad Makary

What is happening in House 196, and why is it dedicated to vulnerability?

by **Alexandra Mansilla** 28 Jan 2025

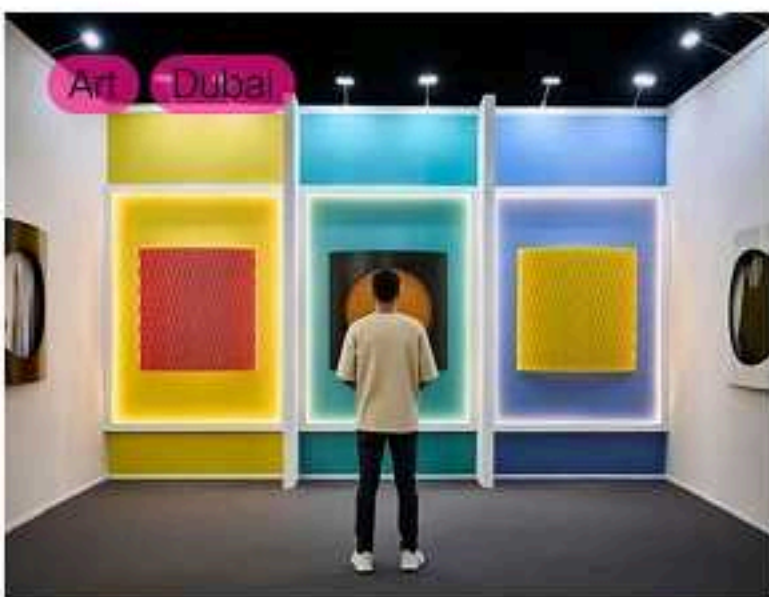
CASES

DIGITAL: MEDIA PARTNERSHIPS

We are chosen partners for leading hospitality, real estate, fashion, entertainment, and cultural entities.

CONTENT COLLABORATION:

- Marriott International**
Created a series of materials to showcase new launches and special collaborations.
- ARADA**
Exclusive prime highlight of the new project by ARADA, including an extensive interview with C-level and creation of supporting visual materials.
- IMS Dubai**
Annual partnership with Ibiza Music Summit in Dubai to host an arena for an International music dialogue.
- Art Dubai, Dubai Design Week, Editions**
Yearly collaboration with key art entities as a tribute to regional talents, showcasing our platform as a go-to space for cultural enthusiasts.



Art Dubai 2025: What To Expect
A subjective column of an art-lover living in anticipation of Art Dubai
by **Sophie She** 18 Dec 2024



The Ultimate Guide To Art Dubai 2025
A curated journey through innovation, legacy, and contemporary vision
by **Sophie She** 17 Apr 2025



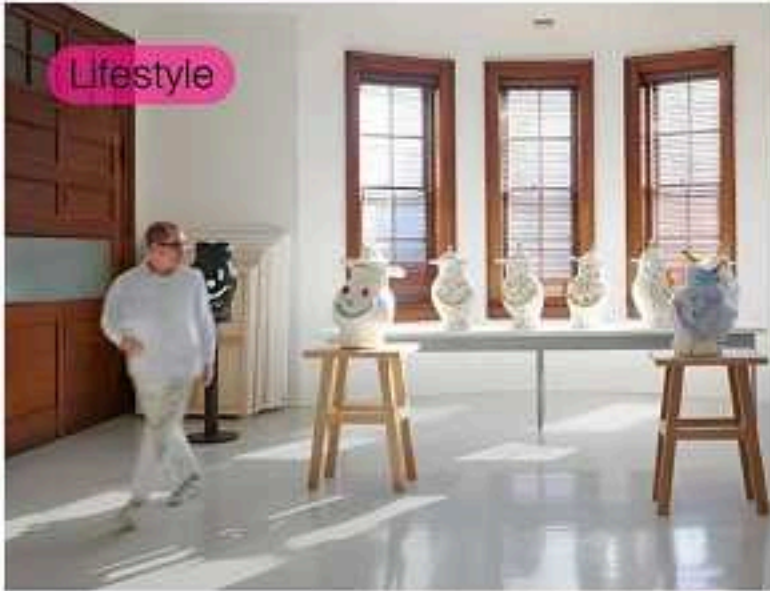
Off To the Art Fair: Your Pocket Guide To Art Dubai 2025
Add to your phone notes the artworks you absolutely need to see
by **Alexandra Mansilla** 12 Apr 2025



Art Dubai 2025 Talks: Art Dubai Modern, the Section Where SWANA Meets Latin America
Who is showing their work – and what are they talking about? We turned to the curators for answers
by **Alexandra Mansilla** 1 Apr 2025



A First Look At Dubai Design Week 2025: What We Know So Far
What is the theme this year, and what can we actually expect from the Middle East's biggest design festival?
by **Alexandra Mansilla** 29 Jul 2025



When Fashion Meets Homeware: Milan Design Week Takeover
Explore what your favourite fashion brands brought to the table
by **Sana Bun** 19 Apr 2025



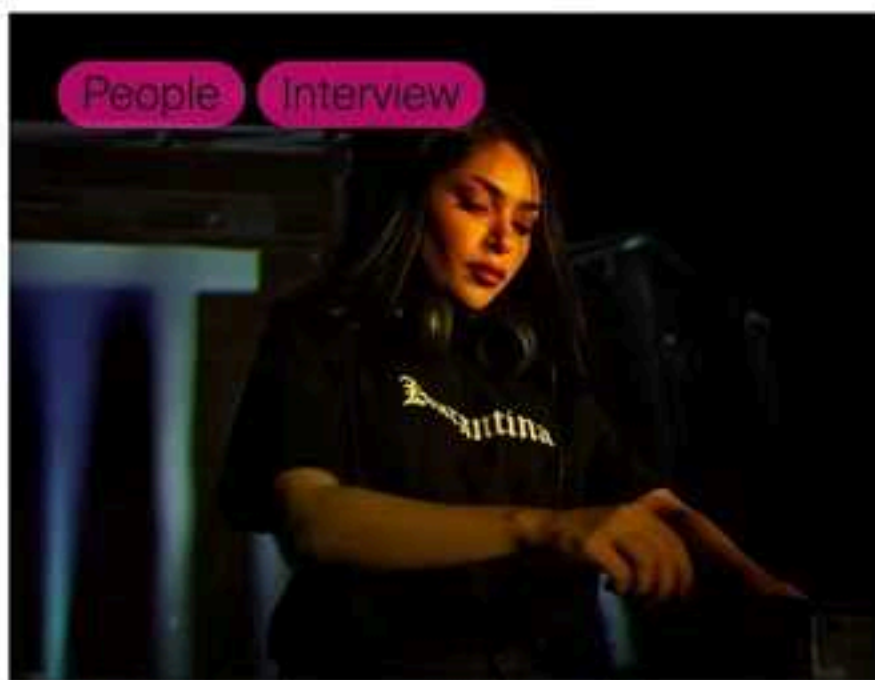
Crafting Connections: Level Shoes and Soho House About Culture and Community
Celebrating a decade of design, innovation, and community at Dubai Design Week
by **Sophie She** 12 Nov 2024



Dubai Design Week: Explore Dubai's Very Own Art Basel And the Local Creators
Unpacking the jubilee edition of all-loved Dubai Design Week. Catch it before November 10!
by **Sophie She** 7 Nov 2024



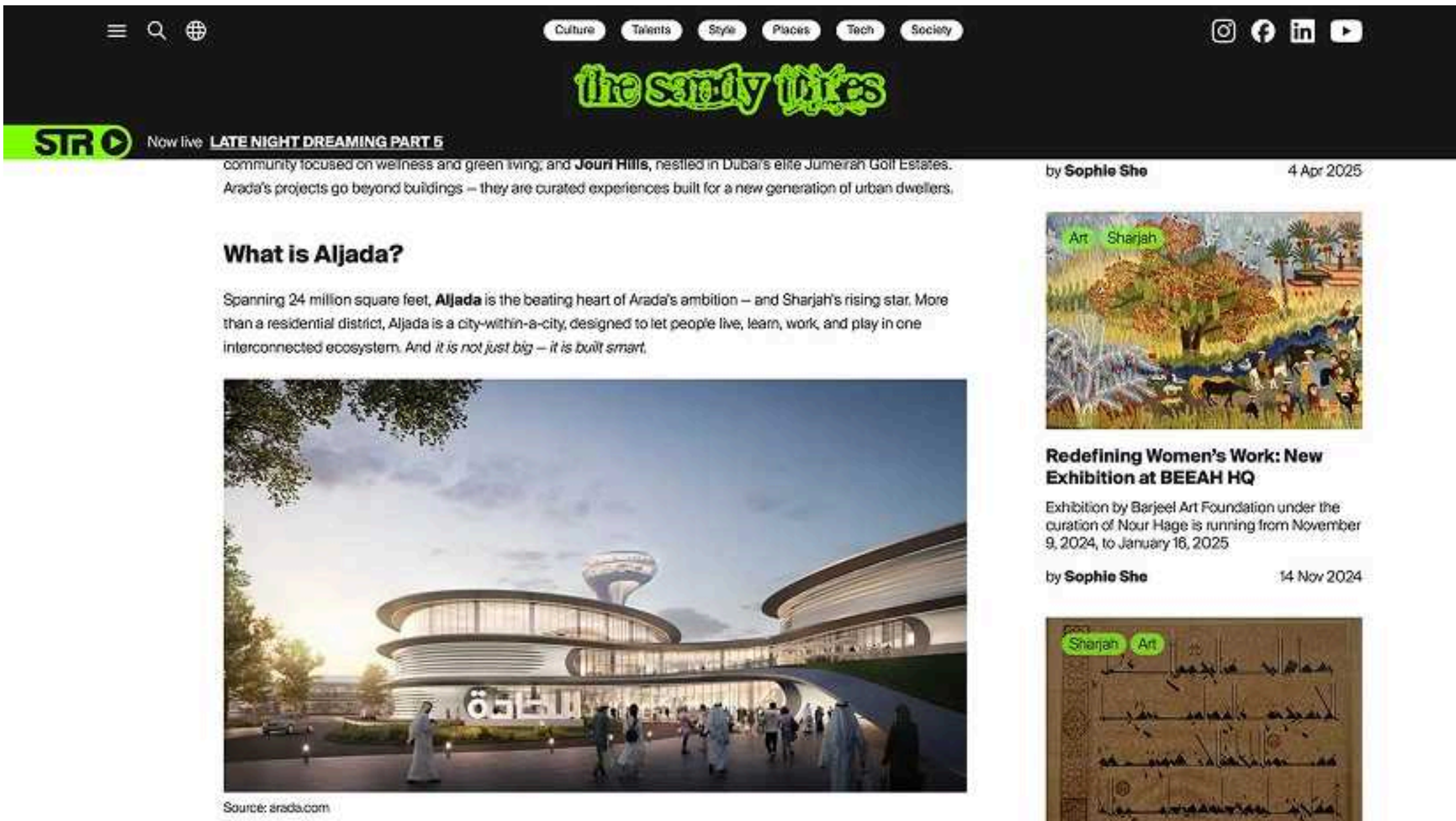
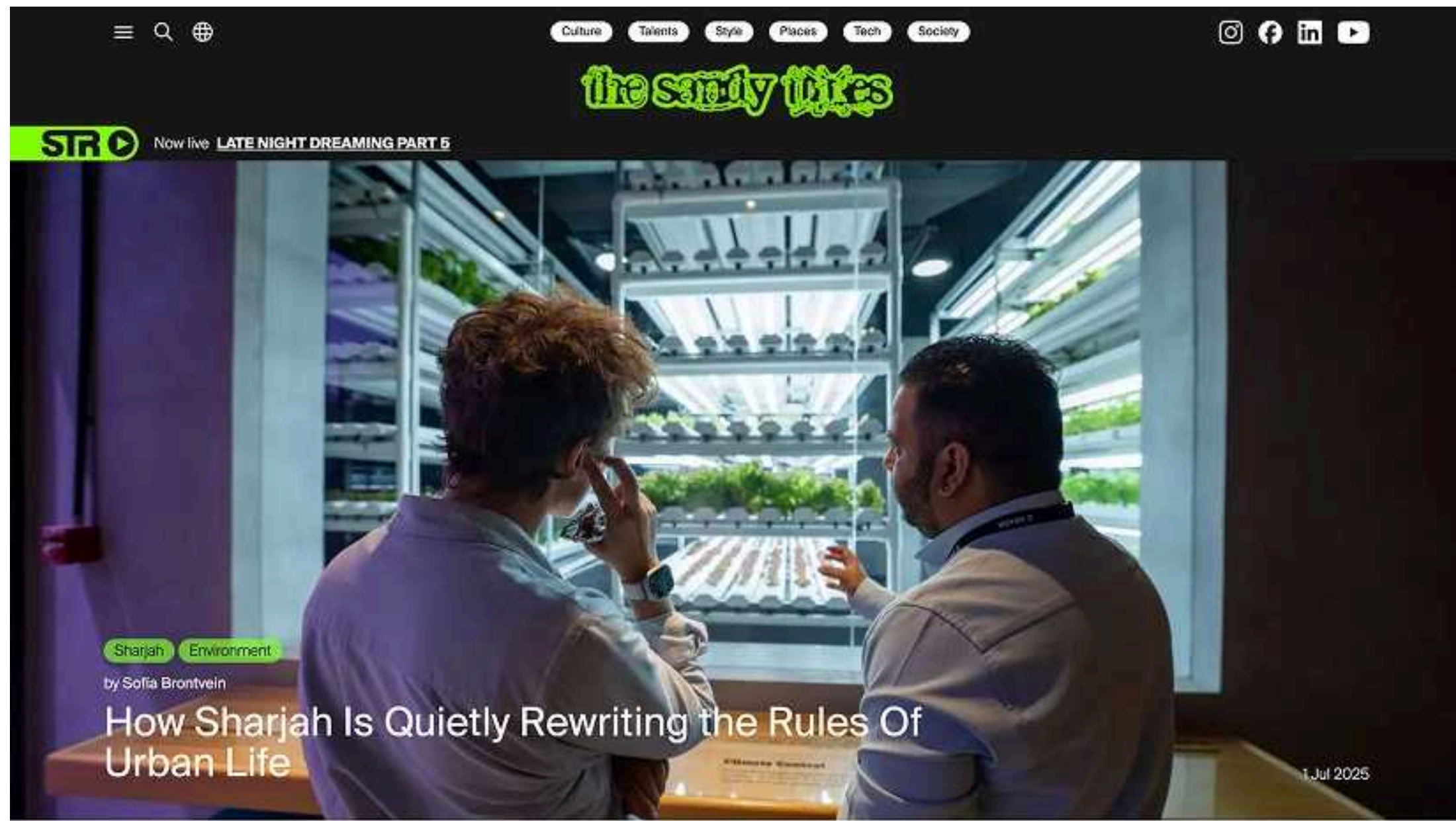
The Summit Strikes Back: IMS Dubai Returns This November
It is time to plan the best weekend of November now
by **Dara Morgan** 14 May 2025



Redefining Electronic Music at IMS Dubai: Cosmicat – Saudi Arabia's Rising Star
A story about the journey from dentistry to global stardom, with insights in the MENA region's evolving electronic music scene
by **Sophie She** 20 Jan 2025



How IMS Came To Dubai. Interview With Pete Tong
Find out how the co-founder of IMS describes the sound of the region, Dubai, and Beirut in words
by **Alexandra Mansilla** 26 Nov 2024



CASES

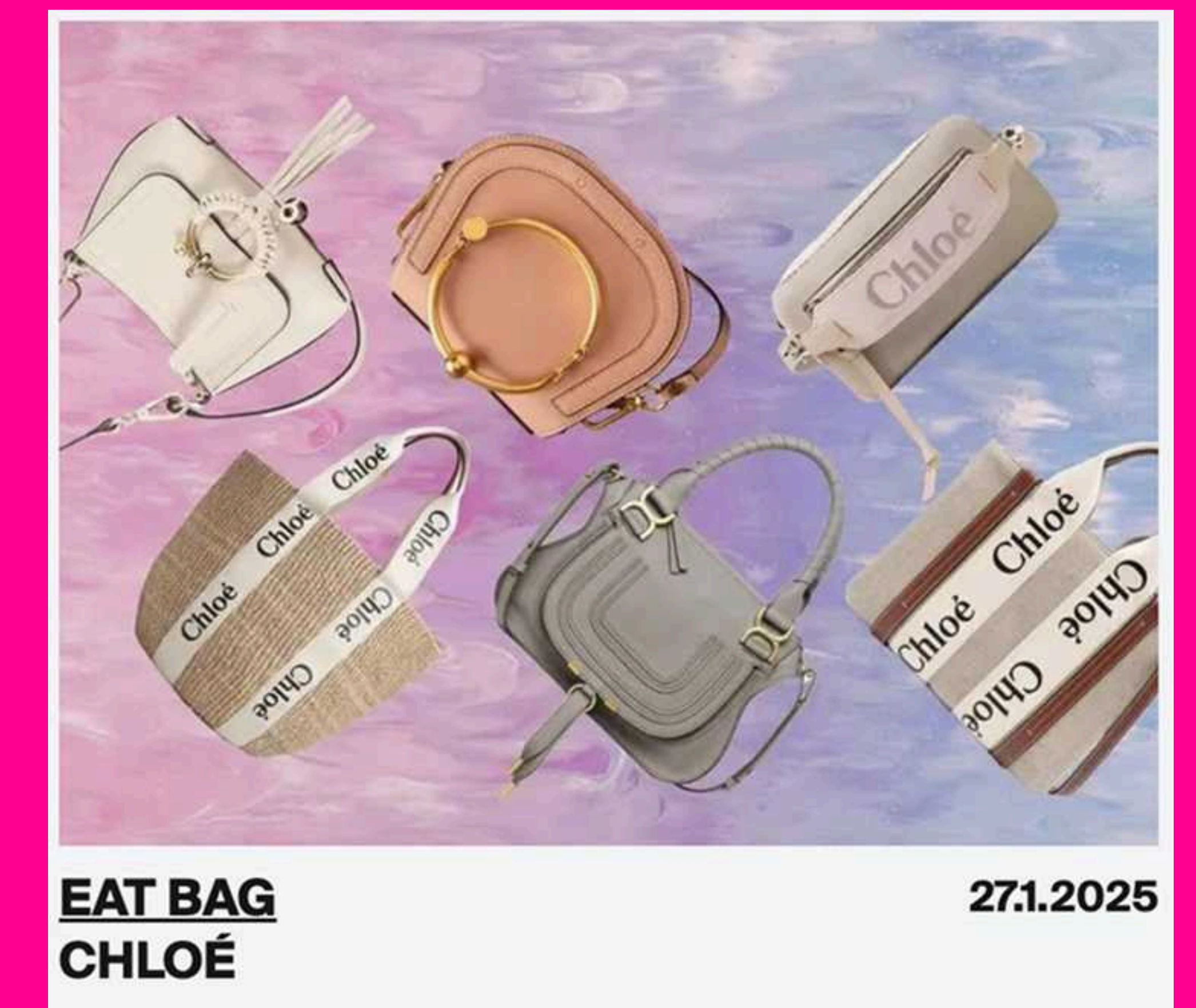
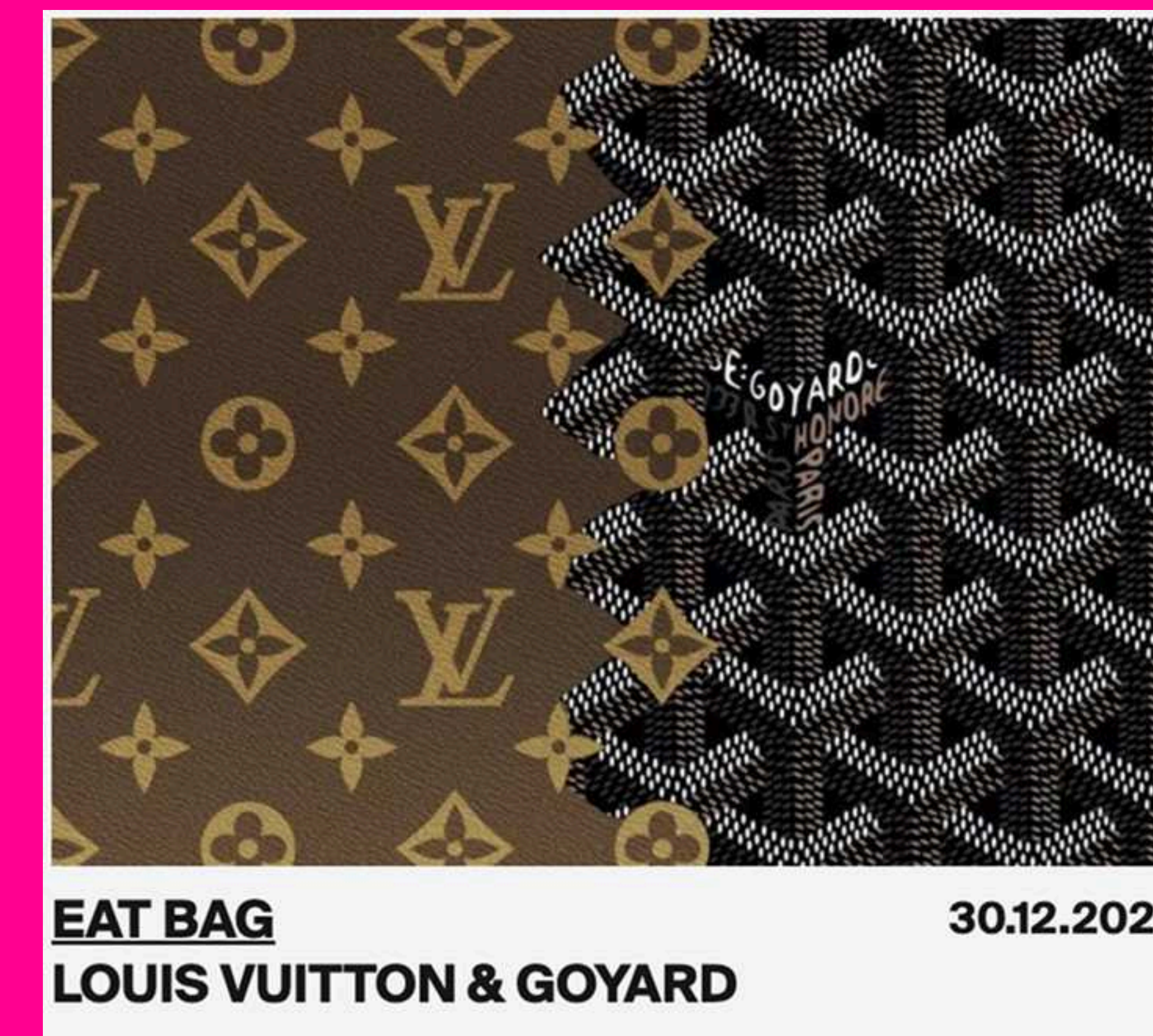
DIGITAL: LUXURY FOCUS

Since inception, The Sandy Times has positioned itself as a key media partner in the luxury fashion space, covering high-end brand activations and trends across multiple platforms.

LUXURY & FASHION COLLABORATIONS:

- **Editorial coverage:**
Ongoing features highlighting key fashion events and industry news in the region, including activations by Loewe and Hermès.
- **Multi-platform approach:**
 - Fashion-focused editorial features on our website
- **Dedicated fashion-oriented podcast episodes**

Through our editorial strength, social media influence, and cultural collaborations, The Sandy Times continues to be a premier media partner for brands looking to connect with the MENA region's dynamic and forward-thinking audience.



CASES

DIGITAL: INFLUENCER CAMPAIGN



BIRKENSTOCK:

Goal: Create association between the brand and the modern creative community of Dubai.

Execution: For Birkenstock ME we have launched a special influencer travel campaign.

Talents create lifestyle travelogues, featuring Birkenstock on their trips.

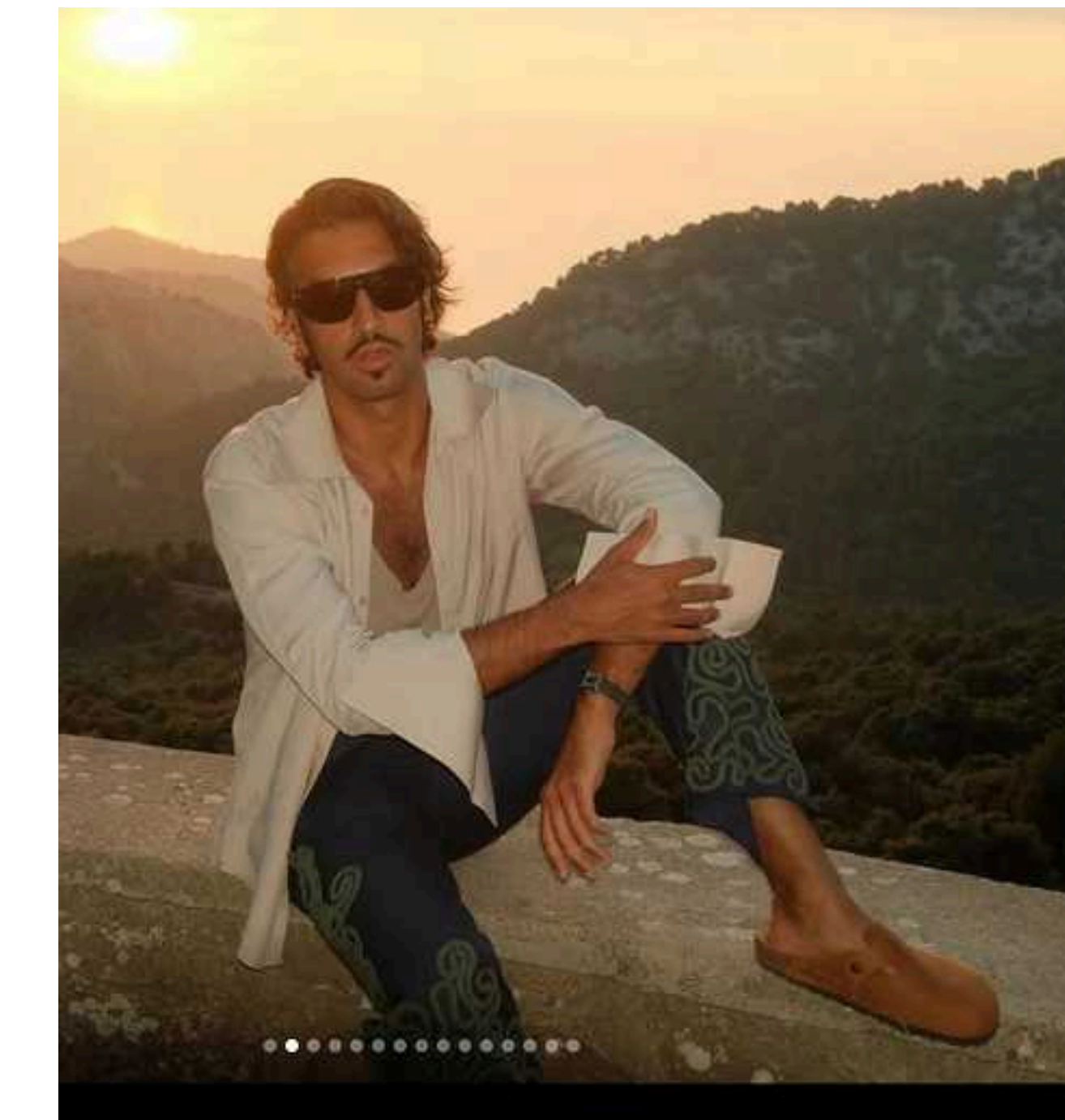
Different content types were posted into Instagram.



[@ccconnorrr](#)



[@therjacobs](#)



[@casa.cascou](#)



[@lanaqatramiz](#)



[@lava_ilieva](#)

THE DEAL:

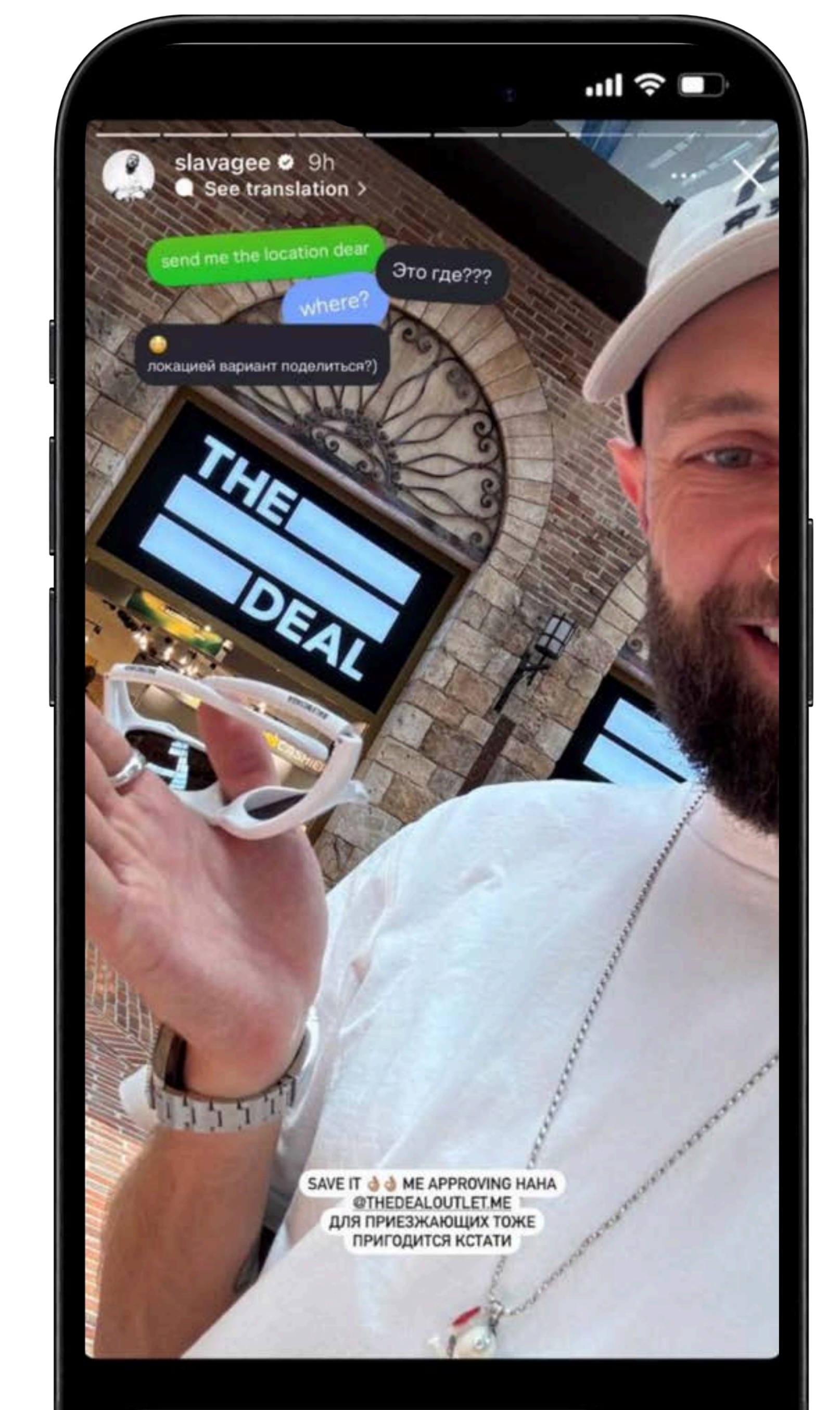
Goal: To attract a Russian audience to the stores of The Deal and increase brand awareness among tourists from CIS countries in the UAE.

Execution: Worked closely w/ opinion leaders with Russian Audience in the UAE.

Different content types were posted into Instagram.

Overall Reach: More than 1 MLN.

yana_leventseva	Following	Message
3,412 posts	1.3M followers	488 following
known.as.slavagee	Following	Message
3,358 posts	97.5K followers	962 following
Vyacheslav Glushkov		



CASES

MIRA DEVELOPMENTS:
Preparation, curation and management fo the unique Art Performance at the opening of Mira Coral Bay.

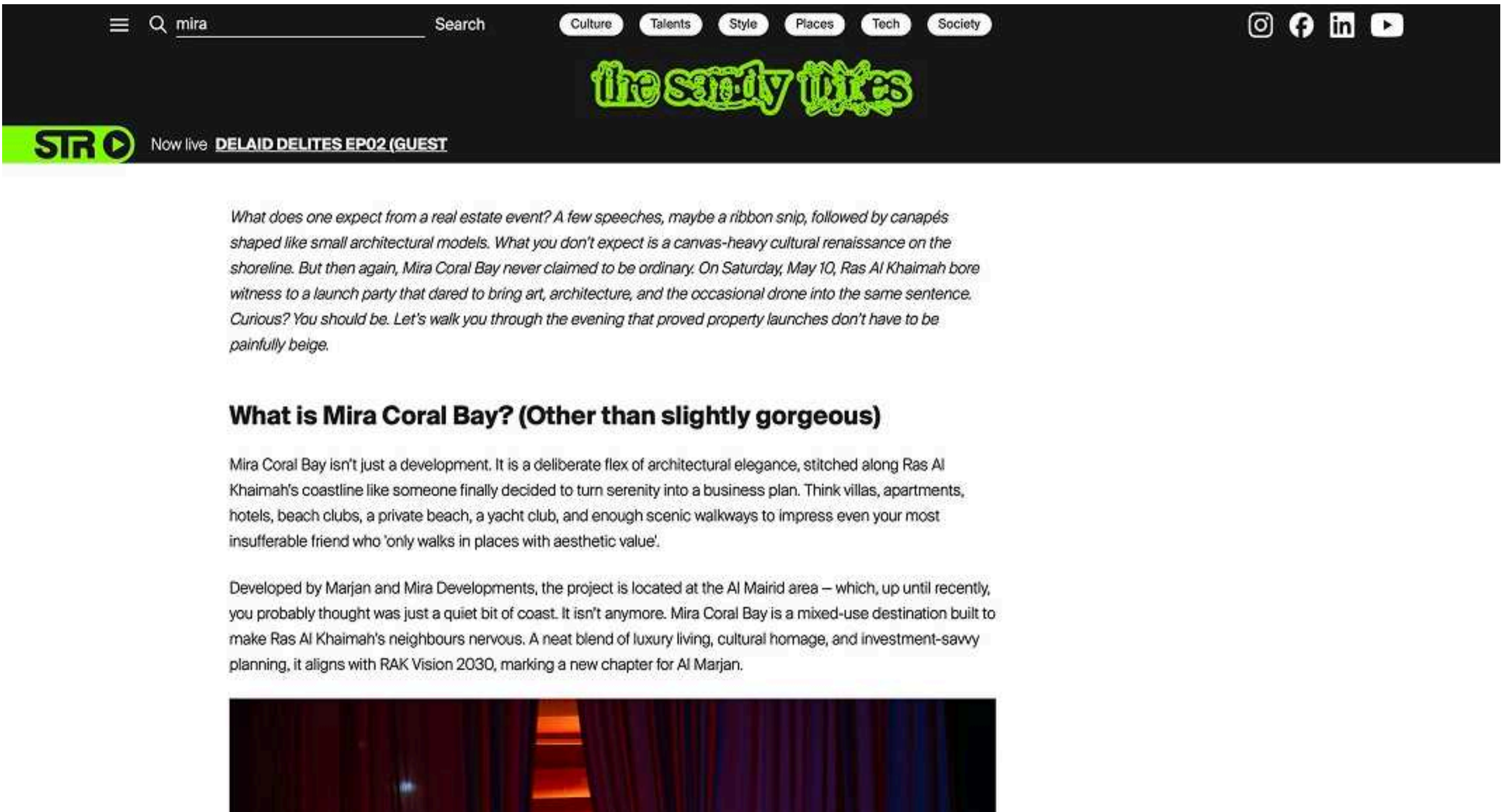
This collaboration features 3 top-notch local female artists:

- Tamara Khodr (Lebanon) – [article](#)
- Maisoon Al Saleh (UAE) – [article](#)
- Aisha Al Ali (UAE) – [article](#)

POISON DROP:
Live art calligraphy with Ibrahim Zaki for a modern jewellery brand.

The painting was made by the artist right inside the shop, and afterwards the visual asset was auctioned on a free basis via the giveaway.

WHY THIS WORKS:
MENA has a broad community of arts&culture enthusiasts that always cherish the meaningful connection with the brands that share their values. Such activations not only elevate brand’s image but align it with the interest of the contemporary MENA audience.



CASES

OFFLINE: WHITE LABEL EVENTS



KHWLA ART GALLERY:

30 opinion leaders were brought to Khawla Art Gallery for a special tour and the panel, organised by ST, featuring:

- Dyala Nusseibeh, Director of Abu Dhabi Art
- Maya Allison, Executive Director, NYUAD Gallery
- Salvatore Llavallo, Contemporary Art Collector

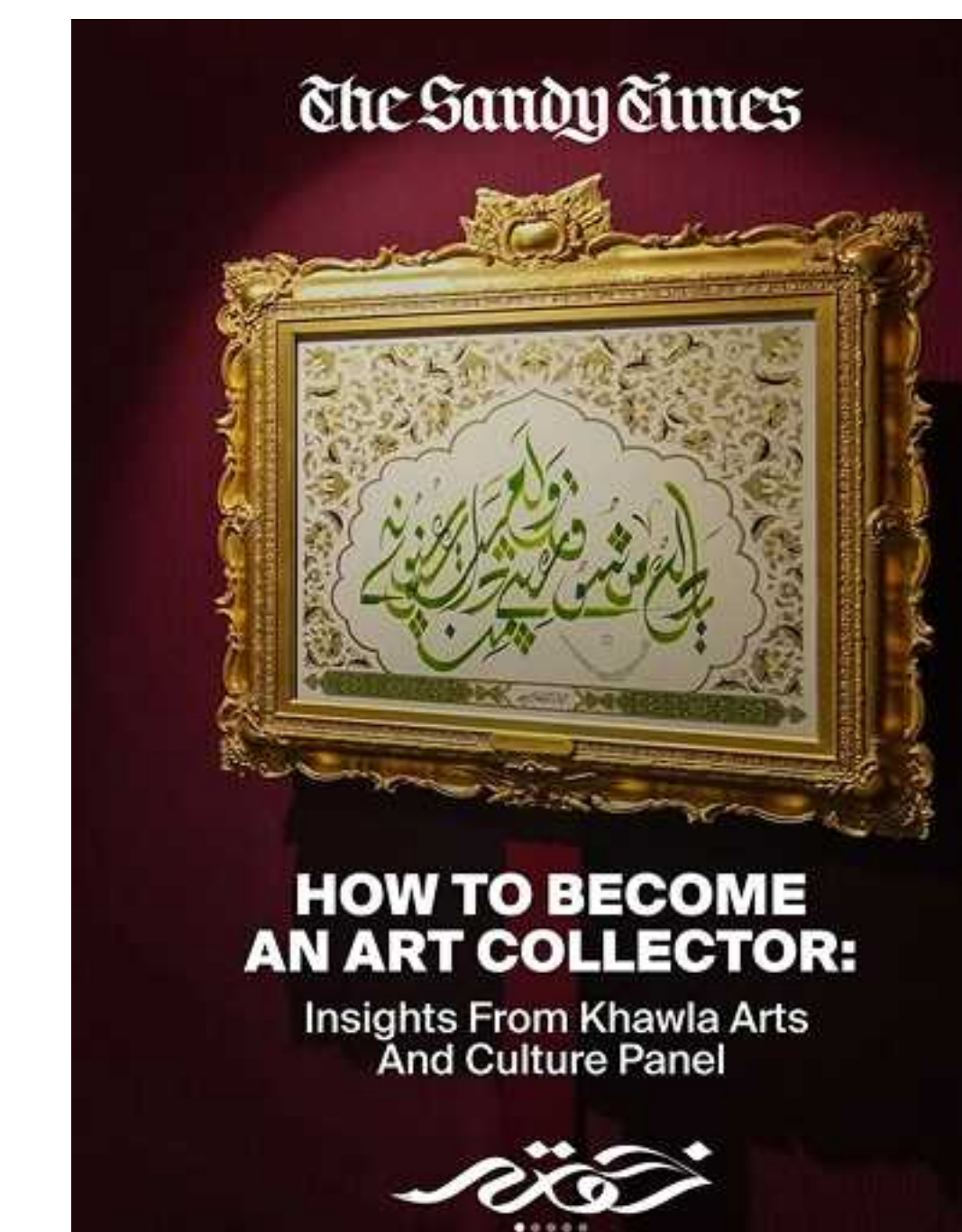
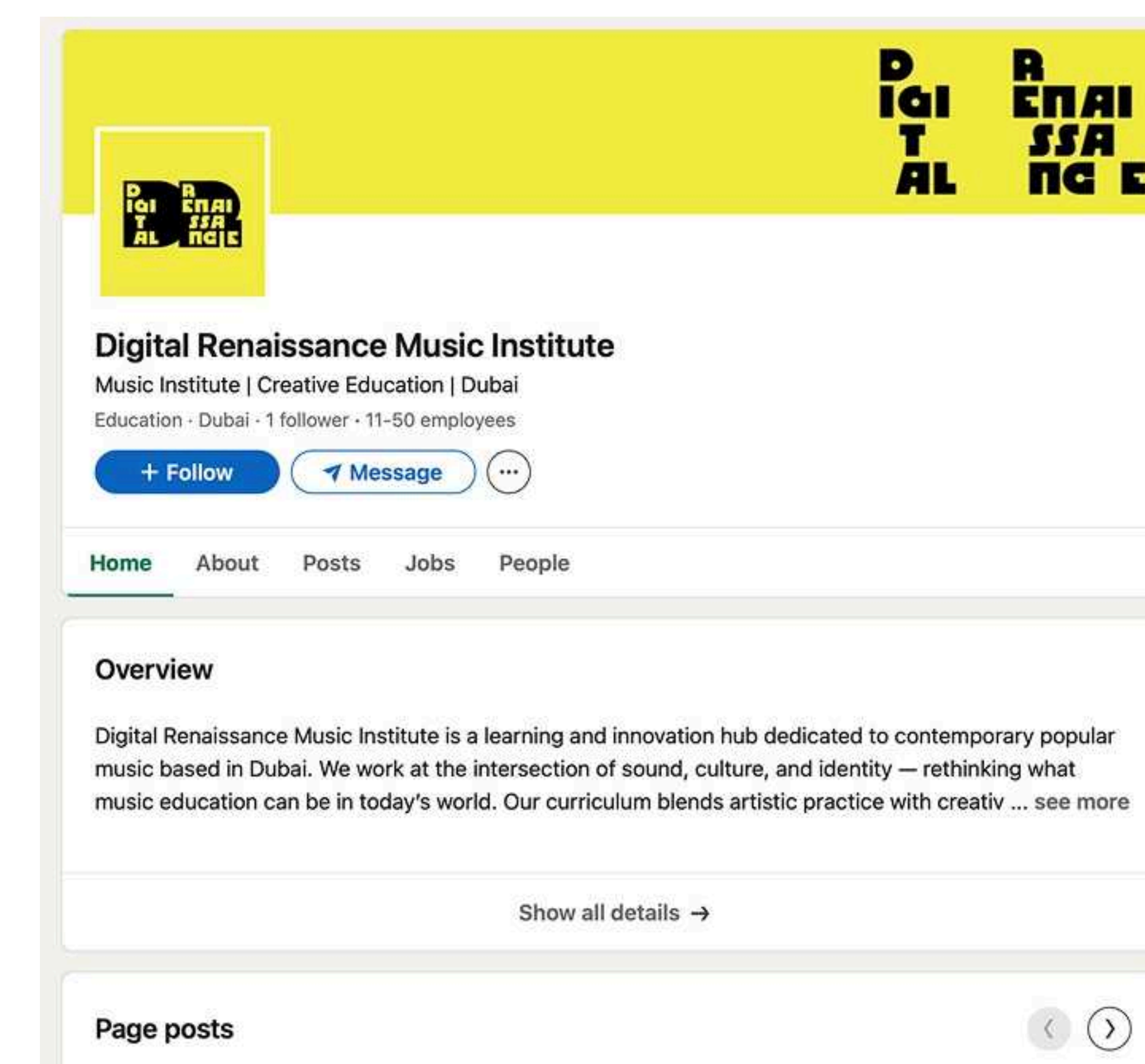
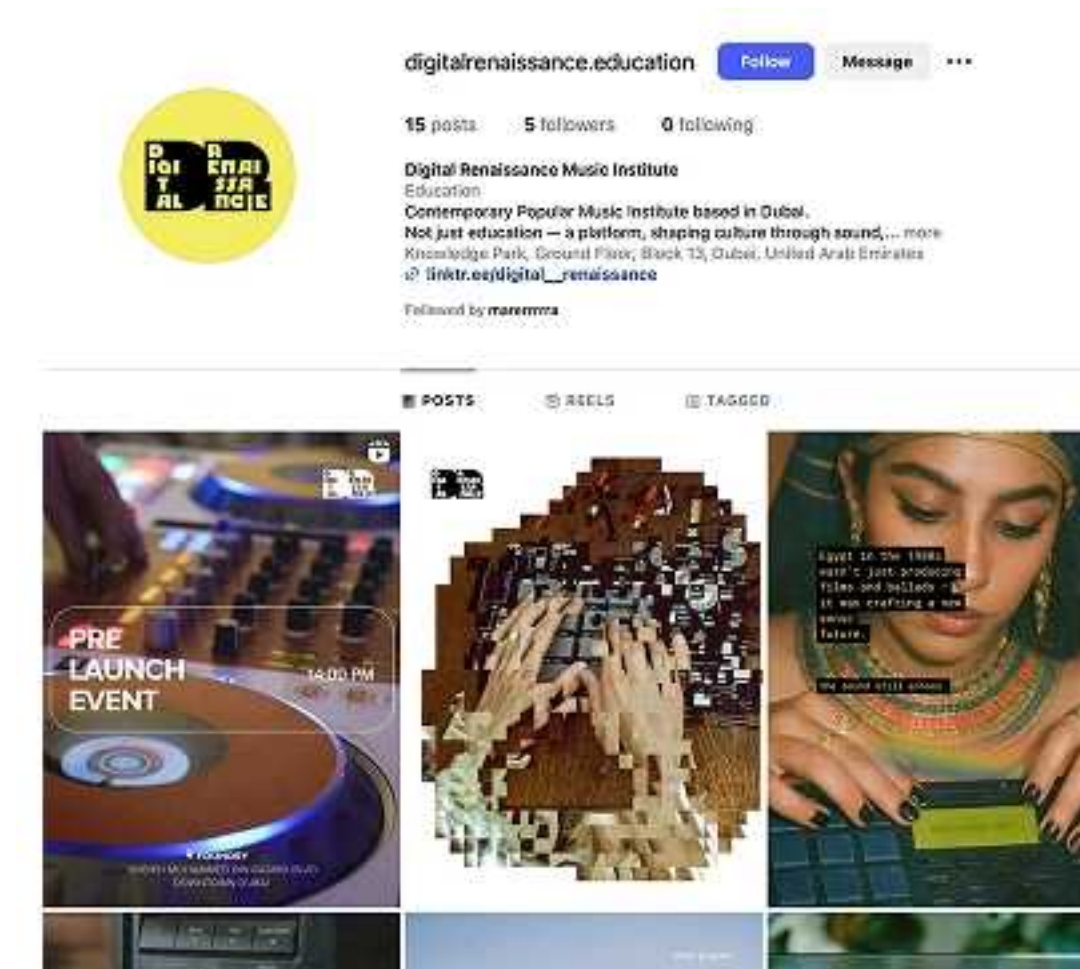
DIGITAL RENAISSANCE MUSIC INSTITUTE:

Pre-launch event organisation and management. Engagement with 20+ local music leaders like Tayeb Santo, Secta Collective and others.

WHY THIS WORKS:

We create an experience about your brand, making it relevant for the local community.

With us you will not only have the right people at the party, but they will also become your ambassadors, pushing regional brand love.





OFFLINE: ST X HONEYCOMB & ST X HIVE

MISSION

Bring together the community using art, music & food

LOCATIONS

Hive
Honeycomb

PEOPLE

Creative class of fashion & cultural industries, gen z youngsters and food enthusiasts

DIGITAL INFLUENCERS

Key opinion leaders of the UAE

MUSIC

Kenji takami – electronic disco pioneer (Japan)
Kito Jempere
Feedasoul records (UAE)

PUBLIC ENGAGEMENT

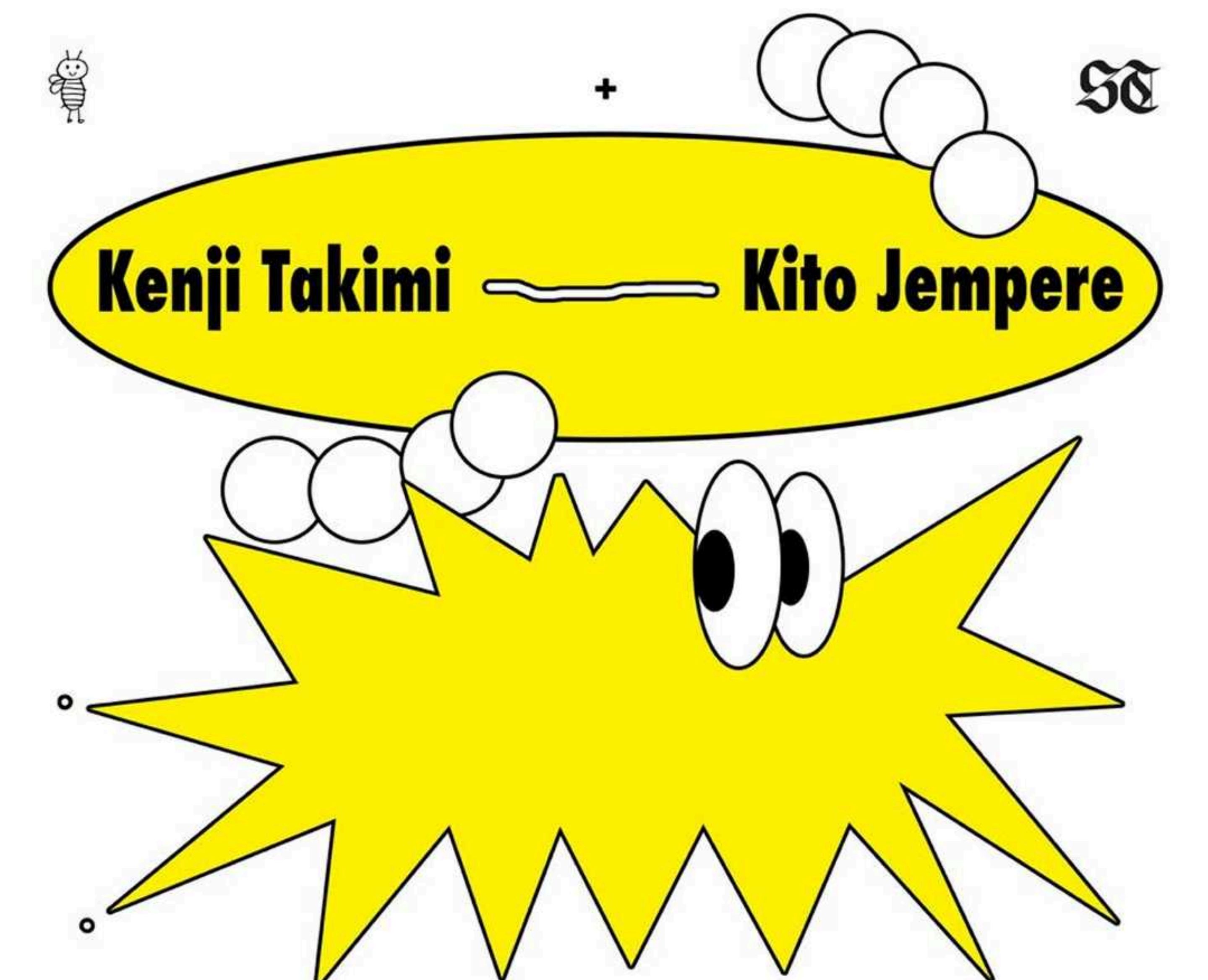
Local food brands market
Open mic for young talents
Nostalgic old Dubai photo exhibition



CASES

01.17.25 瀧見憲司

**X → THE SANDY TIMES
HONEYCOMB HI-FI**



"Art performance, Izakaya dining, signature cocktails"

CASES

OFFLINE: CROWD TEST FESTIVAL

Crowd Test became a hub for cultural connectors within and beyond the creative ecosystem

1200+ GUESTS

11 INTERNATIONAL AND LOCAL ARTISTS

10 HOURS OF IMMERSIVE MUSIC, ART, AND CULTURE

MISSION

Blend art and music to celebrate creativity and community while marking the debut of STR, now streaming 24/7 online

LOCATION

Monkey Bar, Dubai
Three unique spaces (Bar One, Terrace, Room 3)

LOCAL COMMUNITY

Artists, musicians, and fashion enthusiasts from Dubai's vibrant creative scene

DIGITAL INFLUENCERS

Key figures in art, fashion, and crypto spaces, amplifying the event's reach online

SPECIAL HIGHLIGHT

Mohamed Al Banna, renowned entrepreneur and strategist, marked the event with his presence, showcasing the festival's appeal across industries

INTERNATIONAL HEADLINERS

Eden Burns (New Zealand)
Mainline Magic Orchestra (Barcelona)
Kito Jempere
Lipelis
Bazzzuk
Chico Serio

LOCAL TALENTS

Hassan Alwan (Boogie Box founder)
Hani J
Parvané
Shadi Megalla
Martina

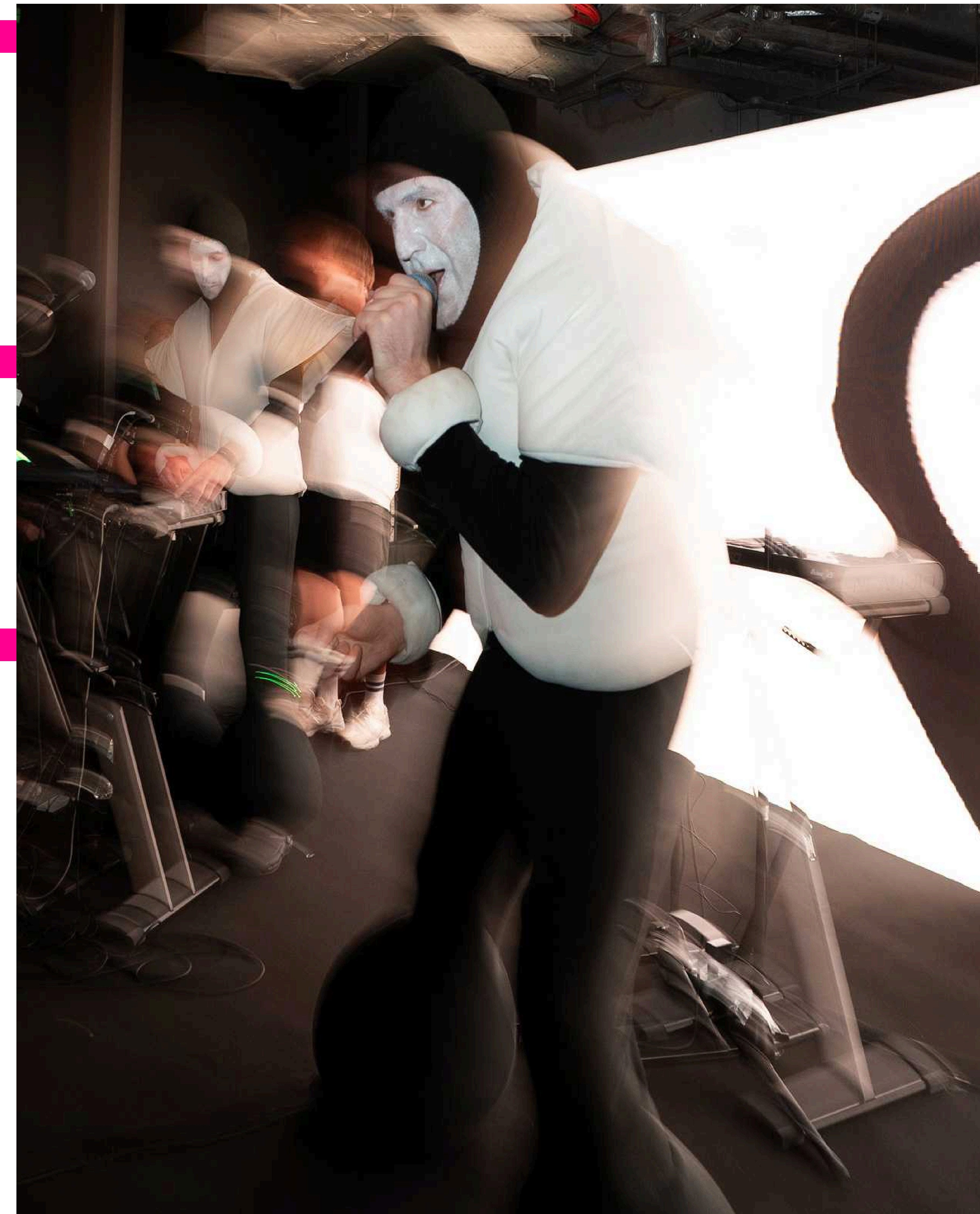
PUBLIC ENGAGEMENT

COMMUNITY FOCUSED EVENT

Public Talk by THE KARAK:
Creativity and Community

BRANDED MERCHANDISE

Exclusive festival merchandise by The Sandy Times
Collaborative items with CIFRA



CASES

OFFLINE: CROWD TEST FESTIVAL

MEDIA & COVERAGE

360° PROMOTION STRATEGY

SOCIAL MEDIA

Collaborative posts with artists on The Sandy Times Instagram

WEBSITE

Features including artist interviews, playlists, and videos

DIGITAL MARKETING

Campaigns via Google and META platforms

UGC

User-generated content amplified festival reach

POST-EVENT REPORTS & MEDIA

High-quality photo and video production

INSTAGRAM INFLUENCE

FOLLOWERS

400+ new followers during the event

REACH

1,000,000+ total reach (posts/stories/reels)

MENTIONS

200+ mentions in stories from DJs, guests, and influencers

QUALITY AND QUANTITY

Over 40 unique posts and 300 stories, special hashtags for the Crowd Test

GIVEAWAY

A partnered contest with the hotel, with more than 300 participants



CASES

OFFLINE: CROWD TEST FESTIVAL



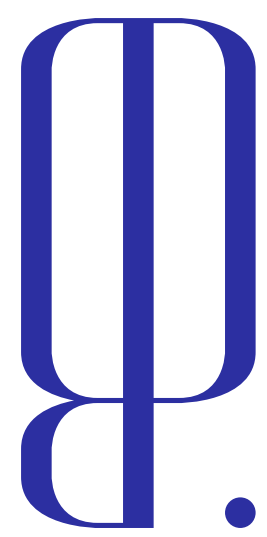
PARTNERS

CONDÉ NAST
RUSSIA



Forbes

the WORLD
Bridging. Connecting. Uniting



INTERIOR+DESIGN



CONDÉ NAST
MIDDLE EAST



BRIDAL BREEZE
wedding boutique



BALENCIAGA

GUCCI

Tanagra

WEDDING

SOON
NOBBY
X TRUE
IZAKAYA



SFUMATC

CARRO

TONE



BORK

FRANK

RIBAMBELLE
FAMILY RESTAURANT



Soirée



MARI VANNA

FUJIFILM



VISA

THE
DEAL



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