

# Ajmal launches signature scent for girls

'Quli Oui' tagline reflects teen's desire for own language

**UAE** Ajmal Perfumes is increasing its focus on the youth market with a new fragrance called Prose, for girls 16 years of age and over.

Development of the 60ml EDP was driven by qualitative research in which two key insights emerged: the desire among youngsters to create their own linguistic codes and a specific cultural desire among Arab girls for 'camouflage' within the social media space.

"Considering that Prose is a French EDP, the insight led us to create our own special lingo for the youth. We created the "Quli Oui" tagline, an Arab-French term meaning 'say yes' to Prose," Abdulla Ajmal, GM, Sales & marketing told *GMR*.

Similarly, the graphical styling is designed to appeal to fashion-conscious Arab girls, who, Ajmal says, like to disguise their identity on sites such as Facebook. They "love" graphics, he adds.



Striking a Prose: Abdulla Ajmal



Camouflage: Prose EDP

"Overall, these insights helped us to come out with a creative approach for Prose, which breaks the clutter of regular perfume advertising, thereby making it noticeable."

Research was conducted in Arabic and English among focus groups in the UAE and Saudi Arabia.

Ajmal's long-term marketing agency, Ikon Advertising, created the campaign and will handle the traditional media planning. Digital and

Brand Activation is being handled by our other specialist partners," Ajmal adds.

The launch cost a total of \$408,396 – AED1.5 million.

"We launched a lot of youth products during the past decade, such as Teenz, Oops and Nawty, thus producing an integrated marcom campaign exclusively targeted at this segment," Ajmal says.

The EDP is available throughout Ajmal's 150 outlets across the GCC for \$27 (AED100).