



THE COMMS CLUB
Company Credentials

2024



01



Who we are

WHO WE ARE

We are not your typical Agency

We are small team made up of only senior consultants who each have more than 10 years' experience in the region, including our founder, Maryanne, meaning every client receives hands-on director-level support, every day. We are autonomous and agile and as a small agency, we do not have red tape or internal admin to trudge through - meaning things get done quickly.

Our media relationships have been built and nurtured over more than a decade and in a city which is getting busier with more and more brands vying for limited media space, we rely upon them now more than ever.

Our deep knowledge of the city and understanding of the cultural nuances of the region, along with our vast network of connections, enable us to broker influencer, event, and collaboration partnerships for our clients with speed and ease.

This is what makes us stand out.



WHO WE ARE

The Comms Club

Storytellers for lifestyle, travel, F&B, wellness and more.

Our team works remotely. You will often see us working at one of our F&B venues and we try to spend as much face-to-face time with our clients as possible. We like to chat and plan over coffee rather than via long email chains!



We are both advisors and ambassadors to our brands, immersing ourselves into their worlds to generate meaningful dialogue with impact.

We define and refine our brands' voices and find the right mix of platforms for them to be seen and heard at the right time, by the right people. We know press releases are not always the best way to target media and understand that targeted pitching and key relationships makes the most impact.



WHO WE ARE

Our Expertise

With more than 30 years' combined PR experience, our contacts book is bursting with media, KOL, and influential voices across a breadth of communities from wellness and travel to design and fashion - and we know what works. Coupled with our wealth of relationships and market expertise, we are perfectly placed to identify and execute unique opportunities.

We aim to change the way people consume information and challenge clients to question the status quo of communications. We will work with you to grow your brand through intriguing storytelling, unique partnerships, engaging campaigns and rewarding relationships.

WHO WE ARE

KSA AND BEYOND:

Our GCC Reach

We are based in Dubai but cover Saudi Arabia and the whole GCC region, with the option to expand our team in specific markets should a client require.



WHO WE ARE

Brands we have helped build

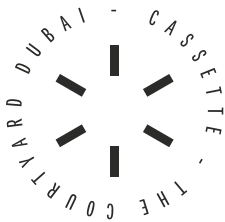


WHO WE ARE

Brands we have helped build

NOURISH

sanderson's



NETTE



LesMILLS

BARRE
EFFECT



FitnGlam



WHO WE ARE

What We Do



MEDIA
RELATIONS



BRAND
PARTNERSHIPS



SPOKESPERSON
PROFILING +
PODCASTS OPPS



EXPERIENCES
& EVENTS



ARABISING



INFLUENCER
MAPPING



STRATEGIC
PLANNING



CREATIVE
CONTENT



BRAND
BUILDING



BRAND PROTECTION
AND MANAGEMENT



COPY WRITING



02



Our Team

OUR TEAM

Maryanne Peacock

CEO & FOUNDER



Maryanne Peacock is the founder and CEO of The Comms Club – a Dubai-based public relations and communications consultancy. Originally from the UK, Maryanne spent the first few years of her career in London, and in 2013 made the move to Dubai to start a new chapter.

Over the next four years, Maryanne worked in some of the largest agencies in the region including Havas and PRCO, building her network, developing strong relationships with GCC media, influencers and brand partners, and enhancing her knowledge of the local market.

A natural go-getter and networker, in her spare time Maryanne also pursued her passion of writing travel and lifestyle features for various publications, and set up a blog.

With a wealth of experience under her belt, Maryanne decided it was time to go it alone in 2017 to pursue her dream of doing things a bit differently from the traditional PR agency set-up. She spotted a gap in the market for making the communications industry a more collaborative and communicative space, and The Comms Club was born

With clients across a broad range of sectors including wellness, hospitality, F&B and luxury real estate to name a few, the reach of The Comms Club has grown over the past seven years with clients in the GCC and around the world.

Maryanne has a passion for delivering excellent results, creating inspiring campaigns, growing existing brands and launching new ones into the market.

A fearless leader and a champion for females and mums who want to have the freedom to work but with flexibility and empowerment, Maryanne has attracted amazing talent to the agency and now manages a team of five.

Maryanne also has her own successful parenting podcast – Mother Tongue – which works in harmony with The Comms Club to support the baby and parenting sector in the GCC.

Maryanne is also a regular contributor to luxury travel and lifestyle publications in the GCC including NEAR+FAR, Destinations of the World News and Harper's Bazaar Arabia.

OUR TEAM

Hannah Raven

SENIOR COMMUNICATIONS SPECIALIST



A trained journalist and communications expert with 8 years' UAE experience across lifestyle, beauty and corporate clients, Hannah is an adaptable communications specialist and writer.

Graduating as a journalist in her native London and working across UK national newspaper titles, Hannah then moved to UAE in 2014.

She most recently worked in-house heading up PR, events and partnerships for four of the world's biggest beauty brands for the Middle East region, strategizing award-winning campaigns and managing celebrity ambassadors and partnerships.

Hannah led the PR during a rapid shift to Online, and built excellent media and influencer relationships, earning her brands impactful commercial results during her five-year tenure.

Hannah is a mum of two-under-three, and lives by the mantra – if you want something done, ask someone busy!

OUR TEAM

Katie Lyons

SENIOR COMMUNICATIONS SPECIALIST



Katie Lyons brings with her more than 10 years' experience in the Middle East in consumer and corporate communications having worked with clients across multiple sectors including real estate, hospitality, retail, sport, entertainment, travel and tourism, government, FMCG, and automotive.

Katie is a creative thinker with exceptional attention to detail and an ability to work at pace to provide impactful solutions to business challenges, and she holds a track record in developing high quality original concepts and content.

Prior to joining The Comms Club, Katie spent 7 years at Edelman Middle East working across a wide portfolio of internationally and domestically renowned brands including :

Dubai's Department of Tourism and Commerce Marketing (DTCM), ICD Brookfield Place, Cityscape Global, King Abdullah Financial District, Marriott International, Qantas Airline, LEGO Middle East, Mitsubishi Power Middle East, and BMW Group Middle East.

She is responsible for developing and managing a variety of effective consumer and B2B campaigns across her clients, while executing her individual client's PR strategies.

Katie has been in the UAE for over 10 years and holds a BSC (Hons) in Communications and Public Relations from Northumbria University in the UK.

OUR TEAM

Catherine McTaggart

COMMUNICATIONS SPECIALIST



With over 13 years of experience in the travel industry, Catherine began her career working with Accor Hotels after completing a Bachelor of Business Law at Monash University in Melbourne.

Her passion for travel and exploration saw her move to Dubai in 2012, working for over 10 years with Emirates Airline. After completing a Master in International Business with RMIT University, Catherine joined The Comms Club in 2021 as a Communication Specialist.

As part of the Comms Club team, Catherine has experience in the execution of PR plans, from creative planning to strategic implementation.

A trend savvy professional, her strengths include adaptability and patience as well as attention to detail. On her days off, you will most likely find Catherine at the dog park, the beach or exploring a new café on her quest to find the best coffee in Dubai!

OUR TEAM

Samantha Keet

SOCIAL MEDIA SPECIALIST



With Samantha is a passionate social media specialist with a talent for storytelling and capturing the essence of brands. She excels in creating compelling narratives that connect businesses with their ideal target audiences. Her journey into the social media world stemmed from a passion for helping small businesses and start-ups succeed online and grew from there.

She thrives on the dynamic nature of digital marketing and the ever-evolving online culture. From the latest social media trends to cutting-edge techniques, she's always eager to stay ahead of the curve and bring fresh ideas to the table while maintaining authenticity.

But beyond the technical aspects, what truly fuels her fire is the opportunity to make a meaningful impact. There's something incredibly rewarding about seeing a business grow and thrive with her help. Whether it's crafting engaging content that resonates with their audience and community or building a visually stunning presence that showcases their unique brand, she pours her heart and soul into every project by immersing herself in the clients business.

OUR TEAM

Sarah Henson

COPYWRITER



Sarah is a freelance writer, editor and proof-reader with 15 years of experience working in PR, communications and marketing.

Having worked at two of the biggest local companies in the UAE - Emirates Group and the Jumeirah Group - Sarah has a solid background in corporate comms. Since going freelance in 2020, she has written for the hugely popular What's On magazine and produced content for Spinneys and Marriott International amongst many other well-known clients.

OUR TEAM

Paulina Aspe

GRAPHIC DESIGNER



Paulina is the Founder and Designer of Studio Illumiina. Known for her contemporary design aesthetics and elevated, minimalist style, she approaches every project with a combination of strategic thinking and creative storytelling.

After receiving her Bachelor of Graphic Design in Central Saint Martins, Paulina began her design career by working in the UAE. During six years, she gained experience working with advertising, interior design, wellness and hospitality clients. This is where her fascination for branding and design were cultivated and what led her to start her own creative studio in 2021.

She now works with brands locally and internationally, integrating her passion for storytelling, art and design.

Paulina specializes in Branding, Website, Digital and Print Design.

OUR TEAM

Trusted Collaborators

As well as our core team, we have a quality network of trusted collaborators built from years of experience in the UAE.

These include copywriting, translation, Arabic speaking support for media outreach, photography and videography, graphic designers, branding, digital marketing and further content creation support, in the region and internationally - all based on the needs of our client.



03



Our Work

SNAPSHOT OF OUR WORK

Travel

AMAN RESORTS

Aman Resorts joined The Comms Club in March 2021. Since joining, we have secured key coverage in top publications including Conde Nast Traveller, Destinations of the World News and Hotelier Middle East.

SAMUJANA

A unique product in Koh Samui, Samujana was brand new to the region before we started working with them. Since working with us, Samujana has seen booking from the GCC grow by year on year - they are now one of the property's key markets.

THE RESIDENCES

We have worked with The Residence Hotels & Resorts since we started the agency in 2017. We have secured multiple pieces of coverage throughout the GCC, secured flight support for GPTs with top airlines and coordinated stays for macro influencers from the region.

NIKKI BEACH RESORT & SPA

We worked with Nikki Beach Resort & Spa and Nikki Beach Dubai on a retainer basis for 2 years, promoting and publicising their F&B outlets, spa, rooms, wellness facilities and beach club. During the contract, we secured over USD 640,000 worth of coverage with focus on top tier UAE media.



Property

ESPACE

Espace Real Estate, a prominent player in Dubai's real estate landscape, sought to reinforce its position as a trusted advisor and market leader. With a commitment to delivering unparalleled service and expertise, Espace engaged The Comms Club to enhance its brand visibility and communicate its value proposition effectively.

Our primary objective was to augment Espace Real Estate's market presence by leveraging strategic PR initiatives. This encompassed disseminating market insights through comprehensive reports, crafting tailored media content, and showcasing the breadth of Espace's offerings across various sectors within the real estate industry.

To highlight the depth and breadth of Espace Real Estate's services, we devised a comprehensive media strategy that showcased key sectors within the company. From mortgages and rentals to sales and property management, we spotlighted Espace's diverse offerings through targeted media placements and feature articles. By showcasing Espace's multifaceted approach to real estate services, we reinforced the brand's reputation for excellence and innovation.



Property

ARCHER HUMPHRIES ARCHITECT

TCC took on a PR project with AHA to support the launch of one of their projects, The Guild, in Dubai. TCC secured interviews and feature opportunities in key titles including Architectural Digest and iDentity Magazine to support the brand and generate awareness for their company and projects.

FRANK PORTER

TCC has worked with Frank Porter since the company's inception in 2017. During this time, TCC secured multiple interview opportunities and speaking opportunities for the co-founders in key publications including Arabian Business, Dubai Eye, The National and more.



Lifestyle

TROTTERS

In the competitive landscape of children's fashion, Trotters Childrenswear sought to expand its footprint into the Middle East market. With a vision to establish itself as a premier destination for high-quality children's clothing and accessories, Trotters partnered with The Comms Club to navigate this new terrain and capitalise on opportunities for growth.

Our primary objective was twofold: firstly, to successfully launch Trotters London in the Middle East, and secondly, to leverage strategic partnerships to drive sales and brand visibility in the region. Recognising the influence of social media in shaping consumer preferences, we devised a comprehensive influencer campaign tailored to the Middle Eastern audience.

Leveraging the reach and authenticity of regional influencers, we curated engaging content highlighting Trotters' unique offerings and brand ethos. By strategically aligning with influencers whose values resonated with Trotters' target demographic, we fostered genuine connections and amplified brand awareness across key markets.



SNAPSHOT OF OUR WORK

Lifestyle

LULULEMON

We worked with Lululemon on a project bases, mostly involving influencer events or engagements. For example, we hosted a virtual cook a long with fitness influencers in association with Kibsons plus supported with the brand's ambassador programme.



ROYAL ASCOT

TCC organised an event in Dubai to support the launch of the Royal Ascot 2024 lookbook. TCC invited a mix of media, influencers and movers and shakers from Dubai to attend an evening at The Lana with the Royal Ascot team (92 secured in total). TCC also secured on-site and off-site interviews with the likes of Dubai TV, Arabian Business and Emirates Woman.



SKIN LAUNDRY

During the first year that Skin Laundry opened in the region, we supported the brand with influencer engagement, setting up an ambassador programme for them using key UAE based influencers. We also secured reviews with top tier media including Harper's Bazaar Arabia and Vogue Middle East.

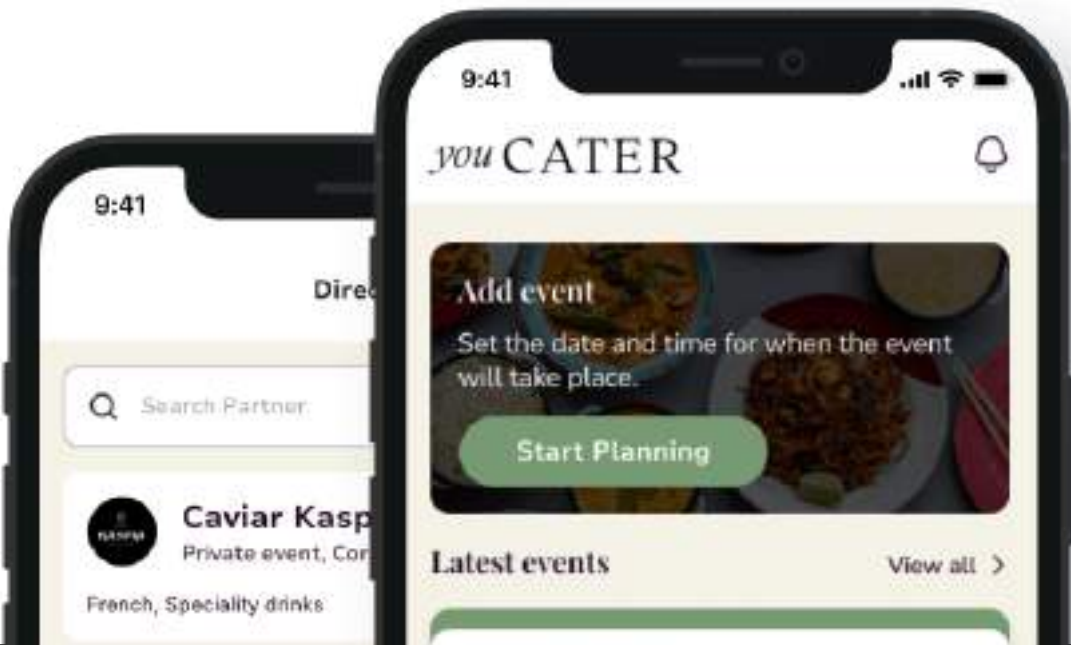


Start ups

YOUCATER

The Comms Club launched catering platform YouCater app into the UAE market, securing interviews in top trade and lifestyle media, and arranging media reviews in partnership with YouCater’s restaurant partners.

Through strong media partnerships, YouCater was featured across print, online and radio reaching a broad spectrum of both business and consumer audiences.



Start ups

UAE PEPTIDES

The Comms Club has been working with UAE-founded supplements brand, UAE Peptides since they launched in the market. As well as securing regular coverage for the product in lifestyle and health titles, The Comms Club also secures spokesperson positioning opportunities for UAE Peptides founder, Dean Henry, elevating the brand through thought leadership.

We also organise the brand’s influencer and affiliate marketing partnerships, reviews, and brand partnerships which have included competitions and content creation projects with other wellness-related brands such as Drink Dry and Barre Effect.



Startups

Y DESIGN

The Comms Club worked with architectural design firm Y Design Interior on a project basis. Over three months we secured 10 interviews with founder Yasmin Farahmandy, and features on her hotel and restaurant design projects in top titles including Emirates Woman and Harpers Bazaar.



SNAPSHOT OF OUR WORK



NETTE

The Comms Club launched NETTE into the market and secured over 60,000 USD worth of coverage during the opening month. NETTE is still a client of The Comms Club and we continue to secure quality partnerships and coverage in key titles in the UAE.

CASSETTE

Cassette has been a client for many years and has been an increase in footfall since working with the team. They have been published in all top titles on an on-going bases, had interviews and op-eds in key business and trade titles, and partnered with like-minded brands in the market to create innovative activations and events.

GATES HOSPITALITY

The Comms Club have worked with all Gates Hospitality restaurants during 2022, launching DASHA to the market, assisting with the folly & Friends campaign and creating activation, partnerships, and event opportunities for all of the F&B outlets. Each month, The Comms Club secured an ROI of 8 times the initial investment.





RIINA

Our mission was twofold: to position riina as a beloved community hub within Tilal Al Ghaff and to generate buzz and anticipation among Dubai's culinary enthusiasts through targeted media coverage. Recognising the importance of community engagement, we collaborated closely with local entities such as nearby schools and the development team behind Tilal Al Ghaff, Majid Al Futtaim.

From hosting workshops for visitors to organising family-friendly events, we ensured that riina resonated with the diverse demographics of its locale, fostering a sense of belonging and anticipation among residents. By forging partnerships with these stakeholders, we curated bespoke initiatives to introduce riina to the surrounding community.





HL FOODS

TCC has supported HL Foods on various launches and projects over the course of 4 years. This included the launch of Maiz Tacos in Dubai Hills, the launch of Luma’s Cakes, the launch of Good Burger and more. TCC assisted with traditional PR including PRL distribution and interviews, as well as influencer engagement, brand partnerships and more.



Media Testimonials



ALICE HOLTHAM

Editor, What's On Dubai

Maryanne makes PR look easy. She's the first person to reach out with new ideas and creative pitches personalized to the title to help maximize exposure for her clients. Her media relations are exceptional, and she's prompt to come back with information when it's needed whether it's via phone or email, and always goes above and beyond to cater to all manner of requests.

TIFFANY ESLICK

Editorial director, Spinneys

I've known and worked with Maryanne for more than five years. She's super- efficient (I've never had faster responses on emails from anyone!); driven, dedicated to her clients and passionate about what she does. Her positive attitude is infectious and a she's a delight to be around.

FARAH ANDREWS

Lifestyle + Culture Editor,
The National

Maryanne is always a pleasure to work with. She is an authority on all things travel, it is clear that it is truly a personal passion, as well as a professional one. I am always impressed by her swift replies, reliable turnaround, and the fantastic relationships she has built in the industry.

AMY SESSIONS

Editor / Associate Publisher
Motivate Media Group

The Comms Club has meticulous attention to detail in terms of understanding the client , what their needs are and matching this with editorial fit to best support the brand.

Media Testimonials



EMILY BAXTER-PRIEST

Editor-in-Chief
Destinations of the World News

I have worked with Maryanne and The Comms Club for many years, throughout my time as an Editor-in-Chief of a luxury travel magazine. I have always found Maryanne to be professional, personable and intuitive with her approach to PR. She does her due diligence to ensure she understands the publication and audience, as well as knowing my needs as an editor, and pitching accordingly. I have always admired her ability to deftly approach PR from both sides of the industry – client and consumer – to ensure the best content, coverage and outcome for all. It's something that is often lacking in this industry, making her nuanced skills all the more valued.

ISABELLA SULLIVAN

Features Editor
NEAR+FAR

Having worked with Maryanne for two years, I can easily say she's one of the most fabulous PRs to work with. Her press releases are always engaging, whether it be a news story or a fresh angle and look on an old favourite, and she's always incredibly responsive with media requests. I know I can count on her to be responsive and go out of her way to help with requests, and therefore I prioritise covering and highlighting her clients - which, being some of the best names in the industry, are a testament to her abilities. She's also an incredibly engaging and lovely person and I consider her a friend, making press trips with her feel like weekends with friends instead of work trips. She was also one of the first PRs to reach out to me for a coffee upon moving here, showing how assertive she is. On press trips, she has everything covered and always showcases the very best of the brand while making it the most magical and fun time - no one wants or needs for anything.

Client Testimonials



SAMUJANA

I've been lucky enough to work with The Comms Club since 2018 and from the very first contact I always felt confident with their ability to take on any task given.

Communication is always easy, briefs are understood from the offset and projects are completed quickly with very little input required from my side which is key as it saves me valuable time.

FRANK PORTER

Working with The Comms Club is always a pleasure! They are positive and hard working, always following up and moving things forward.

They are extremely professional in their approach and consistently deliver. We have worked together for more than 3 years, and will continue to do so!

BARRE EFFECT

I have been working with Maryanne and her Comms Club team for just over a year, and have been extremely happy with their support for my small business. They are super responsive and timely, and are always happy to share new ideas and concepts. Cross promoting has always been easy as the team is well connected and personable. I look forward to our upcoming events with the help of their lovely team!

Client Testimonials



ORGANIC FOODS & CAFE

We started working with TCC in September 2022 and we couldn't do it without them anymore! Professional, full of ideas and creativity, listens and advise... of course highly recommend the TCC's team if you want to take your brand to the next level! 😊

THE RESIDENCES HOTELS & RESORTS

I have been impressed over the 5 years we have had TCC as a partner and an extension of our brand for the GCC market. She is a powerhouse - single-handedly able to bring the desired visibility and intensely focused and relentless in all she sets out to do; knowledgeable, helpful, professional and simply a joy to work with. The quality of her writing, her responsiveness and attention to detail all set her apart!

ELLI JUNIOR

I've loved working with Maryanne, very creative and efficient - she was the only one that so far could get us in to Harper's Bazaar :)

04



Our Social Approach

OUR APPROACH

Social Media



AGGRESSIVE COMMUNITY GROUP

Our team will actively work on building a healthy community of followers and fans from the target demographic in the region through organic activations as well as paid advertising in the shortest period of time.

CONTENT MARKETING

A dedicated content person will be in charge of producing high quality content that aspires digital audiences to participate in the conversation through editorial as well as photography (photography to be shared or budget to be set aside for site visit)

HIGHLY ENGAGING ACTIVATIONS

In addition to content marketing, the key focus will be activations that are highly engaging to help us identify potential customers, brand advocates and influencers under each demographic.

OUR APPROACH

Tactical
optimisation plan



PHASE 1

PAGE OPTIMISATION

The first phase would include optimizing all social media pages for the brand. Each page will be optimized and integrated to ensure the best performance and search engine visibility. During this phase, the team would work closely with the client to ensure the best content and maximize results.



PHASE 2

COMMUNITY GROWTH

The second phase of the roll out plan would be to build a captive audience base through targeting and custom ads to ensure the pages are primed for maximum activity.



PHASE 3

ENGAGEMENT

With a key focus on increasing brands visits and then experience storytelling to encourage organic engagement and brand awareness.

OUR APPROACH

Platforms



FACEBOOK

- Building of fanbase of 30% to 60%
- Special event based tabs on Facebook
- Group Targeting
- Facebook targeted advertising
- Content Curation & High Quality Visuals and Design



INSTAGRAM

- Utilization of trending news based Hashtags to promote content reach
- Visual marketing
- Video repackaging and promoting
- Local events tagging
- Instagram Story
- Instagram Ads



LINKEDIN

- LinkedIn Ads
- Connect and build relationships with potential key industry people
- Increase in awareness and engagement between businesses and entrepreneurs
- LinkedIn Articles



TWITTER

- Tailored Audiences
- Tweet engager targeting
- Keyword targeting



OUR APPROACH

Platforms



TIKTOK

- Content creation
- Marketing strategy & analysis
- Influencer marketing
- Live streaming
- Organic Social Management
- Paid AD Campaigns



SNAPCHAT

- Sponsored geo-filter designs
- Content creation
- Paid ads including snap ads, collection ads, story as and dynamic ads
- Targeted advertising



YOUTUBE

- Account set-up
- Marketing strategy creation
- Targeted paid ad campaigns
- Conversion tracking
- Landing page conversion rate optimisation



OUR APPROACH

Key Focus Points

Social media isn't about posting.

With our approach, these platforms have the potential to ensure positive bottom line impact.



COMMUNITY MANAGEMENT:

Through professional and proactive community management, drive potential customers to the door, neutralize bad comments and encourage brand advocacy.



ACTIVATIONS THAT ENCOURAGE CONVERSATIONS:

The rule of the thumb – 2 activations per month. We integrate data collecting, social sharing, media posting and leaderboard apps for customized promotions with the purpose of brand awareness.



ONLINE REPUTATION MANAGEMENT:

Managing platforms that are important to influence your direct target market, through our reputation management strategies, we ensure that your loyal customers become your biggest marketing tool while customers with a bad experience are delicately handled and encouraged to re-visit their opinions.



STRATEGY AND ANALYTICS:

Our approach is scientific. Each quarter begins with an extensive strategy document that defines objectives, audiences and the goals of the brand. At the end of the quarter, a detailed analytical report and review ensures clear and in-depth insights to crucial metrics from check-ins to engaged users, click throughs, CTAs, etc.

Work with us

If you'd like to talk to us about a new business enquiry, please contact us at

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