



# PORTFOLIO

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# DARE. DISRUPT. DOMINATE.



Every brand has the potential to become extraordinary. At Dare Digital, we blend strategy, design, performance, and development to help brands reach that potential.

We are a 360° digital marketing agency based in Dubai, with a mission to empower start-ups and SMEs to grow, scale, and stand out in competitive markets. Our work is always at the intersection of design and performance, ensuring creativity always meets measurable impact.

We partner with businesses as long-term growth allies, guiding them from idea to execution with strategies that drive visibility, engagement, and results. By combining bold thinking with data-driven precision, we create digital experiences that do more than capture attention — they create momentum. With us, your brand does not simply adapt to the digital world, it dares to lead, disrupt, and dominate.

# WE TURN CREATIVE IDEAS INTO ROI-DRIVEN RESULTS



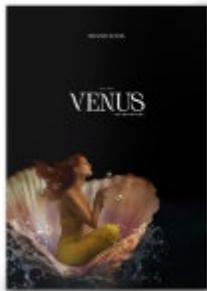
Our purpose is to make digital growth accessible, achievable, and sustainable for start-ups and SMEs. We simplify the complex world of digital marketing, translating it into strategies that drive real business outcomes. For every client, our goal is not only to deliver measurable results but also to build confidence, trust, and long-term growth.

# WE TELL YOUR STORY

Your brand is more than just a name or a logo—it's the strategy behind your story and the impression you leave. We dive deep into what makes your business unique, crafting a brand identity and strategy that reflects your vision and resonates with your audience. With us, your brand becomes more than just recognizable—it becomes unforgettable.

Click or tap on a thumbnail to view.

## VISUAL IDENTITY



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## MARKETING COLLATERAL



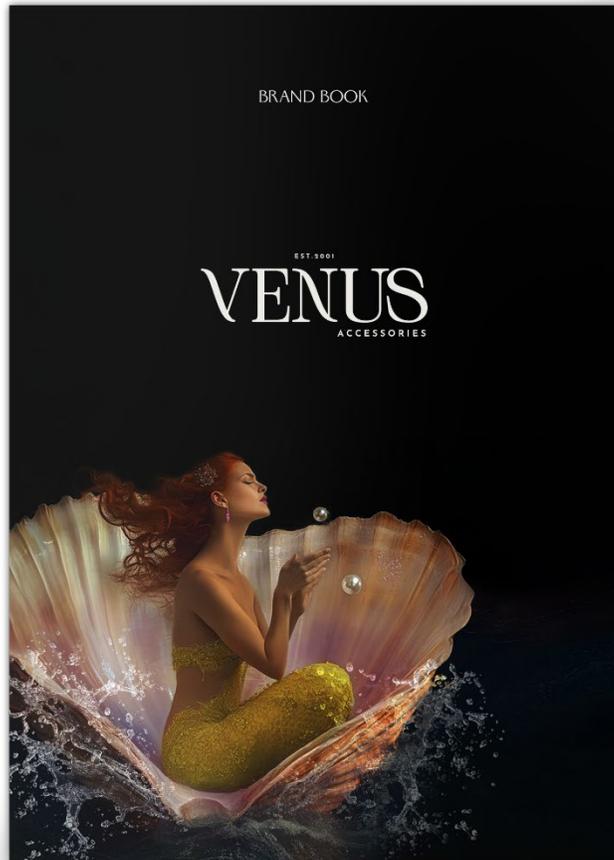
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## PACKAGING DESIGN



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# VISUAL IDENTITY



**BRAND STORY**

It began as a dream. One woman looking up at the night sky, inspired by Venus, the planet of **love, beauty, and distinction**. She envisioned a brand that would embody the same essence. A light that stands apart, **brilliant** and **unshaken**. A light that **refuses to go unnoted**.

Since 2001, Venus has been treated by global icons like Jalu Group, Lindt, Nestlé, and Aldo, known for one unwavering promise: **quality that never compromises**.

We create pieces that don't just complement, but **celebrate you**. Whether you're stepping into a boardroom, a cafe, or a night under the stars, our accessories are designed to **move with you**, to elevate your confidence, and to last through every moment that makes you **you**.

And now, a **new Venus rises**: reborn to burn brighter.

A new era of elegance, bathed in soft golden glimmers and rich, warm shades, inspired by the brilliance of sun-kissed waves, the depth of midnight skies, and a beauty that never fades.

Venus is for the **bold**, the **dreamers**, the ones who refuse to blend in. It's for those who understand beauty and brilliance shouldn't be reserved for special occasions; our pieces are made to shine with you **every day**.

**Because the brightest stars don't just sparkle, they inspire.**

This is more than accessories.  
This is a legacy.  
This is **Venus**.

**COLOR PALETTE**

Mussel Grey	Scallop Orange	Oyster Gold	Oyster Ivory	Cornish Pink	Nacreous White
C Y M K	C Y M K	C Y M K	C Y M K	C Y M K	C Y M K
10 10 10 0	100 10 10 0	100 10 10 0	100 10 10 0	100 10 10 0	100 10 10 0
R G B	R G B	R G B	R G B	R G B	R G B
10 10 10	255 17 17	255 255 10	255 255 255	255 10 10	255 255 255

# MARKETING COLLATERAL



**LA'MARVEL**  
BED | BATH | DOWN

Step into a world of exceptional quality and style with La'Marvel. We are excited to introduce our exclusive line of premium bed and bath linens, crafted to elevate the comfort and elegance of your home.

[www.lamarvel.ae](http://www.lamarvel.ae)



## Our Story

Hello! We're La'Marvel, a premium bed linen brand born from a fully integrated home textile manufacturer. As pioneers of hotel-quality comfort in the UAE, we set ourselves apart by transforming everyday bedding into a luxurious experience.

### Vision

A world where every home is an oasis of serenity and relaxation.

### Mission

Alleviate anxiety and foster harmony in living spaces worldwide.

We created La'Marvel because we understand the importance of a good night's sleep. Our 100% cotton bedding is designed to reduce stress and anxiety, restore optimal sleep, and ensure ultimate relaxation. We aim to support your mental health and well-being by creating a serene and comfortable sleeping environment. Our buttery-soft linens are crafted to prevent skin allergies and enhance sleep comfort, so you wake up revitalized and ready to tackle the day.

For those who seek to improve their quality of life through better sleep, we offer a diverse range of collections and designs that bring hotel-quality comfort directly to your home at an affordable price. Our meticulously crafted linens are available in a variety of styles, colors, and patterns, ensuring that there is something to complement every bedroom décor.

Each piece in our collection is designed with the utmost attention to detail and quality. From silky-smooth sheets that caress your skin to plush towels that provide a spa-like experience, our products are crafted to enhance your comfort and well-being. Our bedding sets include options for all seasons, ensuring that you stay cool in the summer and warm in the winter, all while enjoying the unparalleled softness and durability of our 100% cotton fabrics.

Our dedication to quality extends beyond our products to our customer service. We are committed to providing a seamless shopping experience, from easy online ordering to fast and reliable delivery. Our customer support team is always available to assist with any questions or concerns, ensuring that you are completely satisfied with your purchase.

## Weaving dreams since 2019

1

2

# MARKETING COLLATERAL

## Zen Stripes

Serene to Senses, Soft to Touch



Zen Stripes is more than just bedding—it's the essence of hotel-like luxury. With its minimalist design and refined elegance, it elevates your bedroom décor. Crafted from 100% cotton, known for its softness, breathability, and durability, this collection was originally made for 5-star hotels. Its special weaving technique offers a silky sheen on one side and a matte finish on the other, along with wrinkle-resistant properties. Hypoallergenic and easy to maintain, Zen Stripes stays clean twice as long, enduring over 200 washes for long-lasting comfort and effortless upkeep.

### Specifications

- 250 Thread Count 100% Cotton Sateen
- Protects your mattress with a 360° Elasticised Fitted Sheet
- Mercerized for a Long-Lasting Sheen
- Sanforized to ensure a Perfect Fit
- Hypoallergenic (Oeko-Tex Certified)

 <p><b>Zen Stripes Classic Combo</b> Includes: Duvet Cover, Fitted Sheet, Pillowcase(s), &amp; Duvet Sham Cover(s) Starting from Dh. 330.00</p>	 <p><b>Zen Stripes Bedding Duo</b> Includes: 1 Fitted Sheet &amp; 2 Pillowcase(s) Starting from Dh. 220.00</p>	 <p><b>Zen Stripes Flat Bed Sheet</b> Includes: 1 Flat Sheet Starting from Dh. 240.00</p>
 <p><b>Zen Stripes Duvet Cover</b> Includes: 1 Duvet Cover Starting from Dh. 295.00</p>	 <p><b>Zen Stripes Fitted Sheet</b> Includes: 1 Fitted Sheet Starting from Dh. 250.00</p>	 <p><b>Zen Stripes Shams</b> Includes: 1 or 2 Sham(s) Starting from Dh. 50.00</p>
 <p><b>Zen Stripes Pillowcases</b> Includes: 1 or 2 Pillowcase(s) Starting from Dh. 40.00</p>	 <p><b>Zen Stripes Cushion Covers</b> Includes: 1 or 2 Cushion Cover(s) Starting from Dh. 40.00</p>	

# PACKAGING DESIGN



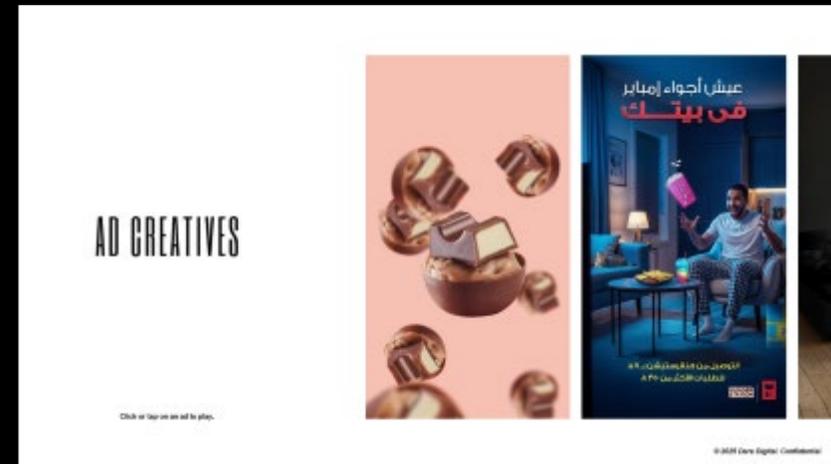
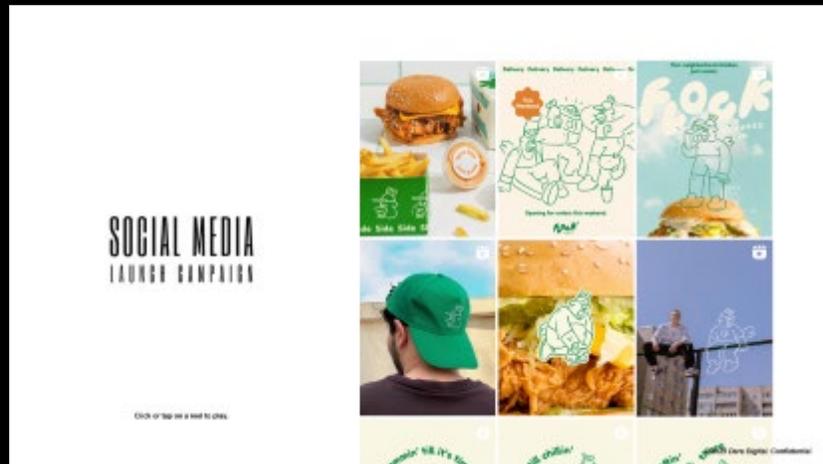
# PACKAGING DESIGN



# WE BRING YOUR VISION TO LIFE

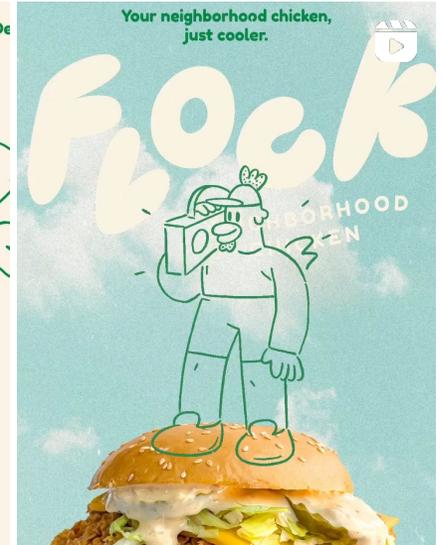
Creativity is at the heart of what we do. From static visuals to dynamic animations, we create visually compelling content that communicates the brand's essence. We bring ideas to life through engaging, on-brand visuals that capture attention and inspire action.

Click or tap on a thumbnail to view.



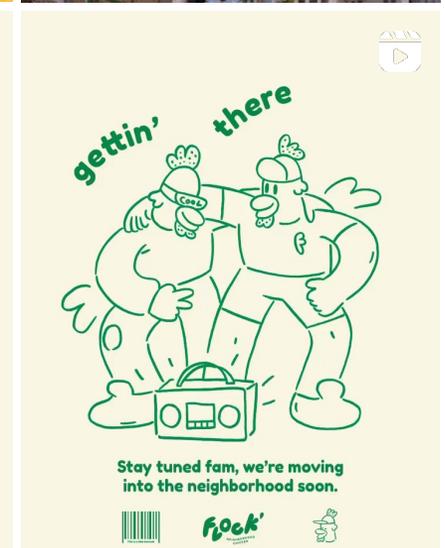
# SOCIAL MEDIA LAUNCH CAMPAIGN

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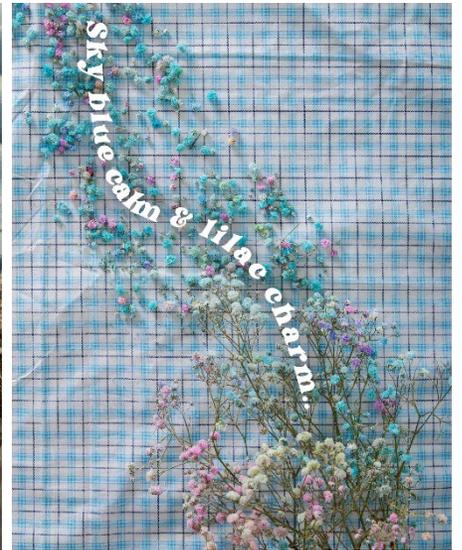
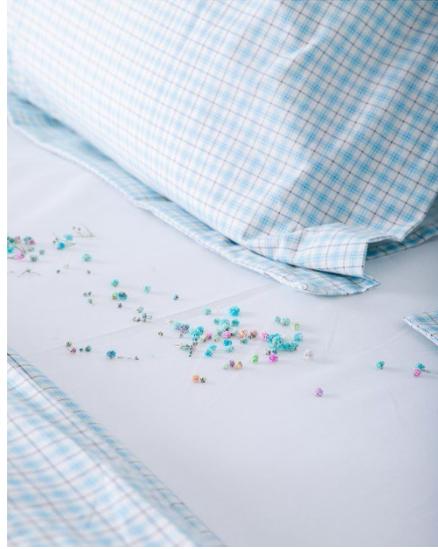


# SOCIAL MEDIA LAUNCH CAMPAIGN

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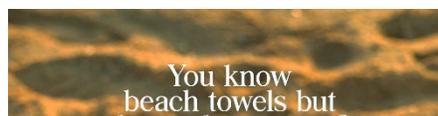
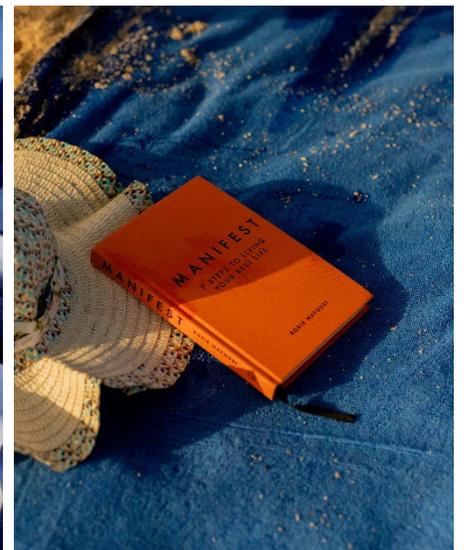


# SOCIAL MEDIA CONTENT CALENDAR



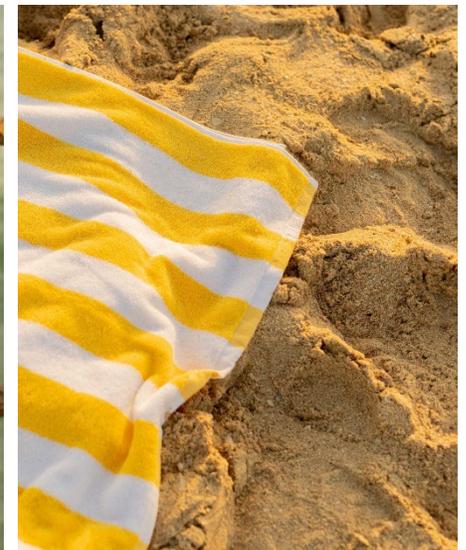
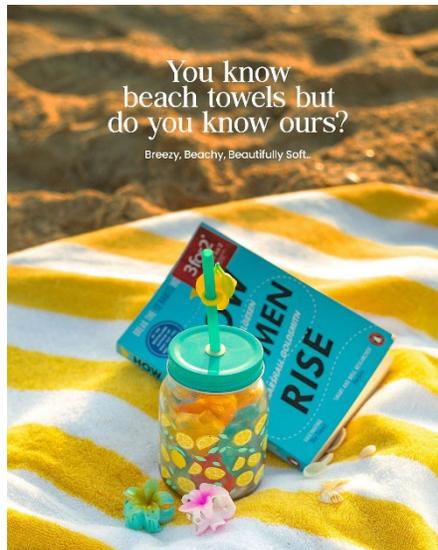
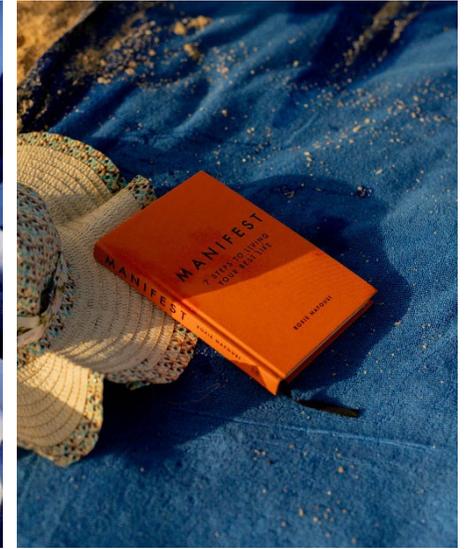
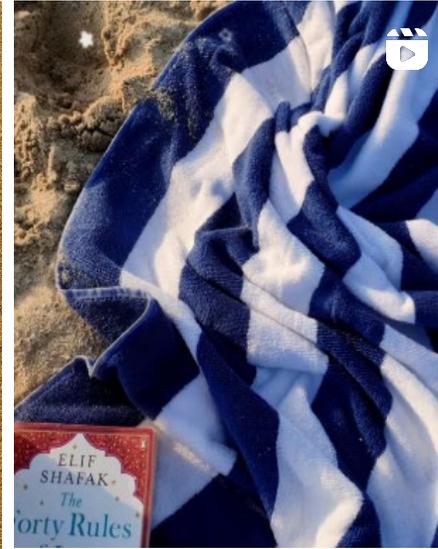
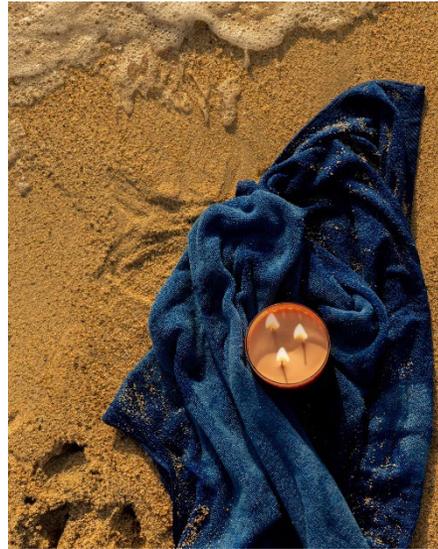
# SOCIAL MEDIA CONTENT CALENDAR

Click or tap on a reel to play.



# SOCIAL MEDIA CONTENT CALENDAR

Click or tap on a reel to play.



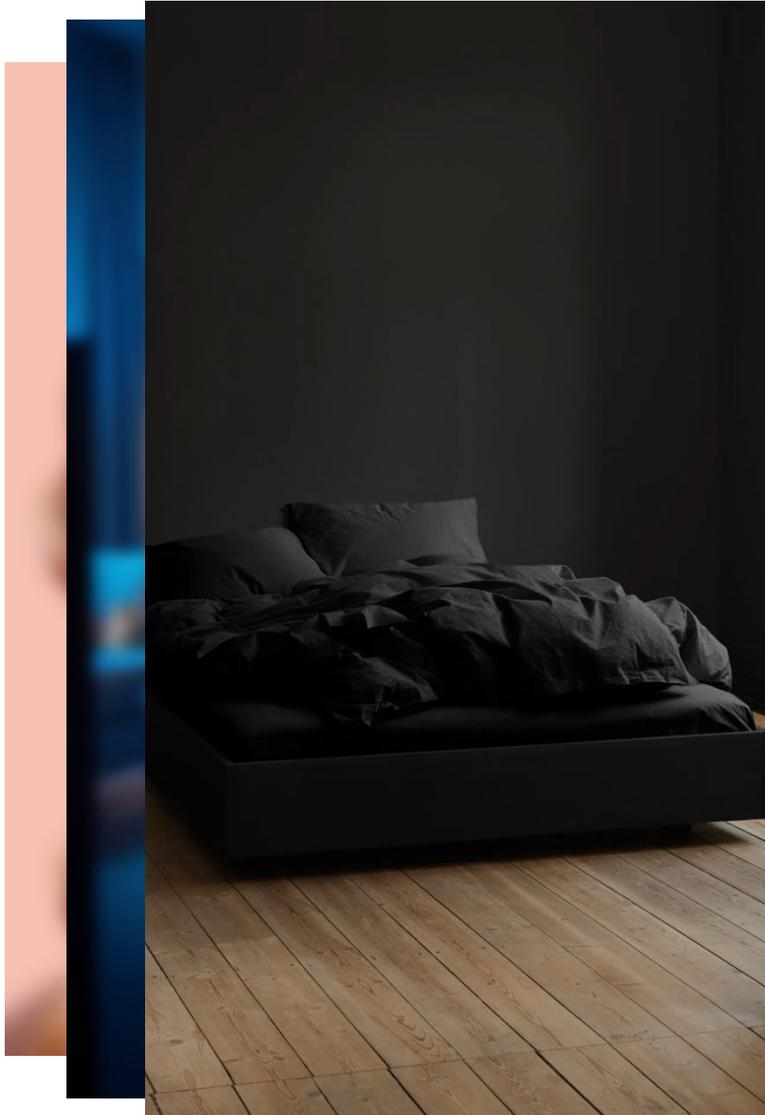
# AD CREATIVES

Click or tap on an ad to play.



# AD CREATIVES

Click or tap on an ad to play.



# AD CREATIVES

Click or tap on an ad to play.



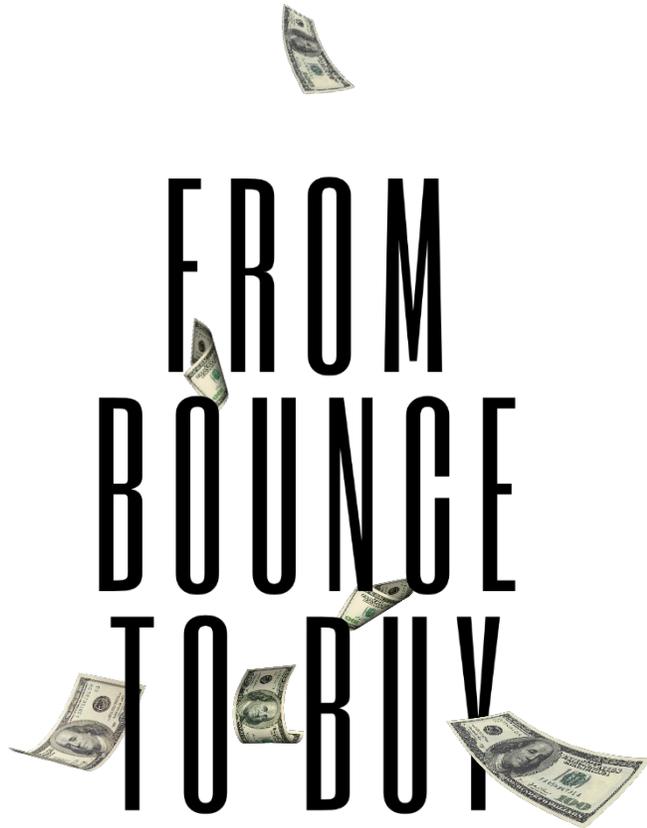
# WE AMPLIFY YOUR VOICE

We help your brand achieve impactful growth by reaching the right audience and optimizing every campaign for measurable results. Our approach goes beyond visibility, we focus on delivering tangible outcomes that drive awareness, engagement, and conversions, creating momentum for long-term growth.

Read the case



CHALLENGE



# FROM BOUNCE TO BUY

## LA 'MARVEL'S GROWTH STORY

### CHALLENGE

High bounce rate and low conversions.

### APPROACH

We rolled out a full-funnel approach that began with a detailed analysis to identify underperforming products. To enhance value, we introduced combo offers that were more compelling than single-product purchases.

At the top of the funnel, we ran awareness campaigns to drive traffic and build brand recall, followed by conversion-focused campaigns that leveraged UGC creatives to build trust and push sales. Finally, we directed audiences to a dedicated landing page featuring trial pricing that outperformed the main webstore, ensuring higher conversions.

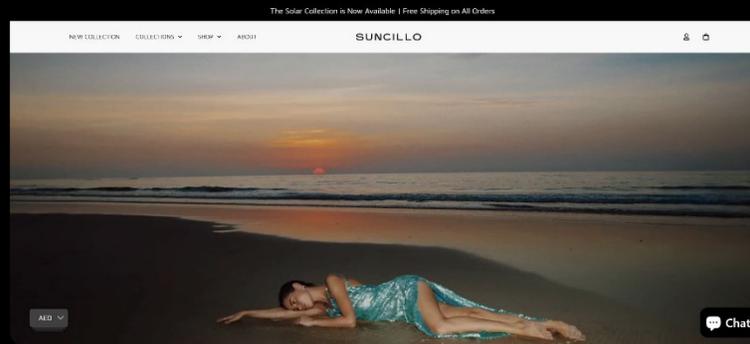
### RESULTS

After funnel optimization, conversions nearly quadrupled, while bounce rates declined as engagement increased. The awareness campaigns successfully built brand recall, and the conversion-focused efforts secured a consistent uplift in sales.

# WE BUILD YOUR ONLINE EXPERIENCES

We design and develop seamless, responsive, and user-friendly websites that not only look exceptional but also deliver performance, functionality, and results. Every build is tailored to reflect your brand's identity while creating meaningful digital experiences for your audience.

Click or tap on a slide to view.



# DARE US



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