



## GRUPE MON LOISIR, LAUNCH OF IOREC



This is probably one of the most ambitious property development projects that has been presented to the media lately and the latter responded positively to the press conference of the Groupe Mon Loisir. Blast handled the media relations

## FONDATION JOSEPH LAGESSE: THE NEW CORPORATE IDENTITY AND BROCHURE



Blast handles the external image of the Fondation Joseph Lagesse. Further to an audit, it was deemed important to have a new corporate identity and some marketing collaterals. The new Fondation Joseph Lagesse's brochure made the headlines of an afternoon daily and highlighted the work of the designer who was at the helm of this work.

Anne Rogers: " *We are delighted with the input of Blast for the new logo and corporate identity of the Fondation Joseph Lagesse as well as their handling of media communication. It's been a real pleasure to work with Blast, they are focused on the clients targets and well connected and we are looking forward a long working relationship.*"

**PHOENIX BEVERAGES GROUP: RICHARNO COLIN**



Phoenix Beverages Group is sponsoring a budding talent, Richarno Colin who is no less than the 'National Boxing Champion 2009'. The sponsorship involves a monthly stipend which will allow Richarno to focus on his training + podium fees based on performance. Hopefully Richarno will accede to the highest podium at the next Olympic Games in London in 2012.

**G4S: Fun Day at Casela**



The security giant organised a fun day at Casela in line with its Corporate Social Responsibility guidelines. Blast handled the media relations campaign.

## DIANE'S BIG DAY



Diane, Aisha's P.A., celebrated her birthday during one of those hectic days in Blast....Despite all PR executives running around like headless chicken, we all insisted that we could not miss that special moment and as Diane puts it: 'It is the intention that counts.....!'

### **MIND MAPPING SESSION AT BLAST WITH MR. SAOUD**



Blast is committed to being a lifelong learning company for its staff. A constant questioning process is mandatory in our quest for continuous improvement. In that spirit, we were honored to have a mindmapping expert, Mr.Saoud Al Rakhan from Dubai for an-hour session in December 2008.

Lekha, head of PR& Events: *'I believe in optimising resources and time is so very valuable. Using mind mapping techniques can help us so much in seeing things at a glance'*

### **BLAST END OF YEAR BBQ'**



Back last year, we had our BBQ on a beach...and fun we had, as well.  
Check some of the few politically-correct pictures.