

Emax Launches #LevelUp with A Modern PC Campaign



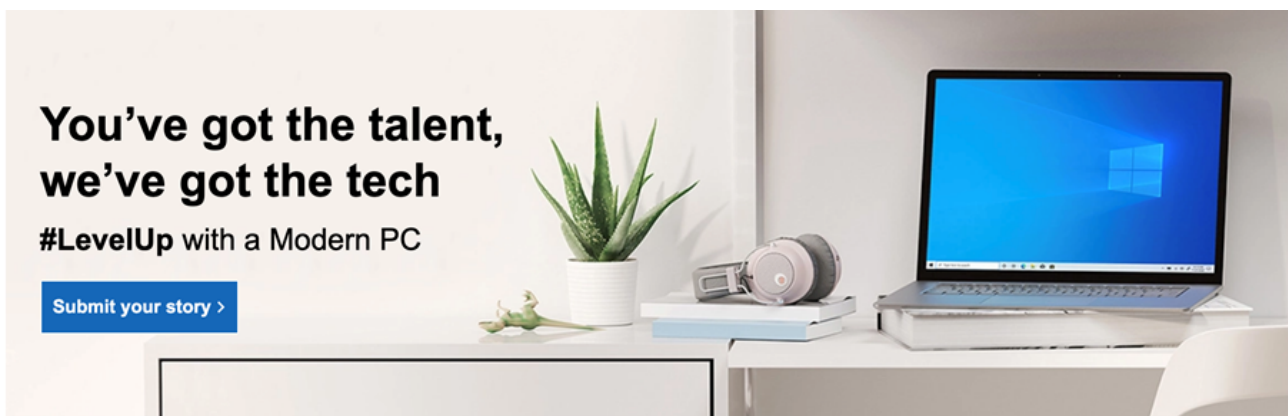
Enabling consumers to surge ahead to success

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Emax is the largest electronics retailer in the GCC. It has the widest selection of electronics in the UAE, with over 200 brands and 20,000 products all under one roof. The award-winning brand offers a diverse product range that includes photography, IT, mobiles, accessories, drones and robotics, sound and vision, personal audio, gaming, personal care, home appliances, health, and fitness. The brand provides solutions to enhance people's lifestyle and homes with the latest electronics, appliances, and gadgets from trusted brands such as Samsung, Apple, Microsoft, LG, Panasonic, Sony, HP, Bose, Siemens, Lenovo and more.

Emax's latest campaign, **"#LevelUpWithAModernPC"** encourages consumers to share their #LevelUp Story and win a Modern PC. The campaign further brings forth the promise, *"You've got the talent, We've got the tech". So, if technology is the driving force behind your success story, share with us how a Modern PC will help you do what you're good at better and faster. Innovate and churn out your best creative works. And stand a chance to win a Modern PC".*



Level Up With A Modern PC

Providing impetus to this campaign is Microsoft – a valued partner supporting empowered consumers to achieve more using modern devices.

Redington is yet another pillar of strength and technological partner without whom this endeavour would be incomplete. Keeping in mind the changing dynamic of consumer experience when it comes to sophisticated gadgets, Redington offers a plethora of devices for new-gen youth and professionals.

The #LevelUpWithAModernPC campaign allows users to post their stories online and get an opportunity to win a Modern PC. The campaign is open to residents in Gulf.

Speaking on the campaign, Emax commented, "The rationale of the #LevelUpWithAModernPC is to encourage consumers to explore and consider technology upgrades via modern devices. With the changing paradigm, a cross-section of students, working professionals, businessmen who spend several hours on PC are constantly looking for faster, smarter and tech-savvy products to enhance their deliveries while discovering a new dimension in them."

Hence whether you are already on top or are gearing to reach the top, a Modern PC is the perfect, realistic and readily available solution for all!

To make this campaign a huge success, the company has roped in renowned influencers from Dubai, viz. Nimmy, Big Rossi, Faith, Ines, Nikita and many more. They will share their interesting #LevelUp stories and encourage their followers to do the same. Furthermore, to inspire the audience to share their #LevelUp stories, Emax will give a Modern PC to all the winners.

These stories can be viewed on the **Emax** campaign website (<https://emax-ms.emaxme.com/>), and audiences can like and share them and leave their comments.

Though the campaign has just taken flight, we expect an overwhelming reach of 12-13M impressions and some exciting entries from our audience.

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LEVELUPWITHAMODERNPC