

Company: General Directorate of Identity & Foreigners Affairs-Dubai- United Arab Emirates
Company Description: The General Directorate of Residency and Foreigners Affairs - Dubai is the agency of the Dubai Government that regulates the residency of foreign nationals and the entry and exit of international travelers to and from the Emirate of Dubai. GDRFA has more than 5000 employees spread across 8 main sectors all of them aiming to deliver specific objectives for the organization.
Nomination Category: Marketing Campaign Categories - Industry
Nomination Sub Category: Marketing Campaign of the Year - Corporate Reputation/Professional Services
Nomination Title: “Ideal Face” Initiative – A Positive Approach to Legal Compliance and Institutional Reputation



1. Which will you submit for this nomination, a video of up to five (5) minutes in length about the nominated campaign or program, OR written answers to the questions for this category? CHOOSE ONE:

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.
3. If you are providing written answers to the questions for this category, you must answer this second question: Describe the genesis of the nominated campaign or program: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words):

Total 226 words used.

The “Ideal Face” initiative was launched in October 2024 by the General Directorate of Identity and Foreigners Affairs – Dubai (GDRFA) in alignment with Dubai’s vision of building a secure, stable, and humane society. The campaign addressed the recurring challenge of residency violations—but from an unconventional, positive angle.

Rather than focusing on violators, it celebrated law-abiding individuals—citizens, residents, and visitors—as civic role models. It reframed legal commitment as a source of pride, not fear.

“Ideal Face” is the first campaign of its kind to approach behavioral violations from a positive perspective. What made it distinctive was its inclusiveness and wide reach; multimedia and multilingual content targeted all segments of society—from children and youth to families, senior citizens, and residents of different nationalities.

Crucially, the campaign was data-driven. It followed a detailed analysis of residency violation rates, emphasizing the need to encourage voluntary legal compliance. Concurrently, institutional reputation measurement tools identified low-perception audience segments. These insights directly shaped the campaign’s design and targeting strategy.

As a result, GDRFA elevated its perceived reputation index to 99.17%, reflecting stronger public sentiment and engagement. This approach ensured the initiative was more than symbolic—it was a focused, behaviorally informed intervention aligned with trust-building metrics.

By humanizing enforcement and rewarding accountability, GDRFA positioned itself as a proactive, compassionate institution, turning compliance into a shared civic responsibility rather than a legal obligation.

4. If you are providing written answers to the questions for this category, you must answer this third question: Describe the development of the campaign or program: the planning process, the goal setting, the creative and media development, the scheduling, etc. (up to 250 words):

Total 250 words used.

The “Ideal Face” campaign was developed through a structured, data-driven process over one year (Sept 2023 – Oct 2024), based on four strategic objectives:

- 1. Promoting voluntary compliance with residency laws through positive messaging.
- 2. Highlighting role models of lawful behavior.
- 3. Encouraging public pledges both online and on-site.
- 4. Reinforcing GDRFA's human-centered values and reputation.

The campaign strategically targeted three key audience segments:

• **Eligible beneficiaries:** Sponsors with a clean 10-year record, receiving benefits such as a mobile van to provide services at seniors’ locations, letters of appreciation, priority in the Amer call center (with faster response), and in-center queue priority.

• **Non-violators:** Appreciated, though not eligible for benefits.

• **General public:** Engaged through pledge-based interaction and educational content.

Content was developed in seven languages (Arabic, English, Urdu, Hindi, Chinese, Farsi, French), ensuring cultural and linguistic inclusivity. Creative outputs included:

- 176 digital posts,
- short awareness videos using motion graphics and real-life stories,
- interactive quizzes in 3 languages,
- an educational children’s zone featuring mascots “Salem and Salama.”

Technically, the campaign leveraged a dedicated landing page with a “Pledge” button, smart display screens at its Global Village pavilion, and AI-powered design tools for consistent visual identity. The campaign was also supported by a funded digital ad budget of AED 44,000, ensuring targeted reach.

The timeline included:

- Planning: Sept 2023–Oct 2024
- Launch: Oct 22, 2024
- Digital rollout: Oct 22–Nov 29
- On-ground activation: Nov 14–24
- Performance tracking: Nov 24–29
- Impact analysis: Dec 1–7

This multi-phased execution ensured synergy between digital innovation, field engagement, and emotional storytelling.

5. If you are providing written answers to the questions for this category, you must answer this fourth question: Outline the activities and concrete results of this campaign or program since the beginning of 2019. Even if your initiative started before 2023, limit your response to activities and results since the beginning of 2023 only (up to 250 words):

Total 235 words used.

and December 2024. Activities began with:

- Preparation Phase(Sep 2023 – Oct 2024):
Concept development, branding, marketing strategy, content creation, and media partnerships, in coordination with Amer centers and partners in different fields like IT companies.
- Campaign Launch(Oct 22, 2024):
Official announcement, digital rollout, and launch of the interactive landing page.
- Digital Execution(Oct 22 – Nov 29, 2024):
Daily content publishing, community engagement, and pledge collection via digital channels.
- On-Ground Activation(Nov 14–24, 2024):
Interactive pavilion at Global Village, including a smart screen experience, pledge booth, children’s area with mascots, public quizzes, and influencer visits.
- Performance Tracking(Nov 24–29, 2024):
Final pledge counts, community feedback, content documentation.
- Impact Evaluation(Dec 1–7, 2024):
Sentiment analysis, audience insights, and institutional impact reporting.

Results:

- 61M+views across all media.
- 243K+engagements, 10K+ pledges, 176 digital posts, and 44 media articles.
- 70 live hours at the initiative booth and 56K+ website visits.
- 90%positive sentiment.

Institutional Impact:

Following targeted engagement with nine audience segments previously showing low reputation perception (less than 88%),the campaign successfully shifted sentiment—those same segments voted post-campaign, raising the perceived reputation index to 99.17%.

- 98.92%reported increased happiness.
- 98.83%linked the brand to a strong reputation.
- 98.61%trusted the institution and leadership.
- 98.48%expressed community support.
- 98.61%reported overall positive impression.

Sustainability:
A second phase was launched in July 2025, themed “This is the Dubai We Want,”with real-time recognition for positive behavior in airports—transforming the campaign into an institutional culture.

6. You have the option to reference here any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 246 words used.

- 1-The main introductory brief about the initiative—outlines the purpose,goals,and context.
- 2-The general concept document of the *Ideal Face* initiative—provides structural and creative foundations.
- 3-The marketing plan—details audience targeting, budgeting,and media strategy.
- 4-The content plan and publishing strategy—part of GDRFA’s internal communication framework, ensuring quality, ethical storytelling, and message consistency.
- 5-The media production and publishing guidelines—institutional standards guiding all visual and editorial production, with emphasis on intellectual property, privacy, and cultural integrity.
- 6-The institutional reputation manual—defines GDRFA’s communication values, brand tone, and reputational safeguards applied across all campaign materials.
- 7-Samples of visual content—includes the main promotional video,supplementary clips,digital posts, and photos from the on-ground platform and community engagement zones.
- 8-Samples of press coverage—news articles and features published in the UAE.
- 9- Invitation letters—official outreach sent to media professionals and influencers for campaign participation.
- 10-Digital pledge certificates—issued to participants and honorees who engaged with the campaign.
- 11-Media monitoring report—includes key metrics: reach,impressions, and coverage analytics.
- 12-Social media analytics report—tracks audience engagement,sentiment,and demographics.
- 13-Reputation impact report—shows increases in perceived reputation index.
- 14-Comprehensive Media Coverage Analysis Report
- 15-Sample Thank You Message: A personalized message received by the recipient expressing appreciation for their compliance and positive example.
- 16-Ideal Face Certificate: An official certificate awarded to qualifying individuals as a token of recognition.
- 17-Campaign Landing Page: The central digital platform where participants could pledge,view the list of benefits,receive a letter of appreciation upon pledging online,and access all campaign-related information and updates.

7. If you are providing written answers to the questions for this category, you must answer this first question: Specify the date on which this campaign or program was launched:

October 22, 2024

Attachments/Videos/Links:

[“Ideal Face” Initiative – A Positive Approach to Legal Compliance and Institutional Reputation](#)

 [REDACTED FOR PUBLICATION]