

Ramada Hotel & Suites Ajman Hotel Launch

The brief:

Ramada Hotel & Suites Ajman, the first four-star business hotel in the center of Ajman, was opened in November 2008. **THECONTENTIFACTORY** was contracted pre-launch to coordinate the media launch and **awareness generation** for the hotel, as well as to devise a complete launch plan.

What we did:

The devised launch plan consisted of media relations - in the form of **press releases** and a **press conference** - as well as a **marketing & advertising plan**. The advertising channels were selected based on the hotel's target audience.

The tools utilized for the bi-lingual (Arabic & English) campaign included:

1. A **print campaign** across a total of 10 different daily, weekly and monthly print channels;
2. An **outdoor advertising campaign** across two advertising channels in Ajman;
3. **Creation and production** of two different radio spots in each language;
4. The **production of a sales brochure** to support the hotel's sales team;
5. The **design and production of an exhibition stand** used at the Business Travel Show.

The campaign ran from October 2008 through to January 2009. It was handled completely by **THECONTENTIFACTORY**, including all design, production and media buying elements.

Result:

The launch campaign was a success and generated the required awareness across the media and the target audience.



successful
launch
campaign