


Case study 5: Background (building awareness)



42 properties by 2008.

Rotana Hotels' aggressive expansion plan is right on track. With close to additional 40 new properties opening within the next 2 years, we are getting closer to you.

| | |
|---------------------|---------------------------|
| Abu Dhabi | Abu Dhabi Rotana Hotel |
| Bahrain | Manama Rotana Hotel |
| Dubai | Deira Rotana Hotel |
| Maldives | Maldives Rotana Hotel |
| Muscat | Muscat Rotana Hotel |
| Riyadh | Riyadh Rotana Hotel |
| Saudi Arabia | Saudi Arabia Rotana Hotel |
| UAE | UAE Rotana Hotel |
| Yemen | Yemen Rotana Hotel |

ROTANA
HOTELS • SUITES • RESORTS

THERE'S ONE FOR YOU

Rotana Hotels is a member of the Rotana Group, a leading international hotel chain. Rotana Hotels is a member of the Rotana Group, a leading international hotel chain. Rotana Hotels is a member of the Rotana Group, a leading international hotel chain.

Advertiser: Rotana Hotels

Type of Advertising: Corporate Branding

Media Used: Travel Weekly magazine

Campaign details: 1 full page advert, 1 half page advert

Advertising dates: 2 months (October – November 2006)

Campaign objectives:

Raise awareness of Rotana's Middle East properties

Research Methodology:

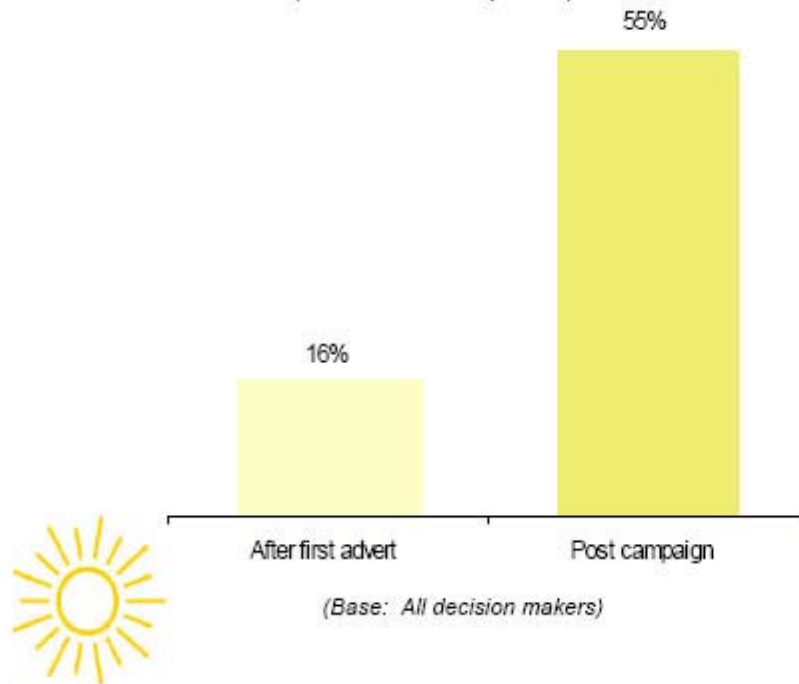
100 interviews with travel industry decision makers:

- stage I took place after first advert (October 2006)
- stage II took place after 2 adverts (November 2006)



Case study 5: Key findings (building awareness)

Recall of Rotana advertising
(over a 2 month period)



- In stage I of the research **46% of respondents were able to name Rotana** as a hotel chain operating in the Middle East
- By stage II, awareness of Rotana as a hotel chain operating in the Middle East **had grown to 60%**
- Over three quarters of the decision makers considered the advertisement to be **eye catching, informative and explaining something new**