

J|R|N

*Let us tell your story.*



J|R|N

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# ABOUT US

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## ABOUT US

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JRN is an award-winning Dubai-based female-led boutique consultancy and communications agency with representation in Doha and Jeddah, founded by career experts in luxury travel, lifestyle, and hospitality.

Our unique business model combines over 30 years of knowledge across agency and client-side as well as corporate and consumer, regional, and international fronts. We aim to be the boutique agency of choice through our vast network both on the media and business sides.



# TEAM STRUCTURE



# LEADERSHIP TEAM



**RUWAIDA ABELA NORTHEN**  
FOUNDER & CEO



**SARAH FERNANDEZ**  
GENERAL MANAGER



**AYA NEBAYA**  
ACCOUNT DIRECTOR

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# OUR SERVICES

JIRN

# WHAT WE DO



## PR, PARTNERSHIPS & EVENTS

Internal and external corporate communications strategy, press office function, content development, HNW collaborations, events, media management, and B2B tie-ups.



## DIGITAL COMMUNICATIONS & INFLUENCER MARKETING

Collaborations with key opinion leaders, social media and third-party digital collaborations.



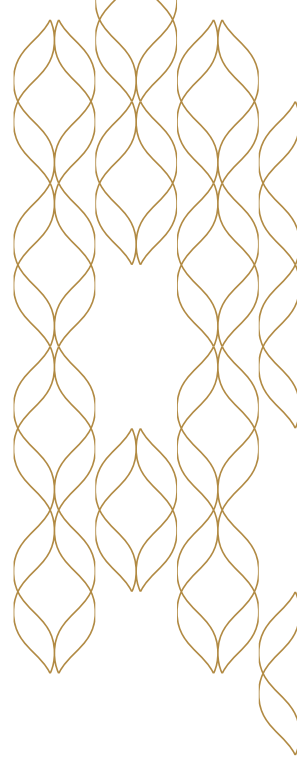
## BRAND POSITIONING WORKSHOPS

Establish positioning, talking points, core messaging and develop overarching strategy.



## CRISIS MANAGEMENT & TRAINING

Reputation preservation, navigating through crisis. Media, crisis management and prevention training for senior leaders.





# GEOGRAPHICAL COVERAGE



Middle-East  
Office in UAE and  
representation in  
Qatar and KSA



Rest of GCC,  
Egypt & Lebanon



Turkey



— 03 —

# CASE STUDIES

JIRN

# OUR PARTNERS



BEOND



JOALI

Forbes Middle East



*\*All partners are currently on retainer basis aside from Forbes Middle East*



# Dar Tantora x TikTok Oscars

## OVERVIEW

Orchestrated an exclusive "Oscars Preview" event at Dar Tantora The House Hotel AlUla In collaboration with TikTok, bringing together the top regional content creators.

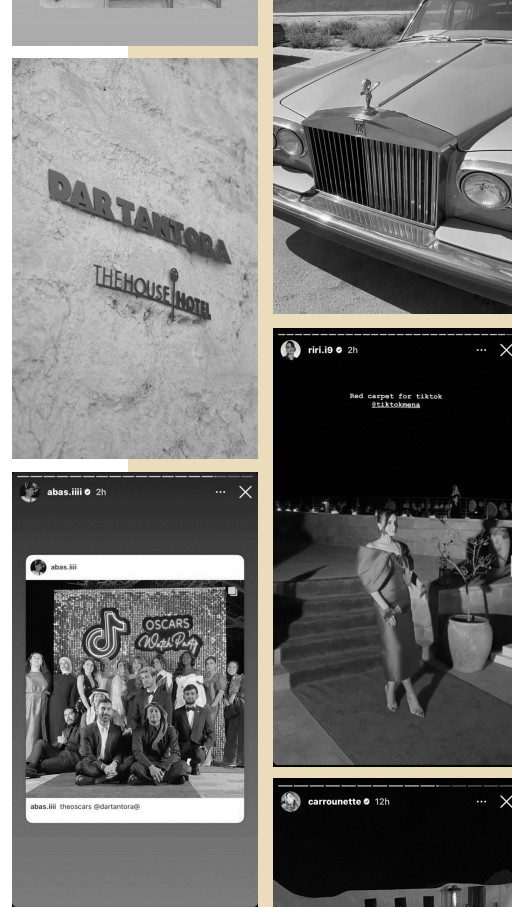
A total of 17 content creators with a following of over 14.7 million followers were treated to a meticulously crafted itinerary that highlighted both the distinctive charm of the hotel and the historical and cultural landmarks of the destination, creating a truly unforgettable experience.

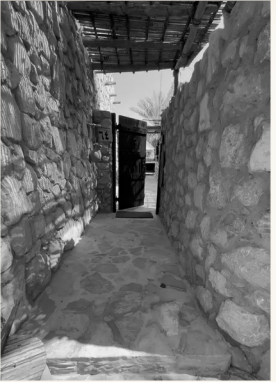
## STRATEGY

To capture and share the magical essence of the evening, ranging from the glitz of the red carpet to behind-the-scenes moments. Furthermore, spotlighted the hotel by showcasing the content creators immersed in the rich heritage and unparalleled experiences offered by the property.

## RESULTS

Influencers collectively shared over **100 stories** and crafted more than **35 posts**, amassing an impressive **16.6 million reach**, strengthening the hotel's influence in boosting online visibility and engaging the audience.





# Vacheron Constantin Oman Retreat

## OVERVIEW

Hosted an exclusive retreat in collaboration with luxury watchmakers Vacheron Constantin at Six Senses Zighy Bay, Oman.

## STRATEGY

Crafted a luxurious escape, immersing guests in a variety of exclusive experiences from workshops such as soap making and candle making, to thrilling activities including paragliding and kayaking.

Organized a private Dhow Cruise experience for guests to explore the beauty of Musandam, as well as a private beach BBQ dinner with cinema for a team bonding experience.

## RESULTS

Planned and executed a successful event with 23 guests, including bespoke events and experiences that made a lasting impression and revenue was generated.



# JOALI x Georgina Rodriguez x Beond

## OVERVIEW

Organized a special trip for Georgina Rodriguez's 30<sup>th</sup> birthday with family and friends at JOALI Maldives on Beond's private charter aircraft.

## SCOPE

Position JOALI Maldives as the ultimate choice for ultra-luxury vacations for celebrities and high-net-worth individuals, alongside positioning Beond as a luxury airline for high-profile clients and celebrities.

## STRATEGY

Booked 12 villas for Georgina's family and friends, coordinated with Cristiano Ronaldo to make a special video for her birthday and organized 100 roses from his side for the day. Additionally, curated special activities catering to her children's enjoyment.

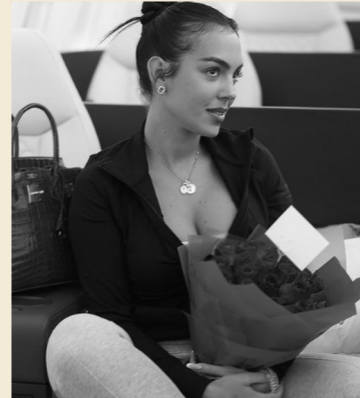
A dedicated team was assigned to liaise with Georgina Rodriguez, her family and friends to understand their preferences, requirements, and expectations. Curated a tailor-made experience on board Beond's aircraft, with bespoke amenities, including her favourite flowers and custom touches, ensuring an unparalleled experience.

## RESULTS

Georgina's endorsement through two carousel Instagram posts and four tagged stories elevated JOALI Maldives' Instagram following by **+11k in a single day**. Subsequently, the hotel experienced a **surge in inquiries and bookings**, affirming the success of the initiative.

Georgina posted three tagged stories on Instagram resulting in **an increase of +5k followers on Beond's page**.

The partnership effectively portrayed Beond as a premier airline for celebrities and high-net-worth individuals. Following the collaboration, **Beond received numerous flight bookings and inquiries**, solidifying its appeal within the elite market segment.



# Dar Tantora Press Trip

## OVERVIEW

Curated a press trip to Dar Tantora The House Hotel, AlUla with A-list celebrities, luxury influencers and tier one media.

## STRATEGY

Meticulously crafted an unforgettable itinerary, providing the esteemed guests with exceptional experiences to explore both the hotel and the historically enchanting destination of AlUla. Organized various activities such as storytelling and stargazing against the backdrop of the hotel's picturesque setting. Throughout the stay, guests embarked on a heritage tour, immersing themselves in the deep cultural history of the region

## RESULTS

Among the distinguished attendees were renowned Arab stars such as Rita Harb and Danielle Rahme, esteemed luxury lifestyle influencer Meryem Karim, Miriam Abadi, the visionary founder of Tru and Beyond, Natasha Faruque, the esteemed Group Editor of Harper's Bazaar, Lama Shetry, the accomplished Editor-in-chief of Sayidaty Magazine, and Marne Schwartz, Managing Director for ITP Luxury.

A total of 12 posts, 7 reels and 113 stories were posted on Instagram with a reach of **1,732,656 million** individuals. The Instagram account of the hotel saw a notable increase of **2,900 followers**.

Secured print coverage in Harper's Bazaar Arabia and Sayidaty with a PR Value of **USD 76,500**.



# Raffles Doha Foodie Press Trip

## OVERVIEW

JRN organized a Foodie Press Trip to Raffles Doha from 11 – 14 May 2023. The guest list included Food Award Judges, Editors, Food Consultants, Food Bloggers and Reviewers.

## SCOPE

Experience the luxury dining restaurants at Raffles and focus on spending time with Michelin Star Chef Enrico Crippa at Alba by Enrico Crippa restaurant.

## STRATEGY

The foodies had private dining experiences in all the property's restaurants, experienced the luxurious suites, and had the opportunity to learn about Chef Enrico's culinary secrets and expertise.

Guests: Claudia De Brito – Gulf MENA 50 Best Restaurants and World's 50 Best Restaurant, Courtney Brandt – Foodie and Blogger, Peggy Li – Caterer Middle East, Isabella Sullivan – Academy chair of MEA 50 Best Hotels and Founder of Near and Far Magazine, Liam Collins – Contributing writer at Fact Magazine

## RESULTS

Raffles Doha was included in the [50 Best Discover list](#).

The hotel garnered coverage in Fact Magazine and Near and Far Magazine, with significant social media coverage achieving a total of **306 stories, 4 reels, and 2 posts on Instagram**.



## The best restaurants and bars in Doha

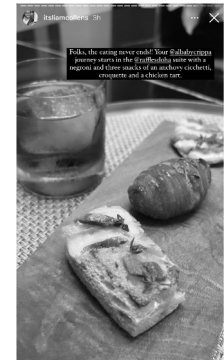
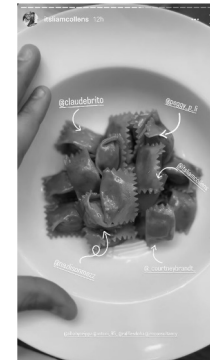
Browse the restaurants, bars and hotels in Doha



HOTEL

### Raffles Doha

Opulent tower hotel



# Raffles Al Areen Palace Bahrain Opening

## OVERVIEW

Handled the key announcement of the opening of Raffles Al Areen Palace Bahrain, in Tier one Arabic and English newspapers and publications.

## SCOPE

The deliverables for this project were focused on generating media coverage in top tier Arabic and English publications in GCC.

## STRATEGY

Our Focus was Tier 1 publications in Bahrain, UAE, KSA, Qatar, and the rest of the GCC market.

## RESULTS

The hotel was featured in both print and online platforms across Bahrain, UAE and KSA, alongside regional newspapers and magazines. The opening release garnered 63 articles in both English and Arabic.

Bahrain emerged as the most active market, contributing 33 articles and claiming a remarkable share of 52%. KSA followed with 16 articles, representing a 25% share. The UAE contributed 12 articles, comprising a 19% share. Qatar and Lebanon received 1 article each, both accounting for a 2% share.

Raffles Al Areen Palace Bahrain had the highest PR compared to all competitors in the region with a 67% share. The coverage related to the hotel reached **over 16 million people**, with an estimated PR value of **over USD 526,974**.

## فنادق ومنتجعات رافلز تعلن عن افتتاح منتجج رافلز قصر العرين البحرين

### من المطاعم المقادير



قاعات الفعاليات في فندق رافلز قصر العرين البحرين

مجلس الضيوف في فندق رافلز قصر العرين البحرين... (The text is partially obscured and difficult to read in the image.)

### جزيرة فالون نخلة



مجلس الضيوف في فندق رافلز قصر العرين البحرين

مجلس الضيوف في فندق رافلز قصر العرين البحرين... (The text is partially obscured and difficult to read in the image.)



قاعات الفعاليات في فندق رافلز قصر العرين البحرين



قاعات الفعاليات في فندق رافلز قصر العرين البحرين... (The text is partially obscured and difficult to read in the image.)

### منتجج رافلز قصر العرين



قاعات الفعاليات في فندق رافلز قصر العرين البحرين

قاعات الفعاليات في فندق رافلز قصر العرين البحرين... (The text is partially obscured and difficult to read in the image.)

## Raffles Al Areen Palace Bahrain set to offer new standard of excellence





# Banyan Tree AIUla x Barry's

## OVERVIEW

Partner with luxury gym Barry's Bootcamp to host a wellness weekend at Banyan Tree AIUla.

## SCOPE

Position the resort as a wellbeing destination.

## STRATEGY

The retreat included wellbeing activities, Barry's classes, as well as a three-day curated hotel package.

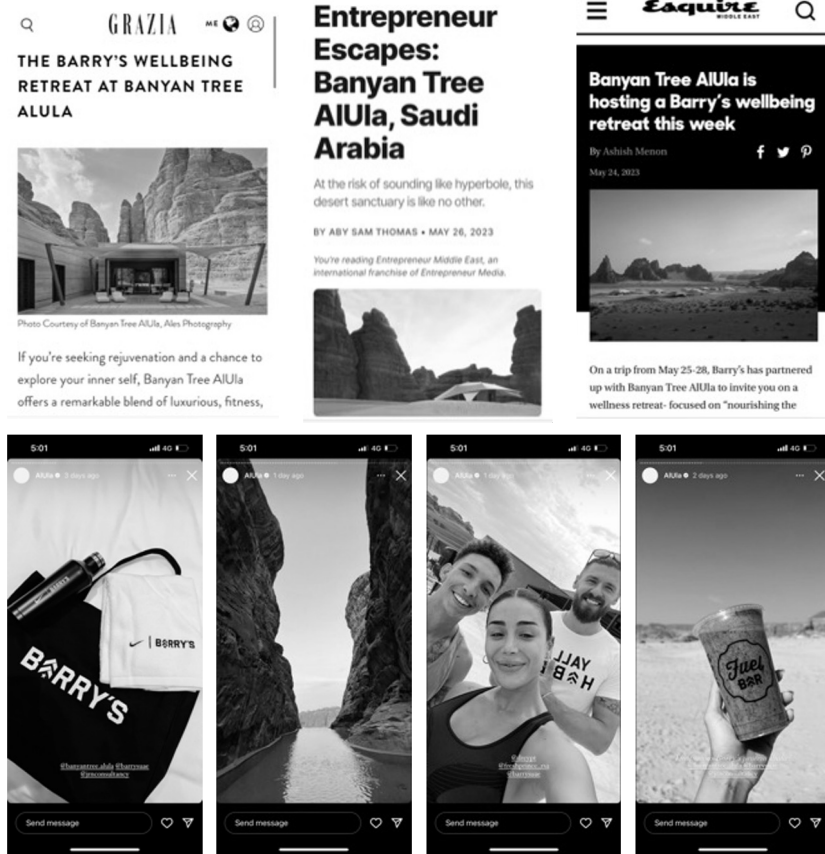
## RESULTS

The package was available to purchase by consumers through the hotel website and the resort received 9 paid bookings.

Received extensive coverage from Tier 1 publications in UAE and KSA, including titles such as Grazia, Esquire, Cosmopolitan Middle East, Entrepreneur, What's On and more.

Hosted mega-influencer Maya Ahmad, Tier 1 media and paying guests for a weekend retreat unlike any other resulting in **over 300,000 video views** and **over 100 stories**.

Cross-promotion from Barry's and Banyan Tree AIUla saw high interest for a secondary event at the latter part of the year.







# Forbes Middle East Women's Summit 2023

## OVERVIEW

Worked with Forbes Middle East, organised the Forbes Middle East Women's Summit.

## SCOPE

Secure a location, a line of speakers, and celebrity attendees, as well as promote the event externally to the region. JRN was also responsible for securing sponsors for the event and handling VVIP guests.

## RESULTS

The Forbes Middle East Women's Summit 2023 – chaired by H.H. Princess Noura Bint Faisal Al Saud – came to a close on May 23rd, with three days of expert programming and enjoying a host of networking opportunities. Speakers shared their insights and journeys, covering a wide range of topics and sectors, including energy, fintech, beauty, fashion, aerospace, hospitality, and real estate, among others, as well as inspiring the audience with motivational speeches designed to build confidence and encourage positivity and a lasting impact.

The event was attended by celebrities and entrepreneurs such as Mona Kattan, Halima Aden, Anas Bukhash, Maguy Bou Ghosn, Sara Murad, Meryem Uzerli, Mahira Abdel Aziz, Yusra Mardini, Cedric Haddad, and more.



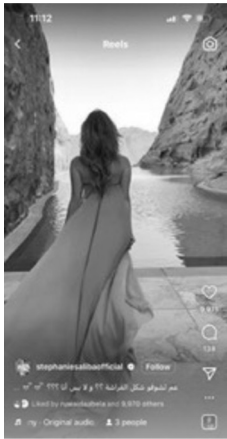




### Flawless Mariah Carey performs at opening of Banyan Tree AlUla in Saudi Arabia



ماريا كاري في لحظة سبوية التي أملاها



Liked by rowaidaabata and 25,524 others



Liked by banyantree.alula and 185,982 others

# Banyan Tree AlUla Opening

## OVERVIEW

Banyan Tree AlUla opened its doors in October 2022 in the world's hottest destination with a celebrity studded weekend, with special performance by Mariah Carey.

## SCOPE

Develop and activate the PR and marketing initiatives for Banyan Tree AlUla opening, to build awareness and announce the much-anticipated opening of the resort, as the hotel of choice in the destination.

## RESULTS

Almost 40.5 million people had the opportunity to read about Banyan Tree AlUla in 190 articles (print and online), with a total of \$2,243,004 registered in PR Value.

The success of the opening weekend was highlighted through social media where Banyan Tree AlUla was trending on Twitter in Saudi. Banyan Tree AlUla's TikTok account increased by over 40,000 followers during the opening weekend and reached over 3.5 million video views in a week.

Instagram had an increase in +452% in following, with over 316,000 accounts reached organically. The account reached over 729,966 impressions and 31,657 profile visits. Instagram Reels reached over 150,000 people organically.

Across all social media channels, Banyan Tree AlUla was mentioned in over 278 posts, had over 4 million post engagements, over 2 million views and over 600,000 likes.



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# ANNEX

JRN



**RUWAIDA ABELA**  
FOUNDER & CEO

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## MEET THE FOUNDER & CEO

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Being in the luxury hospitality industry at a corporate level has allowed Ruwaida to work across a diverse geographic footprint and spearhead high impact campaigns.

Her expertise of 20 years spans across consumer and B2B PR and marketing as well as corporate and internal communications. Ruwaida worked with luxury hotel operators including Ritz Carlton, Starwood and the Shangri-La Group where she held the position of Vice President, PR and Corporate Communications for Middle East, India, Indian Ocean, Europe and the Americas. Ruwaida also specializes in high profile crisis management and reputation risk assessment.

Outgoing, articulate and self-motivated, Ruwaida possess a global mindset and local knowledge with a deep understanding of the Middle East region as a native Arabic speaker.

She is also fluent in English and Maltese. Ruwaida is a contributing writer for several prestigious publications in the Middle East including Arabian Business, Sayidaty and Savoir Flair magazines.



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## MEET THE MANAGEMENT TEAM

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With a career spanning over 16 years, Sarah Fernandez has positioned herself as a prominent figure in PR, Communications, and Marketing within the dynamic global hospitality sector.

In her most recent role as Vice President of PR & Communications for Accor's Middle East, Africa & Asia-Pacific region, she orchestrated initiatives for over 1,000 hotels across 44 countries and 23 brands, showcasing an exceptional mastery of strategic expertise.

Recognized for her acumen in strategy development, corporate communications, and crisis management, Sarah is poised to deliver transformative solutions. Her focus on spearheading impactful brand launches and driving awareness initiatives for properties in the Middle East region, including luxury brands such as Raffles, Fairmont, Banyan Tree and Sofitel, exemplifies her commitment to steering successful campaigns and elevating esteemed global brands within the ever-evolving landscape of the hospitality industry.

Sarah's strategic expertise extends to both B2B and B2C communications strategies, where she has demonstrated a keen understanding of the intricacies involved in effectively reaching diverse audiences.

A circular black and white portrait of Sarah Fernandez, a woman with long dark hair, wearing a dark turtleneck and a light-colored blazer, smiling. The portrait is partially overlaid by a gold-colored rectangular box containing her name and title.

**SARAH FERNANDEZ**  
GENERAL MANAGER

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## MEET THE MANAGEMENT TEAM

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Aya is a skilled marketing and communications specialist with over 12 years of experience in growing brand awareness, executing marketing campaigns and enhancing social media presence in the hospitality industry.

Her most recent role in hospitality was with Marriott International for over eight years, both on the property level and in the Group's corporate office, focusing on brand and marketing activations for the Group's premium and select brands.

Aya is a native Arabic speaker and is also fluent in English.



**AYA NEBAYA**  
ACCOUNT DIRECTOR



THANK YOU

**Do you have any questions?**

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