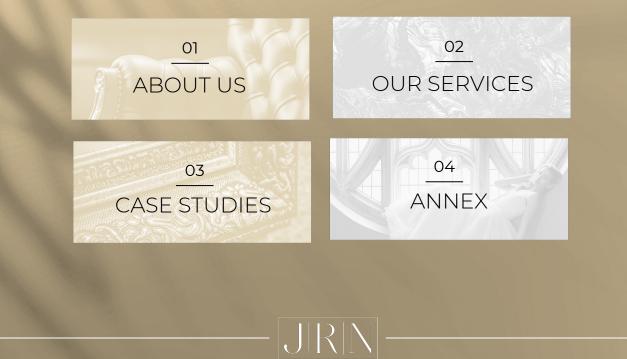


Let us tell your story.



CONTENTS







ABOUT US

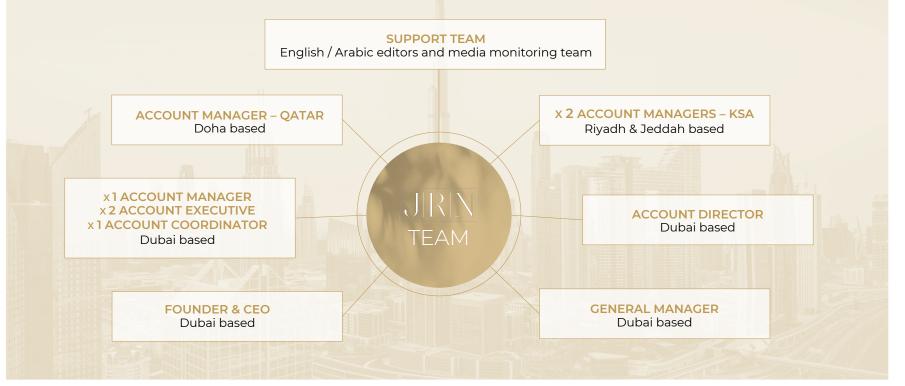
JRN is an award-winning Dubai-based female-led boutique consultancy and communications agency with representation in Doha and Jeddah, founded by career experts in luxury travel, lifestyle, and hospitality.

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





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LEADERSHIP TEAM



RUWAIDA ABELA NORTHEN FOUNDER & CEO



SARAH FERNANDEZ GENERAL MANAGER



AYA NEBAYA ACCOUNT DIRECTOR



OUR SERVICES

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.



BRAND POSITIONING WORKSHOPS

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



DIGITAL COMMUNICATIONS & INFLUENCER MARKETING

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



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



CASE STUDIES

 $|\mathbf{J}|\mathbf{R}|\mathbf{N}|$ -

OUR PARTNERS



*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.

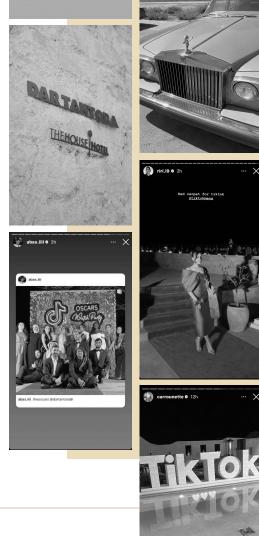
A total of 17 content creators with a following of over 14.7 million followers were treated to a meticulously crafted itinerary that highlighted both the distinctive charm of the hotel and the historical and cultural landmarks of the destination, creating a truly unforgettable experience.

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 30th 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-networth 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 Collens – 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







فنادق ومنتجعات رافلز تعلن عن افتتاح منتجع رافلز

قصر العرين البحرين



من المطاعم الفاخرة

الأنشى الأطباق المالمرة بتمساك محترة حصرتاش مطمح بالطالبدر الأنبش المترسيحتي

يحمش المحيو الذكرة سرك من الملائم القائراتية فرواستام بالدار البرش الموسلي التي يتمران ماً عار إما أوسطان شروف من مالا العوام ذكرة المراكزية الأمال الأطان المكان مقائما مراحة معرد مالك العالي مؤقف الكلة الأصري من قوم منيا ماروك المروون الاحتاج وبالأن القام الأن الزنانية وليان مناول المواريقي الإقرار المراكز في المقال المحافيا والموات

منصور بالاز قصر العنى الحين لوصيا العالي 184 مشاه أنوع العاليات منت تعتم سامات انتقاع وقررصا مسوع معتم سرما استقالة السائمة عن مشاهد الاسلام المراحم من الل السعو يمانون بالام سور قروع استادات بساري مقامة المئة مامله وصوراتي خاصة الولانة المقرر ليروز المنتيم مالاً مثانياً وقامة مقات الرحات مي يعد وقائم طور المنه العالية م المية عاصبات المعرف على الصرفة السيار غائماً الاملان مايل المالا تحقق العني مسوى من المعوسية لولانات العالية م

من بهمه الل مقام أحمد أويس، الرئيس التشنية بمجموعاً جن إلى أعلى الآلية "إيسرة التطون مو شارع ويسترمات والقراكتين والتسور إن قرار مستقر الأمين (الكلي مر القال وسعر المنابع بين الدسط الاشتمية الحميرة العامة ولقل ومرامة الانتقاق السريرة ليقم مزار مستقرب بسرير من التيمي والأميات".

جزيرة المليون نخلة



جمال اطبعة في منتجع رافتر فصر المرين البحرين

بوتمان المنبوع بعرافة العرب، مع أن مطالب المناب في مطاله الحيوج المعرفة أيضاً مانم موزوا المترين بعالماً، لا يع وصحا المري الحالة الإرتساط الحاب بل الحولة العرف الإقلي المركو الإنكاد المعروبة عالمًا لومية الألال لماني المؤا يترابل الدولية المراب ما الحي المقاولة وحيرة الألالية.

من جانبة اللات العزر بينهم تناولون السرية اللالة الماضي "لهم منصور ولاز فمر الترين الحمين نمية فياقة نبية أحيظ و بموجرين الفارس الاوينة يوما الإراضة المسية، ويسمع الترجب بالشبوك الإراضي بالاستماع بتمرية لمانه مدينة الله أوسط أمون الماة والإمريز بيرما أن صادر الحريظة.

الانحت أولى وجوات رابلا، أوابوا من 2014، وعلى مدارا الكرمي الان لمائلات مادة، والكرمي زمين مكافرة ومنها (حين أمرز 2014). كلف في حيث الشبقة يتمثل حضرت الشبقة اللادرة والأصلة والمحمصة التي تشير متسبقة منا جناع الأولية الأولى تسبق من والان والانقام من الأميل أرسنة منا والان مذاكر الاحمال ومحالة قاراة أوليا والحين والاس الحالية العالم.

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







اشد فليو ومتجاه والار الدور من الناح منتجو راكل قمر اليون الجنون الإذابا الاحد لي مشبة قدار الطابة الاخرة في السلك، ويعو السعو الحمير لي الصلا العربية الاست والحمية والمع العمون الى لشير مناع الالات ويسم كرنه المسو الأو ولاحم في العالية اليان الذكار من الى الماج معرفة الحربية العربية العالية الجانية المحالة المحالة المحالة المتحالة المحالة تشريبة (له، لا لشاهي ويحضي المنابة العربية العميمة والان العربي، ويعتمن معنوبا من الاعلى الذي المحالة التي أحمو



اح تشور منامع والارا قصر العربي ، العلان مع مصوفة من الله أكثر الثالية ويتمرز مصبوم فرد مصور ترابط و للموصية 27 يارة تعرف إحسابة عدامي 1950 هذا ميره وحجور إلا صنة على لوكة تعرف أو مجتوع أو الات تعرف أكث تقدم أن تيار موض ما وقد تصفوف أعلى ورجاب الراجة والاسترحاب على معام العلام وبالإنجاقة إلى مثله علمه، والكر حمة الساعد المحصي تي ت

يركز المتروع على المريز مستهيات المائليا واللواحر مع اطيبة التى الشروات ميت بمحلقي منيقة مائلية ليترك الملية عاي ايماً ويرفي على محمدها الصيرات ميل الراحة العمونة مردامة الأنس، والقلة المي راستمداد الألفات العاصة، أما هذه ال محرة الل الأملية المستقدمين أختريرف أينامير عن الاميرقان وتوجير الاشافاني أجو دمن الخصوبية والمائلة.

موالیا طرح ها الموشوع کل سر آنهای ارتبار النایل فاشی وهموان واطر روزوده اکسین "پسرا افتاح صحور مار قه انجون اور از منابع المان المان و المان المان و المار الفرونه الار المار مورد اور این منابع المار مدونه فاسمی ال انتخابان میاری افتاد المان و الماری افتوره این از این اور مار وسط الار مدا الماری ای آلمرین اورا شیرواساط

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.



Banyan Tree AlUla x Barry's

OVERVIEW

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

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 AlUla saw high interest for a secondary event at the latter part of the year.

GRAZIA ME @ @ | 0

THE BARRY'S WELLBEING RETREAT AT BANYAN TREE ALULA



If you're seeking rejuvenation and a chance to explore your inner self, Banyan Tree AlUla offers a remarkable blend of luxurious, fitness,

Entrepreneur Escapes: **Banyan Tree** AlUla, Saudi Arabia



At the risk of sounding like hyperbole, this desert sanctuary is like no other.

BY ABY SAM THOMAS • MAY 26, 2023

You're reading Entrepreneur Middle East, an ternational franchise of Entrepreneur Media.



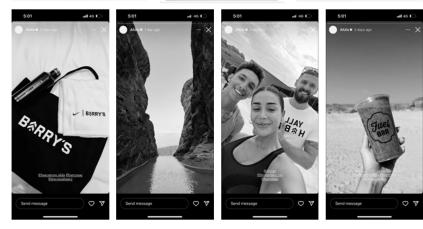
Actual

hosting a Barry's wellbeing

Banyan Tree AlUla is

By Ashish Menon

On a trip from May 25-28, Barry's has partnered up with Banyan Tree AlUla to invite you on a wellness retreat- focused on "nourishing the









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.



Kerten Hospitality – Corporate Comms

OVERVIEW

Developed the positioning and corporate communication strategy for Kerten Hospitality.

SCOPE

Establish Kerten Hospitality's corporate messaging, image and brand reputation.

STRATEGY

Developed a 360-communication strategy including a positioning workshop, media training, and development of key messages and press kit. Present messaging to media with a unified voice for the brand.

RESULTS

In just two weeks, from almost no coverage in the region, especially in Arabic, Kerten Hospitality achieved 45 articles, reaching 117,815,775 million people, with a total PR value of USD 392,145.

The United Arab Emirates was the most active market (47% share), Saudi Arabia followed with 16 articles, representing a 36% share. From the total coverage, 58% was published in English, while the remaining 42% was in Arabic.

Marloes Knippenberg was listed on Forbes' Top 100 Travel & Tourism Leaders 2023 and was a speaker at the 2023 Forbes Women's Summit in Riyadh.

Forbes Forbes Lists 💿 💌 🗉 🕲

Top 100 Travel & Tourism Leaders 2023



67. Marloes Knippenberg

Company: Kerten Hospitality Designation: CEO Nationality: Dutch Sector: Hotels and Resorts

Knippenbarg has been with Karsen Hoophish's for eight years. The company's hespholipy portfolio includes The House Hetel, The House Residence, Chaud' Hosteik, and Claud? Residence, among stars. The company has grown from new brand in one downty serves years ago to more than 50 parigons around so and a portfolio of 12 lifestyle brands. In 2022, the company speens (Caud? Residence Alkin is Soal Anabais. In the



🕏 10.00 الدارين 10 ماريو 2012 - 10 شيولي 1004 هـ

البراش الوطن

رعت وزارة السيامة مبادرة "ما كوليكشن" التي أطلبتها شركة مجموعة منادق كرتن للضيامة، والمتخصصة في مجال الضيامة، حيث تهضا إلى انتواء مشاريع الشركة بالمملكة تحت مطلة واحدة تبلغ فيمة استثمارتها 1.5 مليتر ريال

وأكدت الوزارة أن مدا الإعلان يمثل خطوة مهمة لتحقيق مستهدفات الإسترائيجية الوطنية للسياحة، من خلال تطوير مرافق ضيافة توعية في الوجهات المستهدفة حول الممتكام

اللى بينه المنا تفاح مورانة السلاف بريم المستعرب بالقرار الالم، المثل وطول ، ولمزيون المعرفين مراقع المشافر بخس وقال ولى الراب المانة التمان الوطول العرابة معرم ساطراني "لا ووطان على مناطق الحالي الشير الميزونية المزام المول منهم السابقة والمثل ولمشافر اللي التي مرتمانا المدارة الارتران عالم العلى العلى القالي الولولي الميزانية من العر

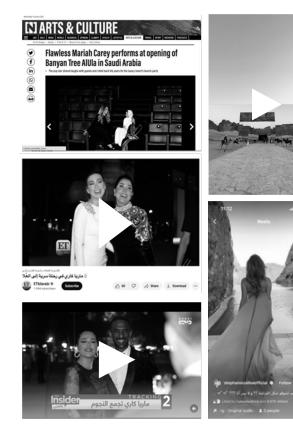
وأضلف "تواصل التراسا بالعمل عن كتب مع شركانا، مثل كريتن للضيافة، للقديم مشاريع مبتكرة ومثيرة ومستدامة تؤلني تمليما. مما يعزز مكانة المملكة وديهة سيادية الأحية".

من موتيا قلت الرئس التبنين لشركة كزن للصبابة، مارلوس بنبرين "محموطه كزن للمبتلة شلمنة على الروابة التنمية للمتك ممتله بورارة السيامة، وقتى تنتخ قا للحصى محلة من شركة المشاريع الرقبة لم لد تنكلي بشرم ولا محتماة كرن للتسبئة الماسوة عنها رؤتها تشم أيضًا ترمي تشكل كن روابة مشارعة التي تتهم المسادين وتمرز شموم بدينة المتكمة من أنكن الضبابة القابة التي:

اكر أن كارن للمبانلة مي شركة عيلقاء بالعبام متخصصة في إسلام وشقيل وإبارة المشايع النوبية المخصصة في منتقد النقابات، مع النقارة بالمنتقاع، لما انتشار منطقة كان الشيافة الفشاق ولشقق المندلية ومسادات المكانب المدنومة ومشايع الاظلمية والمشيرفات وتعشل مهمه الشركة في إنشار ندارد، ميدة التي المحالي وإثارة.

Kerten Hospitality's project size in Saudi to reach SAR1.5 billion in 2023







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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.



- 06 -ANNEX





MEET THE FOUNDER & CEO

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.



MEET THE MANAGEMENT TEAM

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.

SARAH FERNANDEZ GENERAL MANAGER



MEET THE MANAGEMENT TEAM

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.







THANK YOU

Do you have any questions?

PR@jrnconsultancy.com +971 (04) 4106640 jrnconsultancy.com

