



**SUMMARY OF  
SITUATION**

**JMJ**

# MARKETING AGENCY SETUP

## BACKEND SETUP

NEW OQ BUSINESS SUITE - META	DONE
NEW MUSE BUSINESS SUITE - META	DONE
NEW JMJ BUSINESS SUITE - META	DONE
NEW OQ RESIDENCE BUSINESS SUITE META	DONE

## STRATEGIC PLAN

OQ HOTEL STRATEGY	DONE
THE MUSE STRATEGY	DONE
JMJ STRATEGY	DONE
OQ RESIDENCE STRATEGY	DONE
OQ STREET STRATEGY	DONE
CASA VERDE STRATEGT	DONE

## CONTENT PLAN

OQ HOTEL	DONE
THE MUSE	DONE
JMJ	DONE
OQ RESIDENCE	DONE
OQ STREET	DONE
CASA VERDE	DONE
AIO	DONE

## REQUEST AND ERP PLAN

INTERNAL BOARD	DONE
ERP BOARD	DONE
TEAM ASSIGNMENT	DONE
REQUEST PROCESSOR	DONE

## FRONT-END SETUP

ILINKEDIN SETUP AND ADS	PENDING
SNAPCHAT SETUP AND ADS	PENDING
TIKTOK SETUP AND ADS	PENDING
GOOGLE SETUP AND ADS	PENDING

## CRM UPDATE

### MARKETING DATA BASE SETUP

CREATION OF CENTRAL BASE  
DATA ENRICHMENT  
LEAD SCORING  
CRM MARKETING PROFILES

WILL BE DONE  
NEXT STAGE  
WILL BE DONE  
NEXT STAGE

### MARKETING FUNNEL

AWARENESS  
LEAD NURTURING  
MARKETING QUALIFIED LEAD (MQL)  
CAMPAIGN ATTRIBUTION  
CONVERSION TRACKING

WE WILL PROVIDE  
PIXELS AND API'S

### CAMPAIGNS FUNNEL

SMS  
EMAIL  
WHATSAPP  
LEAD FORM  
GEO FENCING

API TO BE GIVEN  
API TO BE GIVEN  
API TO BE GIVEN  
GOOGLE FORM  
NOT APPILCABLE

### ANALYTICS FUNNEL

CAMPAIGN ROI  
LEAD SOURCE

WILL BE PROVIDED  
WILL BE PROVIDED

### CLOUD FUNNEL

UPLOAD AND DOWNLOAD  
CLOUD

WILL BE PROVIDED  
WILL BE PROVIDED

# WEBSITES UPDATE

## JMJ WEBSITE

INTEGRATE CRM  
CHANGE CHAT OPTION

WILL BE PROVIDED  
INSTRUCTIONS GIVEN TO FG REALITY

## OQ WEBSITE

INTEGRATE CRM  
ACTIVATE SEO PLAN

WILL BE PROVIDED  
INSTRUCTIONS TO NOVA

## MUSE WEBSITE

INTEGRATE CRM  
ACTIVATE SEO PLAN

WILL BE PROVIDED  
INSTRUCTIONS GIVEN TO NICOLAS

## OQ WEBSITE

INTEGRATE CRM  
FULL SETUP MOCKUP

WILL BE PROVIDED  
INSTRUCTIONS GIVEN TO ANGELA



OQ RES HANDOVER

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# OQ RESIDENTIAL HANDOVER PLAN OPTION ONE

## HANDOVER BOX

MATERIAL: LEATHER OR SUEDE EXTERIOR

COLOR PALETTE: SAND BEIGE + DEEP BURGUNDY + GOLD FOIL

LOGO: OQ EMBOSSED IN GOLD

INTERIOR: VELVET COMPARTMENTS

## INSIDE BOX

- KEY (ENGRAVED WITH APARTMENT NUMBER)
- RESIDENT CARD
- PARKING ACCESS
- OFFICIAL PROPERTY DOCUMENTS
- LETTER TITLED: "WELCOME TO ORIGINAL QATAR." (MESSAGE BY CEO)
- SMALL HERITAGE GIFT

EXAMPLE:

1. OUD WOOD PIECE
2. MINI DALLAH (ARABIC COFFEE POT)



## THE EXTERIOR ARRIVAL EXPERIENCE

### VALET DROP-OFF POINT

- OUD INCENSE BURNER WITH A HOST WELCOMING GUESTS
- ARABIC COFFEE & DATES TRAY

### CAMEL PHOTO MOMENT

- ONE OR TWO CAMELS HANDLED BY TRADITIONAL KEEPERS
- SMALL BRANDED BACKDROP OR SUBTLE HOTEL LOGO NEARBY FOR PHOTOS

### PALM WALKWAY

- PALM TREES ON BOTH SIDES WITH SOFT UPLIGHTING
- TRADITIONAL LANTERNS ON THE GROUND
- SAND AND RED-COLORED CARPET RUNNER

### MAJLIS EXPERIENCE

- LUXURY ARABIC TENT WITH SEATED QATARI HOSTS
- COFFEE POURING RITUAL

### ARDAH PERFORMANCE

- POSITIONED SLIGHTLY AHEAD SO GUESTS HEAR THE DRUMS BEFORE SEEING IT



## THE CARPET ARRIVAL

GUESTS ARRIVE TO A VIP-STYLE WELCOME.  
EXPERIENCE

- A LONG RED CARPET LEADING FROM THE MAIN ENTRANCE TO THE RECEPTION AREA.
- GOLD STANCHIONS WITH RIBBONS ALONG THE CARPET.
- PROFESSIONAL PHOTOGRAPHERS CAPTURING THE ARRIVAL.
- HOSTESSES WELCOMING RESIDENTS WITH ROSE WATER PERFUME SPRAY.
- SOFT OUD MUSIC PLAYING LIVE

THIS VISUALLY REPRESENTS ORIGINAL QATAR MEETING MODERN LUXURY.

## ARABIC HOSPITALITY RITUAL

BEFORE ENTERING THE HOTEL LOBBY, RESIDENTS EXPERIENCE TRADITIONAL QATARI HOSPITALITY.  
HOSPITALITY STATION  
INSIDE THE ARABIC TENT:

1. ARABIC COFFEE (GAHWA) SERVED FROM A TRADITIONAL DALLAH
2. PREMIUM DATES SERVED ON GOLD TRAYS
3. STAFF IN MODERN QATARI ATTIRE

## RIBBON CEREMONY

THE ENTRANCE DOORS OF THE HOTEL:  
A GOLD RIBBON ACROSS THE DOORS.

VIP RESIDENT OR DEVELOPER REPRESENTATIVE CUTS THE RIBBON.

SYMBOLIC MEANING:

OPENING THE DOORS TO A NEW CHAPTER OF LIVING IN ORIGINAL QATAR.

THIS MOMENT IS PERFECT FOR MEDIA AND PHOTOGRAPHY.



## DESERT DUNE STAGE

### KEY ELEMENTS

- STAGE STRUCTURE COVERED WITH REAL SAND TEXTURE PANELS OR COMPRESSED SAND FINISH
- CURVED DUNE SHAPES FORMING THE STAGE EDGES
- SOFT SLOPES TO CREATE A NATURAL DESERT LANDSCAPE EFFECT
- SUBTLE GOLD ACCENTS REPRESENTING DESERT SUNLIGHT

### STAGE CENTER

- A LUXURY PEDESTAL DISPLAYING THE OQ KEY BOX
- THIS BECOMES THE FOCUS POINT OF THE CEREMONY.
- OPTIONAL: A LARGE CURVED LED SCREEN BEHIND THE STAGE WILL DISPLAY CINEMATIC VISUALS.

### FINAL REVEAL:

LIGHTING DESIGN (LUXURY DESERT MOOD)

### COLOR PALETTE

- WARM AMBER
- GOLDEN SUNSET TONES
- SOFT SAND COLORS
- DEEP NIGHT BLUE

### LIGHTING EQUIPMENT

- MOVING HEAD WASH LIGHTS
- WARM LED UPLIGHTS
- GOBOS PROJECTING SAND PATTERNS ON THE FLOOR
- SOFT SPOTLIGHT FOR THE KEY PRESENTATION MOMENT



A dimly lit, modern interior space, possibly a lounge or office area. The ceiling features a large, illuminated, abstract, circular light fixture with a grid pattern. In the foreground, there is a decorative tree with dark, dense foliage. The overall atmosphere is sophisticated and contemporary.

# CATERING

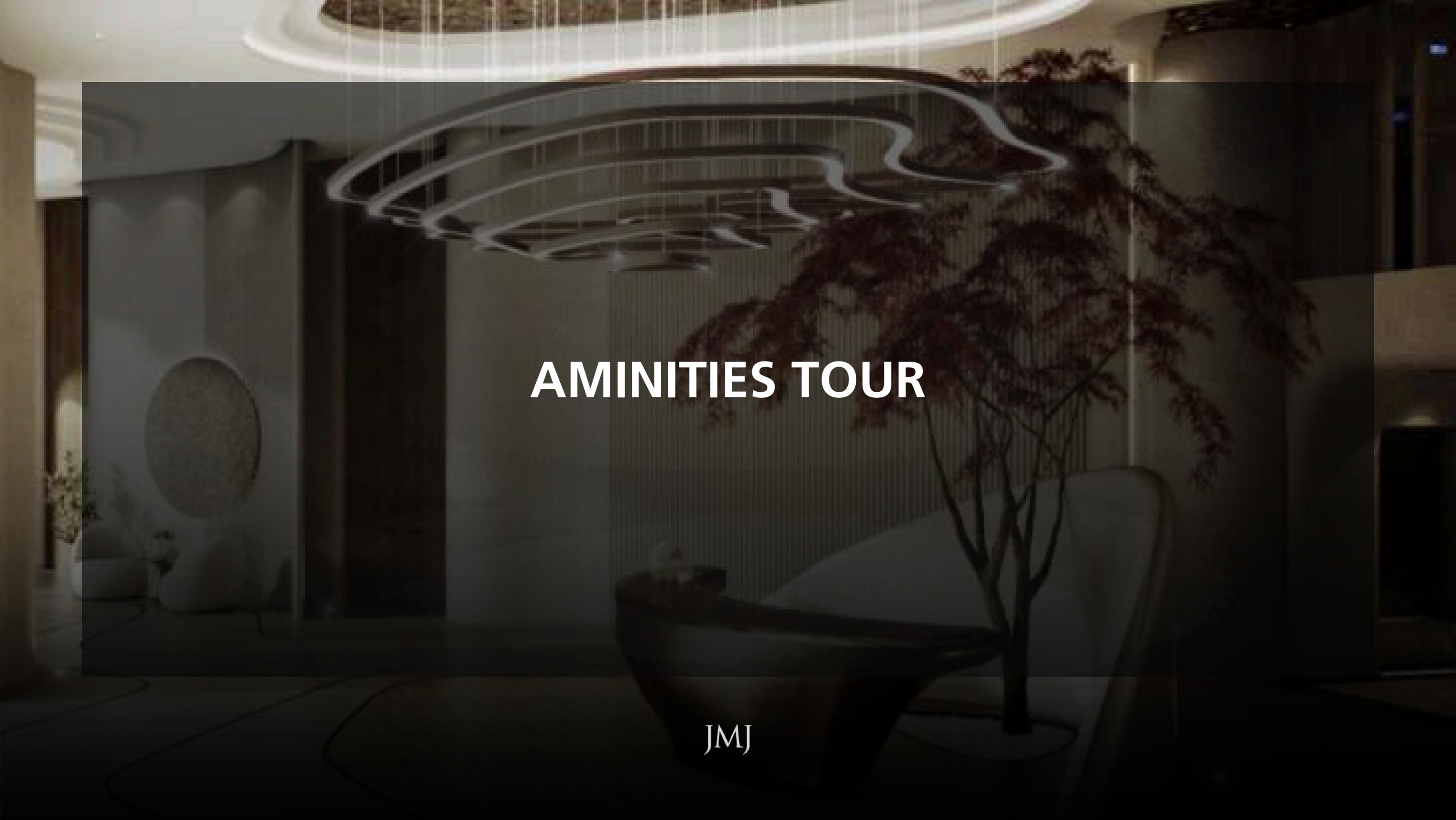
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## CATERING CONCEPT:

ORIGINAL QATAR BITES

1. WELCOME HOSPITALITY: ARABIC COFFEE + PREMIUM DATES
2. SAVORY BITES (TRAY PASSING)
3. SWEET BITES
4. DRINKS



A modern interior space featuring a large, curved, illuminated ceiling structure with a grid pattern. In the foreground, there is a large, dark, abstract sculpture. The background shows a wall with a circular decorative element and a large, dark, abstract sculpture. The overall atmosphere is contemporary and sophisticated.

# AMINITIES TOUR

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## CINEMA

HOST EXPLAINS:

1. PRIVATE SCREENING ROOM FOR RESIDENTS
2. MOVIE NIGHTS AND SPORTS SCREENINGS
3. COMFORTABLE LOUNGE SEATING

ACTIVATION IDEA

SHORT 30-SECOND OQ CINEMATIC VIDEO PLAYING ON THE SCREEN.  
MESSAGE: "LIFE AT OQ – ORIGINAL QATAR LIVING."

## GIVEAWAY

1. BRANDED BLANKET
2. BRANDED SLIPPERS
3. BRANDED SNACK TRAY

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## KIDS ROOM

HOST EXPLAINS:

1. SAFE INDOOR PLAY ENVIRONMENT
2. EDUCATIONAL AND CREATIVE ACTIVITIES
3. FAMILY-FRIENDLY DESIGN

ACTIVATION IDEA

CHILDREN ACTIVITIES: FACE PAINTING, SMALL COLORING CORNER

## GIVEAWAY

1. MINI TOY CAMELS (MATCHING THE QATAR THEME)



## MULTIFUNCTION ROOM

HOST EXPLAINS:

THIS SPACE CAN BE USED FOR:

1. PRIVATE EVENTS
2. MEETINGS
3. COMMUNITY GATHERINGS
4. RESIDENT CELEBRATIONS

ACTIVATION IDEA

SET UP THE ROOM WITH REFRESHMENTS AND LIGHT BITES.

## GIVEAWAY

1. BRANDED NOTEBOOK AND PEN



## LIBRARY ROOM

HOST EXPLAINS:

THIS SPACE CAN BE USED FOR:

1. BOOK READING
2. STUDY

ACTIVATION IDEA  
JUST A TOUR

## GIVEAWAY

1. BRANDED BOOKMARK



## FLORIA

HOST EXPLAINS:

1. DINING CONCEPT
2. SIGNATURE DISHES
3. RESIDENT DINING EXPERIENCE

ACTIVATION IDEA

SMALL TASTING BITES SERVED HERE.

## GIVEAWAY

1. LUXURY CHOCOLATE BOX BRANDED WITH OQ LOGO



## POOLSIDE

HOST EXPLAINS:

1. POOL ACCESS FOR RESIDENTS
2. RELAXATION AND SOCIAL AREA
3. POOLSIDE SERVICE

ACTIVATION IDEA

SERVE FRESH DRINKS

MUSIC: SOFT LOUNGE MUSIC, AND LIVE ENTERTAINMENT, TOWER VIOLINIST

## GIVEAWAY

CONCEPT: "RELAX AT OQ"

1. SMALL POOL KIT POUCH INCLUDING:
2. SUNSCREEN
3. COOLING TOWEL
4. SUNGLASSES
5. TEXT: "RELAX. REFRESH. REPEAT."



# HANDOVER OF BOX

GUESTS RETURN TO THE DESERT SAND STAGE.  
RESIDENTS RECEIVE THEIR LUXURY OQ KEY BOX.

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# VALET GIFT

CONCEPT: "A GESTURE FROM ORIGINAL QATAR"  
WHEN GUESTS FINISH THE EVENT AND RECEIVE  
THEIR CARS FROM VALET, THEY WILL DISCOVER  
TWO SMALL GIFTS PLACED INSIDE THE VEHICLE.

WELCOME FLOWER

A SINGLE ELEGANT FLOWER PLACED ON THE  
PASSENGER SEAT.

ATTACHED TO THE FLOWER IS A SMALL BRANDED  
CARD.

BRANDED CAR PERFUME  
PLACED NEXT TO THE FLOWER WILL BE A  
PREMIUM OQ BRANDED CAR PERFUME.





**MEDIA AND  
DOCUMENTARIES**

**JMJ**



**SALES OFFICE  
ANNEX A  
OQ RES STORY  
ANNEX B**

**JMJ**

