

Pre opening campaign - new build

Foundation	Comment	Hours	Fees (AED)
Audience mapping and fact finding	Workshop and research	10	7,000
Media list creation		3	1,500
Media training of spokespeople	half day workshop		14,400
Establish press office		-	-
Draft core materials, english and Arabic	2 factsheets, GM biog, editing web copy etc.	18	12,600
Typical pre-opening campaign, 3 - 6 months ahead of opening			
	Comment		
Frequently asked questions		4	2,800
Property coming announcement		6	4,200
GM appointed press release		6	4,200
Media hard hat tour of construction siter, if applicable		10	7,000
Construction milestone	Per release	6	4,200
Senior executive appointment		6	4,200
Additional facilities announced		6	4,200
Design features		6	4,200
Opening date announced		6	4,200
Property on sale + special deals		6	4,200
Announce special deals for trade		6	4,200
Soft opening		6	4,200
Media preview		15	10,500
Opening ceremony		25	17,500
F&B - additional announcement		6	4,200
Official opening of F&B outlet - invite media, manage RSVPs, press release		10	7,000
Knowledge based competitions in trade media	Cost depending on media outlet		-
Fam trips*			-
Owner profiling (organising interviews, briefing documents, interview support)	Depending on availability	8 - 10	7,000
Total			133,500

Not included:

Adding additional markets / keywords to corporate media monitoring

Costs/expenses associated with media fam traps or events

Advertisorial for competitions in trade media

Travel

Any photography or design work

* Depending on available budget and as appropriate to the hotel