

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 site, 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 Advertorial for competitions in trade media Travel Any photography or design work | | | |

* Depending on available budget and as appropriate to the hotel