

Work - Rotana

My role with Bluegill hired by Strategic Solutions

Strategic Counsel and Writer

Winning an award through strategic positioning

Rotana, a leading hospitality player and developer in the Middle East chose to participate in the Depa Hotel Awards that celebrate the extraordinary development and achievements of the Middle East & North Africa hotel industry. Depa Awards have provided recognition and inspiration to the industry.

Action

With the objective of winning awards, the first thing we did was to differentiate Rotana's properties, develop a set of messages and visuals that communicated the differentiation and develop a new approach and template to communicate the content to a panel of judges. We also studied the judging criteria and advised on the best tools to use for the submission.

Deliverables

- Messaging
- Customized brochure for the submission
- Powerpoint content for the judging panel

Results

'The Grand Rotana Resort and Spa, Sham El Sheik win the Middle East Resort Property of the Year at the DEPA Awards'

The logo for Bluegill, featuring the word "Bluegill" in a stylized, blue, cursive script font.