

Bluegill

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Salam Yiti by Sama Dubai

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## Salam Yiti by Sama Dubai



A member of DUBAI HOLDING



### Summary

Salam Yiti is a US1.7Billion Integrated Resort Development in Oman by Sama Dubai, part of Dubai Holding. Bluegill founder and consultant assisted a boutique advertising agency in winning the account, led on all areas of brand and strategy, client service team development and implementation till launch.

### Scope

- Strategic consulting on brand, messaging, competition, positioning, creative advertising
- Lead advertising team to win account
- Content research and development for pitch
- Workshop leader for new client-agency engagement
- Strategic counsel and chief editor on creative advertising and communication materials
- Team leader on superior client servicing

### News

<http://www.ameinfo.com/156277.html>

<http://www.sama-dubai.com/news/071031A.asp>

<http://uaemegaprojects.blogspot.com/2008/08/salam-yiti-oman.html>

<http://www.gulfnews.com/business/Construction/10215922.html>