



8th June 2015

For immediate release please

MEDIA ONE HOTEL IS AWARDED BEST MARKETING PROMOTION AT THE MIDDLE EAST HOTEL AWARDS 2015

Media One Hotel held centre stage at the Middle East Hotel Awards 2015 recently, where key team members collected the award for Best Marketing Promotion for their World Cup Campaign, held during 2014, thus securing deserved recognition for their ongoing edgy campaigns.

Mark Lee General Manager of Media One Hotel said: “We are very proud to win the coveted Best Marketing Promotion at the 2015 Middle East Hotel Awards. We have a dynamic approach to all our promotions and work as a team to produce a vibrant experience for the Media One guest and believe this new honour recognises all our efforts”.

The Marketing Team of this independent hotel continues to strive in Dubai’s competitive hospitality industry to stand out and be noticed. The hotel has succeeded due to the whole team following the mission statement, of ‘go beyond’; which was initiated to establish an unconventional atmosphere in the hotel, aiming to go beyond the ordinary, the conventional, the usual and the routine, to differentiate a guest experience during a stay at Media One Hotel.

The campaign involved a multi channel approach to promote the event with print, radio, website, targeted emails plus social media and data collection, with ongoing monitoring to judge the success of all aspects of the event.

Felix Hartmann, Director of Operations stated, “Recognition for this award should also go to the external teams that made it all possible: Sirocco for sponsorship of the month long event; LightBlue for the introduction of further brand activations – Adidas, Play Station – and design of the Brazilian street culture;

TAMRA C2 for the creative; and Sport 360 as a media partner. This all ensured our costs were kept at a minimum to create a profitable, pop up venue with a stadium atmosphere for such a high profile sporting event”.

Matthew Sparkes-Brown, Brand Manager, Sirocco expressed his reason for partnering with Media One for FIFA World Cup 2014, “We were looking for a unique venue to host an urban style FIFA fan zone; Media One put their hand up and suggested the empty, unused space of Level 9. We worked actively with multiple parts of the Media One team, for example. The marketing team came up with slogans, the operations team worked with our design team on the look and feel. The staff from THE DEK on 8 led the teams who worked in the venue. It was a real team effort as everyone does their part and lends a hand where needed.

In its 5th year, the prestigious Middle East Hotel Awards took place at the new Waldorf Astoria Dubai, Palm Jumeirah where over 400 hoteliers from across the Middle East gathered to hear the results for almost 50 hotels shortlisted across 21 categories.

The awards received its largest ever number of entries this year, almost double the number received in 2014. Judges noted particular surges in interest from hotels in Lebanon, Jordan and Syria, and a higher level of applicants from Saudi Arabia.

Cleverly combining a dynamic sense of style and striking design appealing to the region’s multi-cultural tastes, Media One is a vibrant hotel that believes in doing things differently and this has resulted in outstanding organisational achievements in the hospitality sector by being recognised by these prestigious hospitality awards!

-ENDS-

About Media One Tower:

Located in the bustling area of Dubai Media City, Media One is a mixed use development comprising a hotel and offices.

The hotel, tailored to the savvy business traveller, occupies the first 23 floors of the 43 story tower and offers a collection of cafes, bars and restaurants, a gym, outdoor pool and terrace.

It also houses state-of-the-art conference facilities, a fully equipped business centre and a selection of retail outlets, with a spacious lobby and ample parking.

The upper 20 floors of the property is dedicated office space, accessible through a separate entrance and lobby area with easy entry to the hotel facilities.

For more information please contact:

Sally Meech

Director of Marketing & Communications

Media One Hotel

Dubai Media City

Tel: 04 427 1000

Email: sally@mediaonehotel.com

Web: www.mediaonehotel.com