

Luxury resort launch task goes to Publicis

Ed Kemp Marketing 14 Feb 2007



Serrenia: Publicis wins account

LONDON - Serrenia, a £1.4bn luxury resort in the Egyptian Red Sea, has hired Publicis Dialog to promote its launch.

The agency was appointed to the pan-European brief following a pitch against three undisclosed agencies. The resort, designed by award-winning architects Foster & Partners, plans to spend £3m on marketing in the UK.

The agency will undertake an integrated global brand-development project for the venture. Its work, which will comprise direct and online activity as well as brand planning, is due to break in the next six weeks. It is understood that the brief could also include the creation of a DRTV ad campaign.

The Serrenia complex comprises a 200-room, seven-star hotel, offering 24-hour butler service, a golf course and leisure spa. Other services on offer will include the hire of private jets and helicopters.

The project, developed by Shaheen Business and Investment Group, also includes an international marina, where guests will be able to moor yachts. A 10,000m² 'retail district', meanwhile, will contain a shopping centre, nightclubs, bars, restaurants and a sports club. It will also house a dedicated fire brigade.

The company plans to replicate the Serrenia complex in the construction of further developments. Work on the Red Sea location begins this year, with the opening date scheduled for the first quarter in 2010.

Last autumn, Serrenia hired direct agency 2C to create the first wave of brochures, direct mail and advertising for the resort (Marketing, 25 October). It is not known whether 2C will continue to work on the launch following Publicis Dialog's appointment.

