



**THE RITZ-CARLTON
RESIDENCES**

BAKU

About

Located in the heart of Azerbaijan’s capital, The Ritz-Carlton, Baku invites guests to immerse themselves in the country’s fascinating culture. Offering a unique blend of modern amenities, local traditions, and renowned hospitality, it welcomes guests to create unforgettable memories as it sets a new standard of luxury in Azerbaijan.

Campaign Objective

To Raise awareness on the Ritz Carlton, Baku as it sets a new standard of luxury in the cosmopolitan capital of Azerbaijan.

Target Audience

Luxury seekers, Travel enthusiasts, Cultural Enthusiasts, Leisure Travelers, Business Travelers, Celebrities, and those seeking an opulent and exclusive stay.

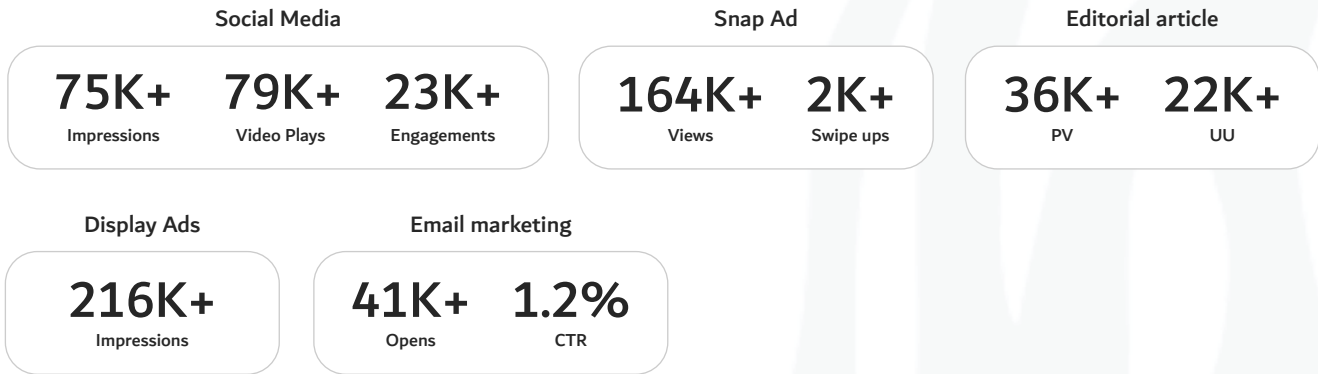
Markets

GCC.

Solution

- Launched **Social Media Posts** to guarantee higher users’ engagement. mainly using Facebook and Instagram to target Layalina and Layalina Privee social media users.
- Launched **Snapchat Ads**, encouraging users to book and explore The Ritz – Carlton, baku Hotel.
- Launched **an Editorial Article** on Layalina, Layalina Privee and Sa2eh, to promote awareness of The Ritz-Carlton, Baku hotel.
- Launched **Display Ads** across Layalina website.
- Launched **an email marketing** solution targeting Layalina subscribers to catch the readers’ attention and encourage them to take action and visit The Ritz – Carlton, Baku.

Results



Source:

- Google Analytics.
- Google Ad Manager.
- Meta ad manager
- Snapchat Ad Manager.

