



THE MARKETING SOCIETY GCC
AWARDS SUBMISSION 2025

Bloomberg Media Studios



This entry was submitted by Bloomberg Media Studios on behalf of Red Sea Global dated on 24 April, 2025.

Executive Summary (500 words max)

What if your next vacation could leave a positive lasting legacy? Can our travels enhance the environment? As Saudi Arabia's new international tourism industry gathers pace, Red Sea Global is setting new standards for luxury travel at their regenerative tourism destination: The Red Sea.

Through high-impact, multi-platform content, Bloomberg Media Studios and Red Sea Global (RSG) partnered to introduce a new blueprint for tourism, which goes beyond minimizing harm; it actively improves local ecosystems and communities.

In an era where influential business leaders seek both environmental responsibility and immersive experiences, this campaign set out to educate and inspire our influential business and high-net-worth (HNW) travel audiences about the benefits of regenerative tourism and challenge perceptions around safety and accessibility within Saudi Arabia.

The country's Red Sea coastline provided the backdrop to showcase the intersection of cutting-edge environmental technology, breathtaking nature and local community empowerment, with the luxurious visitor experience at the heart of each story.

To drive engagement and connection, the narrative approach was through human-centric storytelling, enabling us to dispel outdated myths and introduce modern day Saudi - and its people - to the world.

The content strategy was driven by Bloomberg AiQ, a proprietary data tool that revealed sustainability, authenticity, and responsible investment as top priorities for Bloomberg's business traveler audience. This insight guided every aspect of the campaign, from production themes to media targeting.

These stories weren't just informative; they were transformative. From coral reef restoration and mangrove nurseries to empowering women in agriculture and celebrating indigenous knowledge, each episode highlighted how tourism can actively regenerate both people and planet.

The result? The films reached over 5 million viewers, achieved a 75.4% average completion rate, and outperformed engagement benchmarks by a factor of ten. Also leading to a 4x increase in brand familiarity, a 92% perception of RSG as a leader in regenerative tourism, and lasting impact on how luxury travel can serve a greater purpose.

Submission (2000 words max)

1. What were your objectives and why was this important to the business?

Red Sea Global's key objective was to educate and inspire audiences on the emerging concept of regenerative tourism while positioning itself as a leader in this space. For Bloomberg Media Studios, the mission was to communicate this unique, sustainable value proposition to an audience of business leaders, investors, and high-net-worth travelers: audiences looking for meaningful, responsible travel as well as investment opportunities.

This was a critical opportunity to align environmental stewardship with global business influence. At a time when Saudi Arabia is stepping into the spotlight as a global tourism destination, RSG's mission to enhance, not just preserve, the environment was a message the world needed to hear. For Bloomberg, it was an opportunity to demonstrate how thoughtful, purpose-driven storytelling can redefine industries.

2. What were the insights and data that led you to the strategy?

Our strategy was grounded in Bloomberg's "Global Traveler Outlook 2023" study, which revealed that influential business leaders prioritize authenticity, sustainability, and innovation in both travel and investment. These insights, coupled with AiQ analytics, showed a clear appetite for stories that combine luxury travel with purpose.

We also identified a gap in audience understanding of regenerative tourism, a concept often confused with sustainability. By leveraging detailed data and research from RSG, we created content that demystified the term while showcasing tangible, on-the-ground applications. Our insight: if luxury travelers and investors could see regeneration in action, they'd be inspired to support and participate in it.

3. What new strategies and creative and innovative approaches did you take?

"Regeneration Destination" was more than a media campaign; it was a movement brought to life through storytelling, data, and design. Our approach:

- **Cinematic storytelling:** Each video adopted a documentary-style format, capturing the voices of local communities, environmental scientists, and tourism developers. Our contributors - many of whom were women- evoked emotive connections, by sharing their personal ties to the place, its culture and history. This brought to life the warm hospitality of the Saudi people and their deep connection to the land. This approach was designed to challenge our audience and reveal a new perspective that may not be widely known across the world.
- **Multi-dimensional storytelling:** The campaign covered ecological, social, and cultural regeneration. From coral restoration and mangrove planting to empowering Saudi women in horticulture, each narrative reinforced the theme of inclusive progress, whilst bearing witness to a country on the move- inviting new industries and embracing the future.
- **AI-driven targeting:** We used Bloomberg AiQ to micro-target content to a high-value GCC and global audience based on behavior, values, and professional interests. This ensured maximum resonance and media efficiency.

4. What were the risks, how were you brave?

Regenerative tourism is a relatively new concept and Saudi Arabia is still misunderstood or overlooked by many audiences. Choosing to spotlight Saudi as a pioneering destination and challenge audience's perceptions required brave storytelling. We chose to meet the challenge head on, telling deeply personal stories from local Saudi's. The result was not only resonance, but admiration.

We also took creative risks. Opting for long-form documentary-style content in a short-form digital world was a bold move. But we believed our audience would value substance over brevity. And they did: with a 75.4% video completion rate and engagement 10x above benchmarks.

5. What were the measurable results?

The campaign delivered outstanding results:

- **5 million+ views** across Bloomberg digital platforms
- **75.4% video completion rate** (on-site)
- **15.8% completion rate on social** and **26% on YouTube**, surpassing benchmarks
- **13.6% engagement rate on social**, 10x standard benchmarks
- **4x increase in familiarity** with Red Sea Global among target audience
- **69% of high-net-worth individuals** gained a deeper understanding of regenerative tourism
- **92%** saw RSG as a leader in the field
- **83%** agreed RSG is helping shape the future of the tourism industry

These metrics not only demonstrate campaign effectiveness but also suggest long-term brand equity being built around the concept of regenerative travel.

6. How does your work advocate the reputation/importance of the Marketing industry?

This campaign exemplifies marketing's transformative power. "Regeneration Destination" didn't just promote a brand, it introduced GCC and global audiences to an entirely new model of travel, one that elevates human and environmental prosperity.

We showed how content, powered by data and executed with authenticity, can drive industry-wide change. We demonstrated how marketing can bridge cultures, educate at scale, and create investment opportunities grounded in ethics.

Marketing here was a tool for advocacy. It helped reposition an entire region, empower underrepresented communities, and redefine what luxury means in the 21st century. In doing so, it reinforced marketing's vital role in shaping not just perception, but progress.