GULF **REAL ESTATE**™
AWARDS **2022**

WHERE TALENT
MEETS RECOGNITION

ENTRY IDENTIFICATION

ENTRY TITLE	xxxxxxxxxx
ORGANISATION NAME	xxxxxxxxxx
CATEGORY ENTERED	Best Media and Communications
ORGANISATION DESCRIPTION	Since 2006, Dubai-headquartered xxxxxxxxxxxx a boutique integrated property services company, has provided comprehensive technology-driven real estate services throughout the asset lifecycle. xxxxxx manages a real estate portfolio valued over AED 20 Billion in the UAE. xxxxxx employs over 80 staff across 11 offices and is one of the only integrated real estate solutions company to be ISO 9001 : xxxx certified along with being a member of the US Green Building Council. At xxxxxx our leadership, culture, people, operating philosophy and technology approach is different. We don't have a traditional mindset - we push boundaries.
PRECIS FOR AWARDS E- BROCHURE	The 'Bridge The Gap Initiative,' is an ongoing project deployed by xxxxxxxxxxxxx. The central premise of the initiative is to help educate and grow the Real Estate Sector in the UAE by highlighting how the industry can engage with PropTech by bringing built and digital environments together.

CRITERIA

SUMMARY

Provide an overview of the entire initiative, capturing the most important information from beginning to end. NB. This will be used for shortlisting finalists and the scoring of the written entries but is not relevant to finalist presentations.

The 'Bridge The Gap' gap initiative was a market transformation movement project that allowed xxxxxx and its external stakeholders to develop, create and share PropTech, ConTech(Construction Technology) and Smart Real Estate related content which was curated by the Media. The 'Bridge The Gap' initiative wants to showcase how xxxxx is pushing the boundaries of innovation in the real estate industry.
Xxxxxx was the knowledge partner for two leading industry events in xxxx - PropTech Middle East and the **Arabnet** Real Estate Tech Forum - and pushed a lot of Real Estate Tech/PropTech thought leadership content into the market during xxxx.

PropTech has already resulted in the growth of the real estate industry as a whole. In xxxx, USD 12.6 billion was poured into real estate technology; almost three times as much as the amount invested in xxxx. Xxxxx wants to position itself as the PropTech leader in the UAE when it comes to increasing asset value and decreasing costs through the help of technology. The 'Bridge The Gap' project emphasizes the technological advancements in the market as well as the innovation that Xxxxxx has deployed as an Asset Management company.

BUSINESS STRATEGY

What was the background to the initiative? How did it meet the strategic needs of the business?

Xxxxxx has been working on its digital organizational transformation since xxxx, given that innovation and change are so essential for today's businesses. The 'Bridge The Gap' initiative was implemented to assist with the overall rebranding of the company and created a thought leadership platform for Xxxxxx. Xxxxxx wants to position itself as the change agent for real estate technology in the UAE. The 'Bridge The Gap' had both internal and external drivers. The internal drivers were to educate, grow departments and assist with the digital transformation implementation. The external drivers were to position Xxxxxx as the go-to-expert in UAE Real Estate Technology, and in return, this would lead to an extension of prospecting and increase Xxxxxx's customer base. Xxxxxx wants to create authority in the marketplace, and naturally, this will translate into people/organizations wishing to work with us. Xxxxxx also wanted to implement a strong media advocacy plan that would inform, influence and persuade the media.

GOALS AND OBJECTIVES

What were the specific goals and objectives of the initiative? What business benefits did the initiative set out to achieve?

Xxxxxx has influenced the real-estate industry decision makers through media outlets which matter to them, such as newspapers, radio, television, magazines, and social media. Xxxxxx specifically spoke about topics that are paramount to the success of the real estate industry moving forward. The topics covered were co-working's impact on commercial real estate, IoT's impact on smart real estate and real estate technology cost-benefit analysis. Xxxxxx's content was viewed by 11.1 million viewers as per the media monitoring software Karma. The initiative has helped Xxxxxx engage with like-minded organizations in the real estate industry which either translated into strategic partnerships or a new customer base.

Overall, the 'Bridge The Gap' initiative has assisted with increased sales, increased influence and increased business opportunities for Xxxxxx, 75% of new business acquired in xxxx was based on the technological advancement knowledge and products that Xxxxxx can offer its clients. The 'Bridge The Gap' initiative has enhanced our CEO's xxxxxx xxxxx profile and by extension, the company's profile. Our CEO will be a releasing a book in early xxxx about the 'xxxxxxx xxxxxx xxxx xxxx' due to the success of the thought leadership program and the overall initiative.

PLANNING AND IMPLEMENTATION

What steps did you take to plan the initiative? How was the initiative implemented? Who was involved and how was communication maintained? What was the target, budget and timeframe? Show results of any challenges along the way and the results against target, budget and timeframe.

Xxxxxx's Executive Team met in January xxxx to determine the organization's strategic position in the market. The Chief Marketing Officer then carried out extensive research for more than two months. The study consisted of trade shows, customer interviews, customer surveys, international industry reports, and employee feedback. The CMO then compiled a content bank that included original data and research. A strategic positioning meeting was set up post research, and the value proposition was determined. Xxxxxx wanted to position itself as the go-to-expert for real estate technology, and so the brand promise (Maximizing Asset Value through Knowledge and Technology) was drafted. The Content and PR calendar was created, and the central core messages were identified. The CMO launched the 'Bridge The Gap' initiative in early April xxxx. The 'Bridge The Gap' initiative leveraged different communications tools appropriately to maximize their integrated effectiveness. The reach of the content was then tracked and monitored through Xxxxxx's media monitoring tool **Karma**.

STAKEHOLDER ENGAGEMENT

What was the leadership model and who were the relevant stakeholders? How were their needs identified and understood, and how were they engaged in the process?

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INNOVATION AND CREATIVITY

What was especially creative and innovative about the initiative? Was there anything unique or something that proved to be an interesting twist and contributed to the overall success?

The guiding goal was to position Xxxxxx at the forefront of real estate technology in the GCC. The 'Bridge The Gap' initiative has allowed Xxxxxx to reach a circulation of over 3.5 million copies. The initiative was innovative since it allowed Xxxxxx to host first-of-its-kind industry events.

SmartInvest Series: Part 1 focused on technology and the regulatory impact on portfolio performance, and part 2 focused on the technology edge: Why REITs must evolve intelligently.

ArabNet Real Estate Tech Forum xxxx: Xxxxxx and Arabnet hosted the first official real estate technology forum in the Middle East in April 2018.

PropTech Middle East xxxx: The Summit is set to become the Middle East's leading event for real estate professionals to share their knowledge and visions for the future. Over 650 leaders in real estate met on in October 2018 at Sofitel Palm Jumeirah to discuss innovation and the built world.

Xxxxxx also produced original and innovative PropTech content that was covered by most of the leading media outlets like Gulf News, Khaleej Times, Zawya, and Arab News. Xxxxxx's CEO, xxxxx xxxxxx, was one of the first individuals in the GCC Real Estate sector to do TV and Radio Interviews on PropTech and Co-Working in the region.

IMPACTS AND BENEFITS

What has been the resulting impact on the business? What other benefits have been achieved in relation to the goals and objectives, and were there any additional unforeseen benefits?

Xxxxxx's 'Bridge The Gap' initiative produced tangible results like uplifting the company reputation and name recognition in the market; it raised awareness of Xxxxxx's competitive edge, it highlighted Xxxxxx's expertise and assisted in recruiting talented staff in the industry. The initiative has positioned Xxxxxx at the forefront of real estate technology and has assisted in a 20% increase in project value in 2018. Xxxxxx's 'opportunity to see' indicates how often, on average, a person has come into contact with a certain advertising medium. The frequency of media (exposure) has increased by 11,087 % in the last 12 months. The Arabnet Digital Summit and PropTech Middle East event generated over xxx qualified leads for the organization. As Xxxxxx's reputation has grown in the market, it has opened doors to new business prospects, trading partners and interest from news media, and most of all stronger relationships with existing customers due to Xxxxxx's forward-thinking approach. We have also been able to create strategic media partnerships with some of the prominent real estate companies in the UAE like xx xxxxx, xxxxx and xxxxxxx xxxx.