



## DIRIYAH GATE CASE STUDY

# Bridging Visions for Diriyah Company with We Are Marble

### Introduction

Diriyah Company appointed INNESCO as the main contractor who in turn used We Are Marble to bridge the collaboration between INNESCO and the DGDA team. Our role was to ensure the successful delivery of marketing and branding strategies for Diriyah Square, the commercial heart of the ambitious Diriyah Gate GIGA project in Riyadh, KSA. We Are Marble's expertise in placemaking, project management, and property marketing strategy was pivotal in steering this significant project to worldwide acclaim.

### Background

Diriyah Gate is a visionary project aimed at transforming Diriyah into one of the world's greatest destinations. Anchored in Saudi heritage, the project aspires to preserve the iconic At-Turaif UNESCO World Heritage Site and develop the surrounding areas into vibrant, globally renowned destinations. The Diriyah Companies mission is to create a global gathering place that empowers the community and celebrates Saudi pride and heritage.

### The Challenges

Diriyah Gate faced several key challenges:

- **Brand Development:** Creating a compelling brand and identity for Diriyah Square to attract high-end luxury retailers.
- **Global Awareness:** Raising international awareness and positioning Diriyah Square as a premier destination for luxury brands and tourists.
- **Event Management:** Organising and leveraging industry events to showcase the project.
- **Stakeholder Engagement:** Ensuring clear and consistent communication with global and Saudi communities and various stakeholders.
- **Project Coordination:** Managing a large team and ensuring the seamless execution of multiple projects within the overall development.



## Our Approach

We Are Marble adopted a strategic and collaborative approach to address these challenges:

- **Brand and Identity Development:** Working closely with INNESCO, we contributed to the development of Diriyah Square's brand and identity, crafting a narrative that resonated with both local and international audiences.
- **PR and Social Media Strategy:** We supported the planning and execution of PR activities and social media solutions. This included leveraging opportunities in national and international retail-focused magazines and thought leadership articles
- **Event Management:** We assisted the Diriyah Company team in organising its attendance at MAPIC 2021 and other industry events, ensuring maximum exposure and engagement with potential luxury brand partners.
- **Project Management:** We managed a team of over 40 people, ensuring that each project within the overall development was delivered successfully, on time, on spec, and on budget.

## Conclusion

We Are Marble's strategic oversight and management played a crucial role in the successful execution of Diriyah Gate's ambitious vision. By bridging the collaboration between Innesco and Diriyah Company, we ensured the seamless delivery of marketing and branding strategies, contributing to the project's global recognition and success.

## Results

- **Brand Attraction:** The project gained significant worldwide acclaim, attracting major high-end luxury brands to collaborate with Diriyah Company and establish exclusive showrooms in Diriyah Square.
- **Global Awareness:** International exposure of Diriyah Square increased significantly, thanks to strategic PR and social media efforts.
- **Successful Event Participation:** The successful organisation and participation in MAPIC 2021 and other industry events showcased Diriyah Gate as a premier luxury destination.
- **Stakeholder Engagement:** Strong, clear communication with stakeholders was maintained, fostering a collaborative environment and ensuring the project's vision was consistently conveyed.
- **Project Delivery:** The multi-million dollar initial phase of the GIGA project was delivered successfully, meeting all agreed specifications, timelines, and budgets.
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