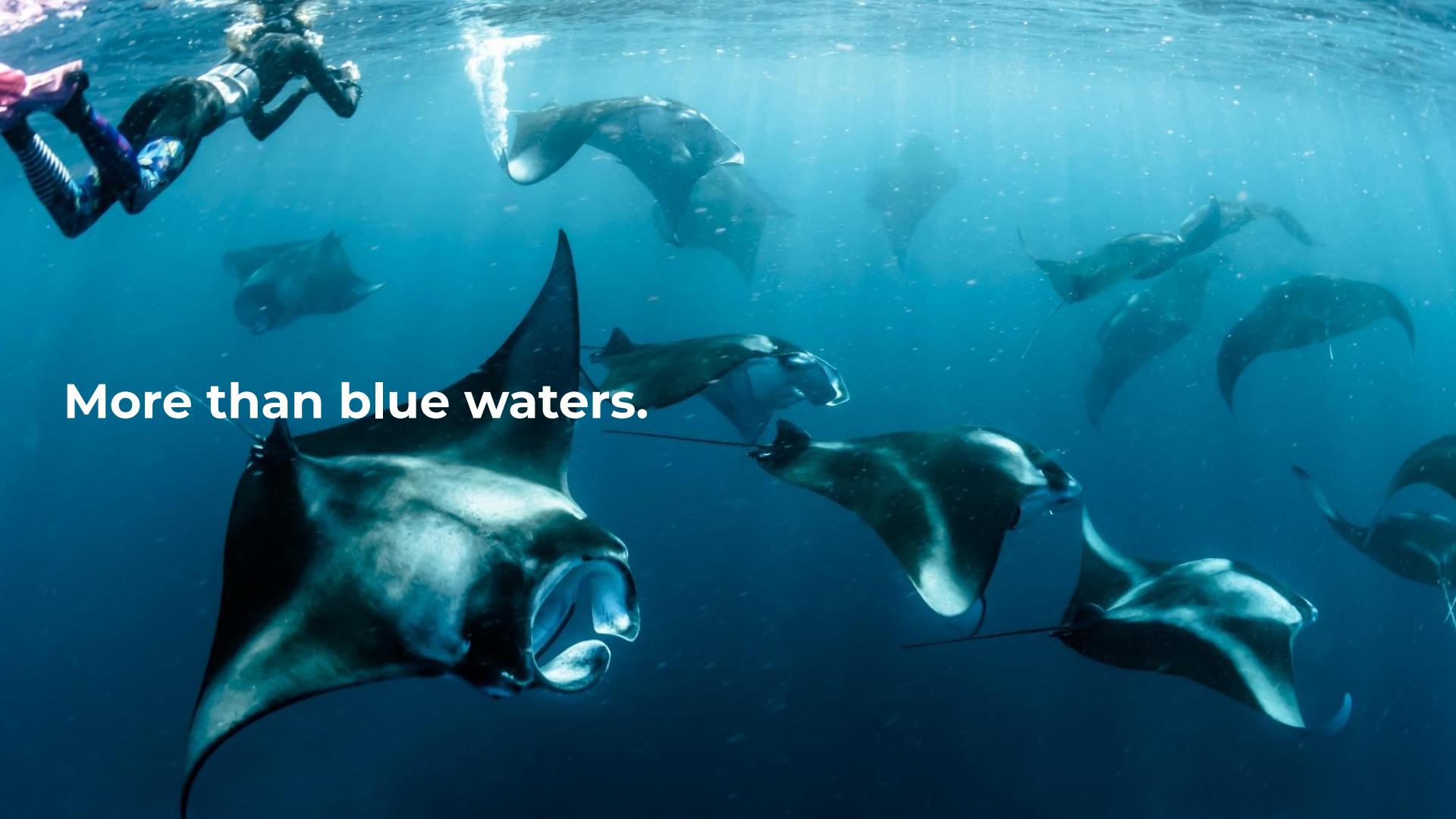


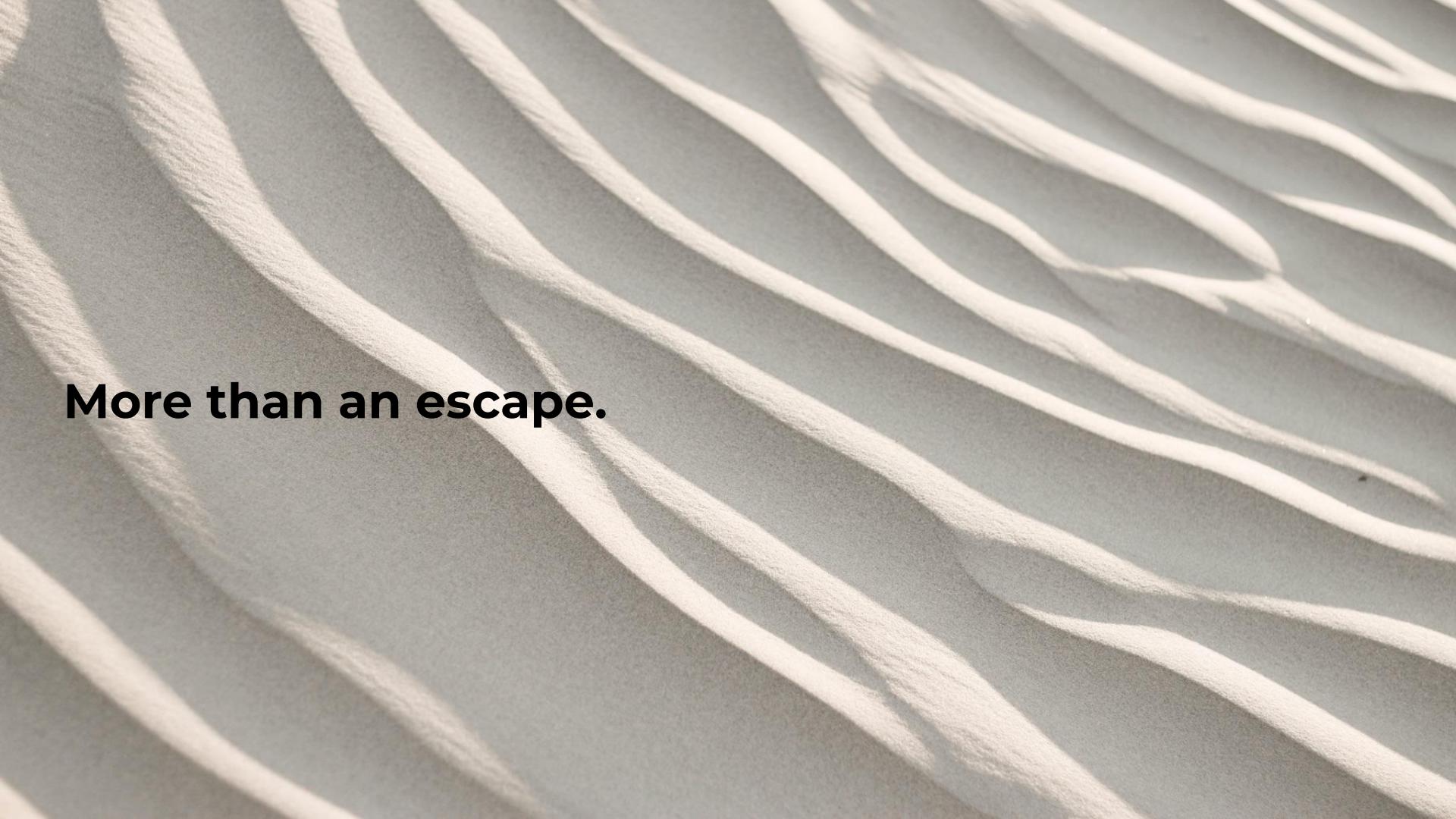
AMARI X AGENC

A wide-angle underwater photograph capturing a diver in the upper left corner, wearing a full scuba gear including a tank and fins. The diver is looking towards a large school of manta rays swimming below. The water is a clear, vibrant blue, and the sunlight filters down from the surface, creating bright highlights on the manta rays' bodies and the diver's gear.

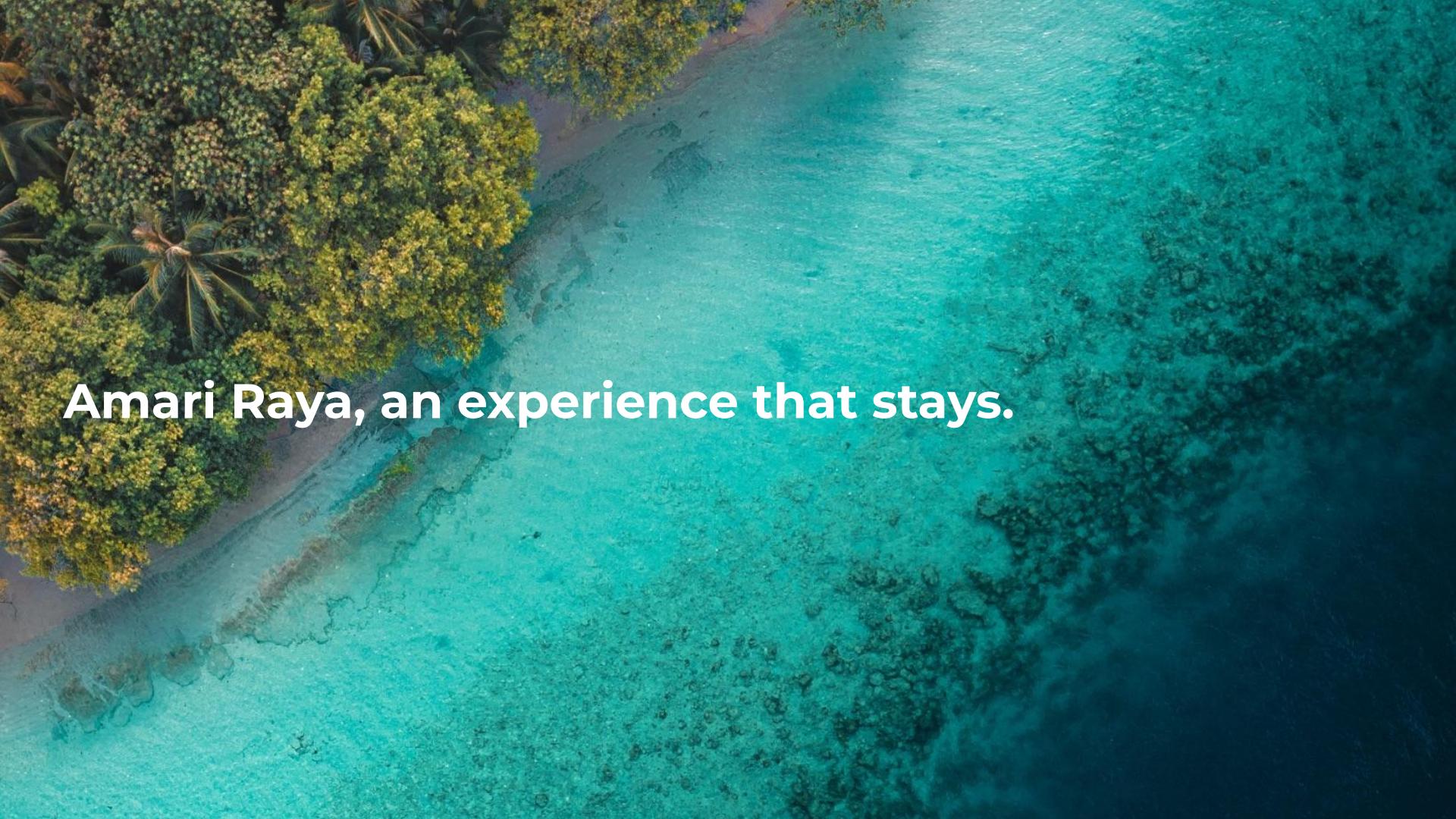
More than blue waters.

An aerial photograph of a coastal city at night, showing a dense grid of bright yellow and white lights along the coastline and extending inland. The lights reflect off the dark water, creating a pattern of glowing streaks and highlights.

More than a honeymoon.

A close-up, high-angle view of sand dunes. The sand is a light beige color, and the lighting creates deep, dramatic shadows between the ridges, giving it a textured, almost organic appearance.

More than an escape.

An aerial photograph capturing a stunning tropical landscape. On the left, a dense forest of lush green trees, including several palm trees with long, thin fronds, stretches along a sandy beach. The water to the right is a vibrant turquoise color, with darker, more opaque areas indicating deeper parts of the ocean. The overall scene conveys a sense of natural beauty and tranquility.

Amari Raya, an experience that stays.

INDEX

- Market Research
- Competitor Analysis
- Brand Matrices
- Strategy
- Messaging Spectrum
- Brand Positioning
- Target Audience
- Content Buckets

MARKET RESEARCH

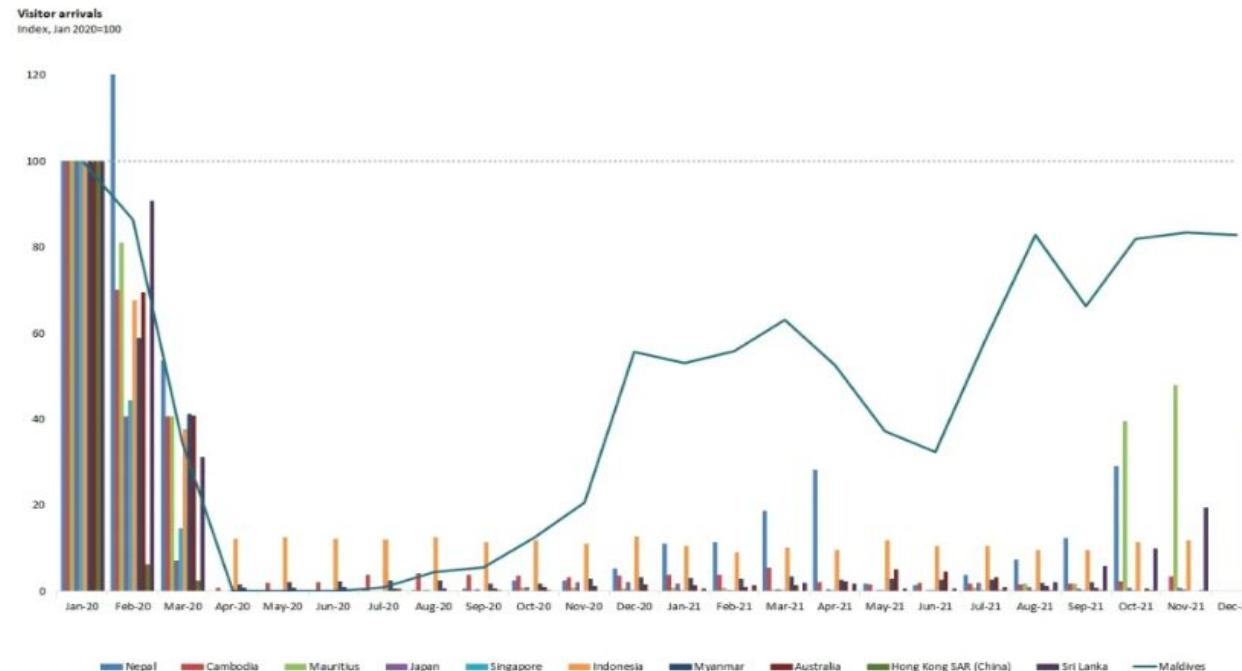
A photograph of a man and a young child walking along a sandy beach. The sun is low in the sky, creating a bright, glowing light that silhouettes the figures and reflects off the water. The man is shirtless, wearing striped swim trunks, and the child is wearing patterned swim trunks. They are walking away from the camera towards the horizon.

The Maldives, an Indian Ocean island archipelago practically synonymous with romance, normally sees north of 1.7 million visitors per year. In 2020, it had around 500,000. And despite the significant decrease, it marks one of the most successful tourism stories amid the pandemic.”

“Part of the decision was financial. According to data from Michigan State University, tourism contributes 28% of the Maldives’s GDP, one of the highest totals in the world.”

Maldives: Setting the Bar High in Tourism

Maldives has been exemplary in its resilience and ability to recover. In 2021, visitor arrivals reached more than 80 percent of pre-COVID levels, far outpacing other similar tourist destinations. [Twitter](#)



These are some lessons we can draw from Maldives' spectacular recovery in the tourism sector:

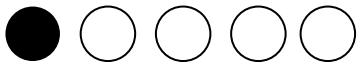
- First, the government's policies and interventions around the border restrictions and health regulations play an important role in the recovery of the tourism sector.  For example, Maldives took a concerted effort to reopen its border to tourists as early as July 2020 but implemented strict hygiene protocols for tourists, including one of the fastest COVID-19 vaccination campaigns in the world. This has improved the confidence of travelers and has created high-value consumers.
- Second, Maldives quickly made an effort to capture new source markets and expand to new countries of origin. For example, the emerging source of the international tourist market from Russia and India—in part arbitraging quarantine rules—has compensated for the tourism revenue loss from China, its top source market before the pandemic.
- Third, Maldives is seizing changing preferences to promote a better image. In 2020, Maldives launched a marketing campaign with the tagline “Isolation never looked this good” to emphasize its unique reputation of being a niche destination, while emphasizing environmentally sustainable tourism.
- Fourth, it is investing in digital technology as the demand for high-speed internet and contactless services rise due to the pandemic. In Maldives, more than 60 percent of the population has access to broadband Internet—with relatively high bandwidth speed—while other tourism-dependent South Asian countries are still lagging , limiting the possibilities to meet travelers' need for working remotely. Moreover, digital platforms will be important in minimizing physical interaction when traveling, while still fulfilling travelers' needs. For example, one of the luxury resort in Maldives, has developed an app to facilitate contactless services including ordering food, virtual check-in and check-out, and other amenities to adapt to changing customer behaviors.

COMPETITOR ANALYSIS



Le Meridien

Culture



Storytelling



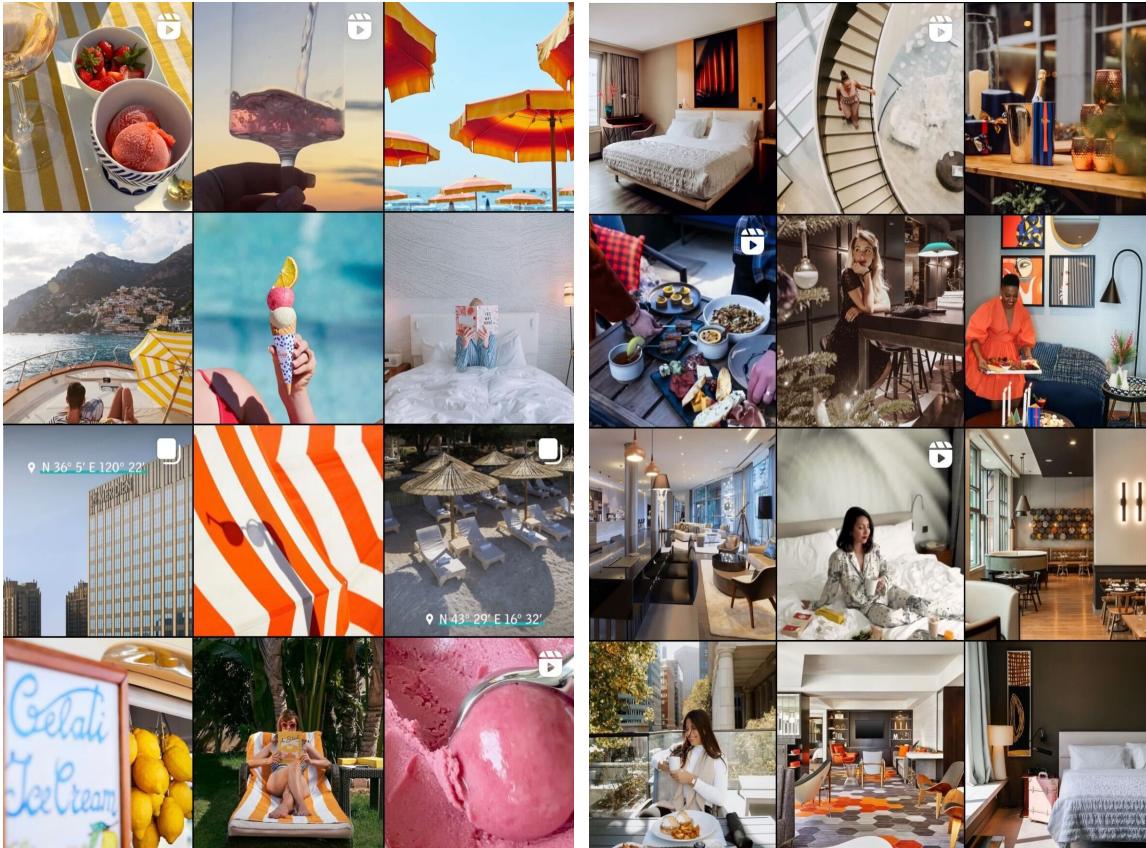
Human Element



Aesthetic



Relatability



Dusit Thani Pattaya

Culture



Storytelling



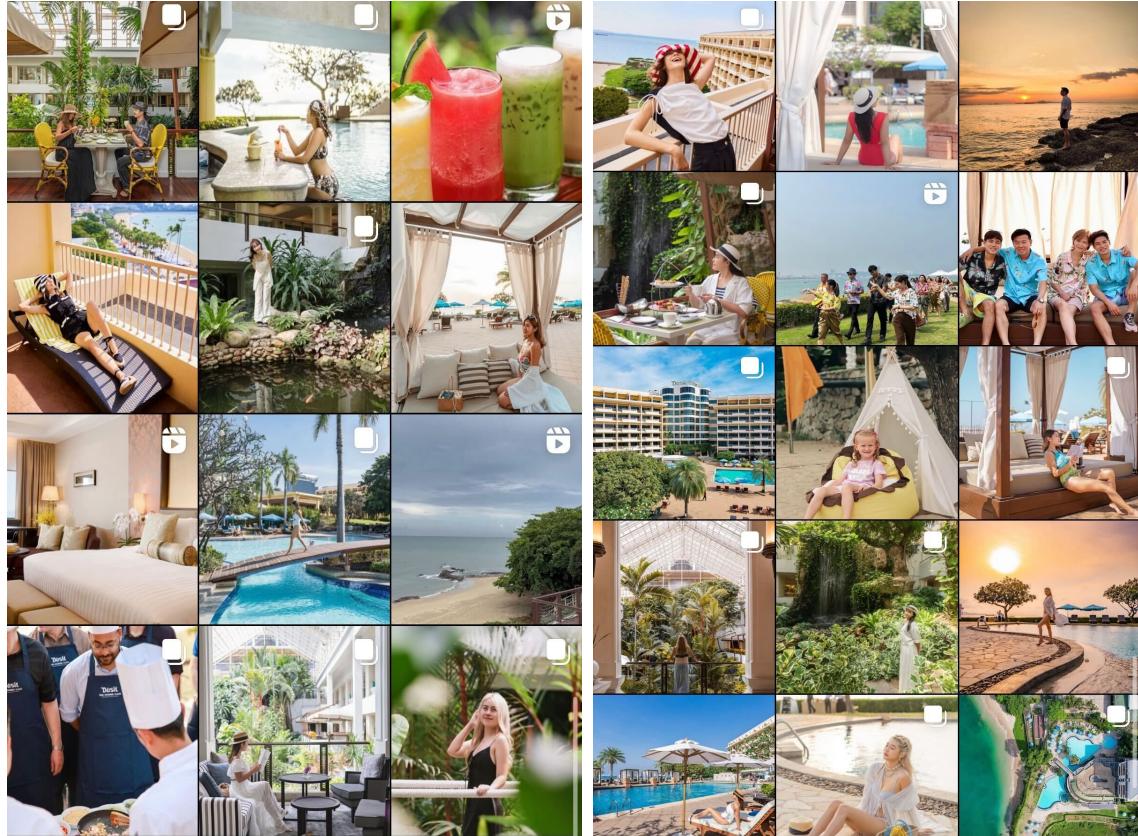
Human Element



Aesthetic

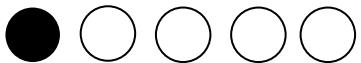


Relatability

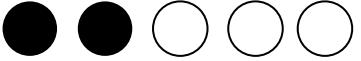


Avani Hotels & Resorts

Culture



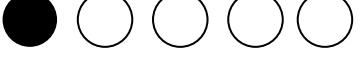
Storytelling



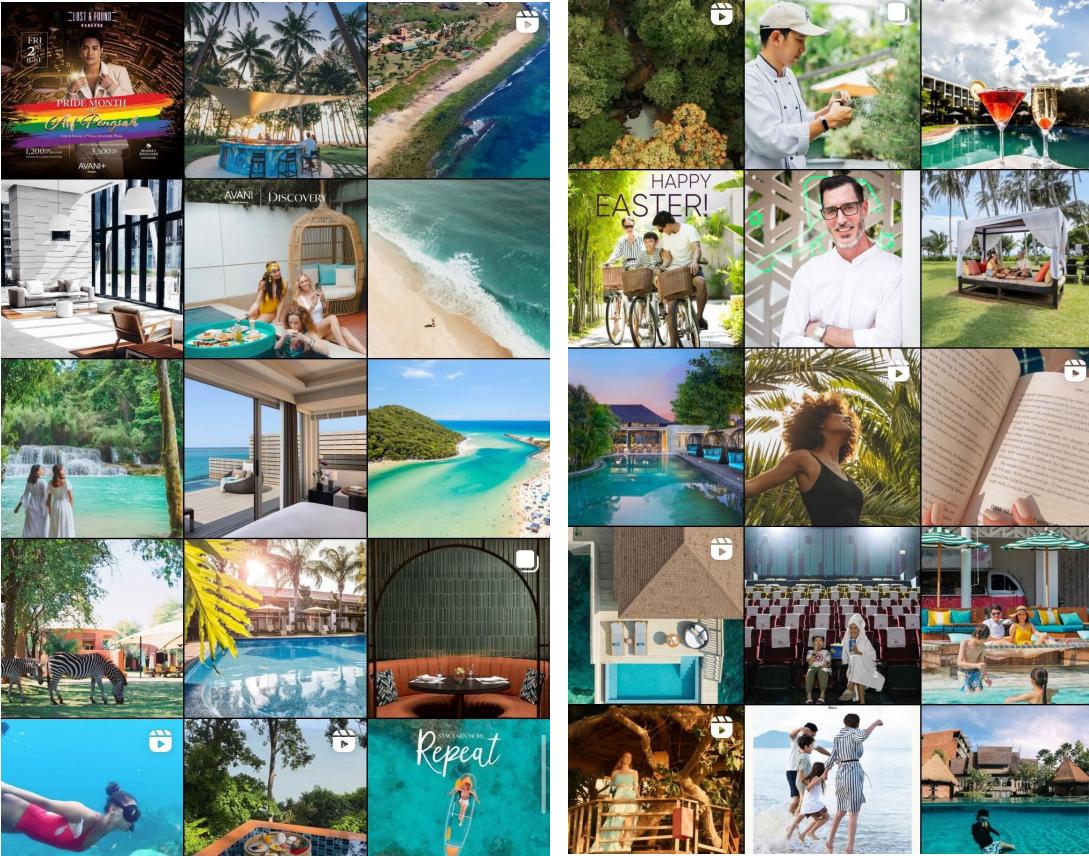
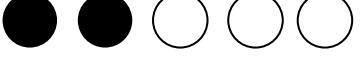
Human Element



Aesthetic

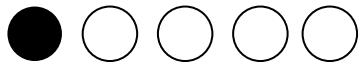


Relatability

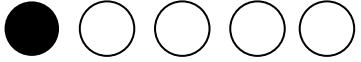


Finolhu Baa Atoll Maldives

Culture



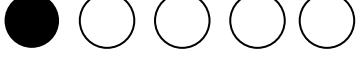
Storytelling



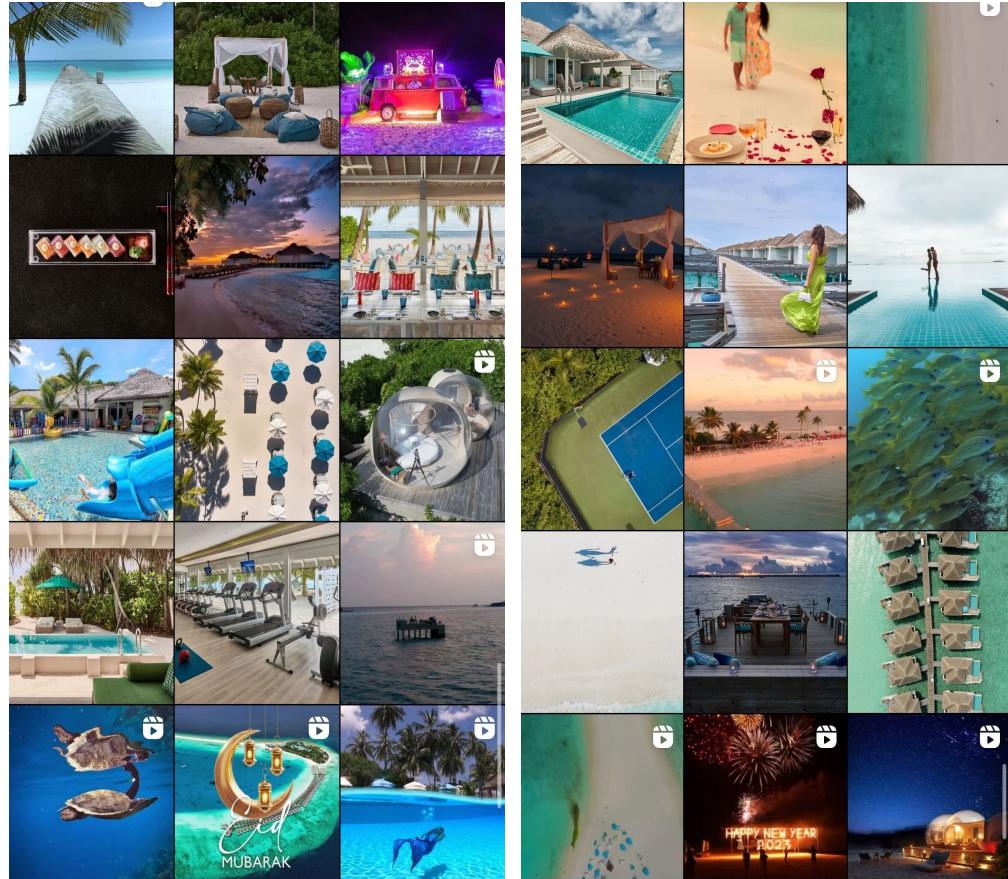
Human Element



Aesthetic



Relatability



The Standard, Maldives

Culture



Storytelling



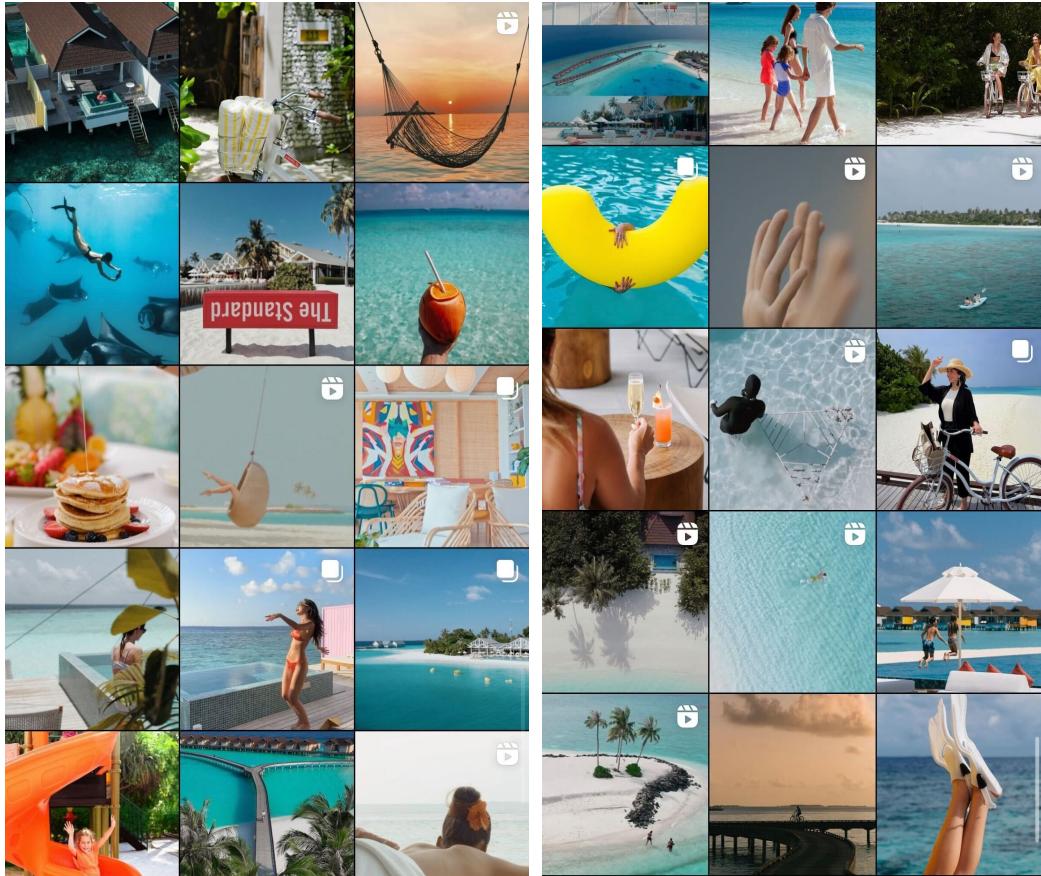
Human Element



Aesthetic



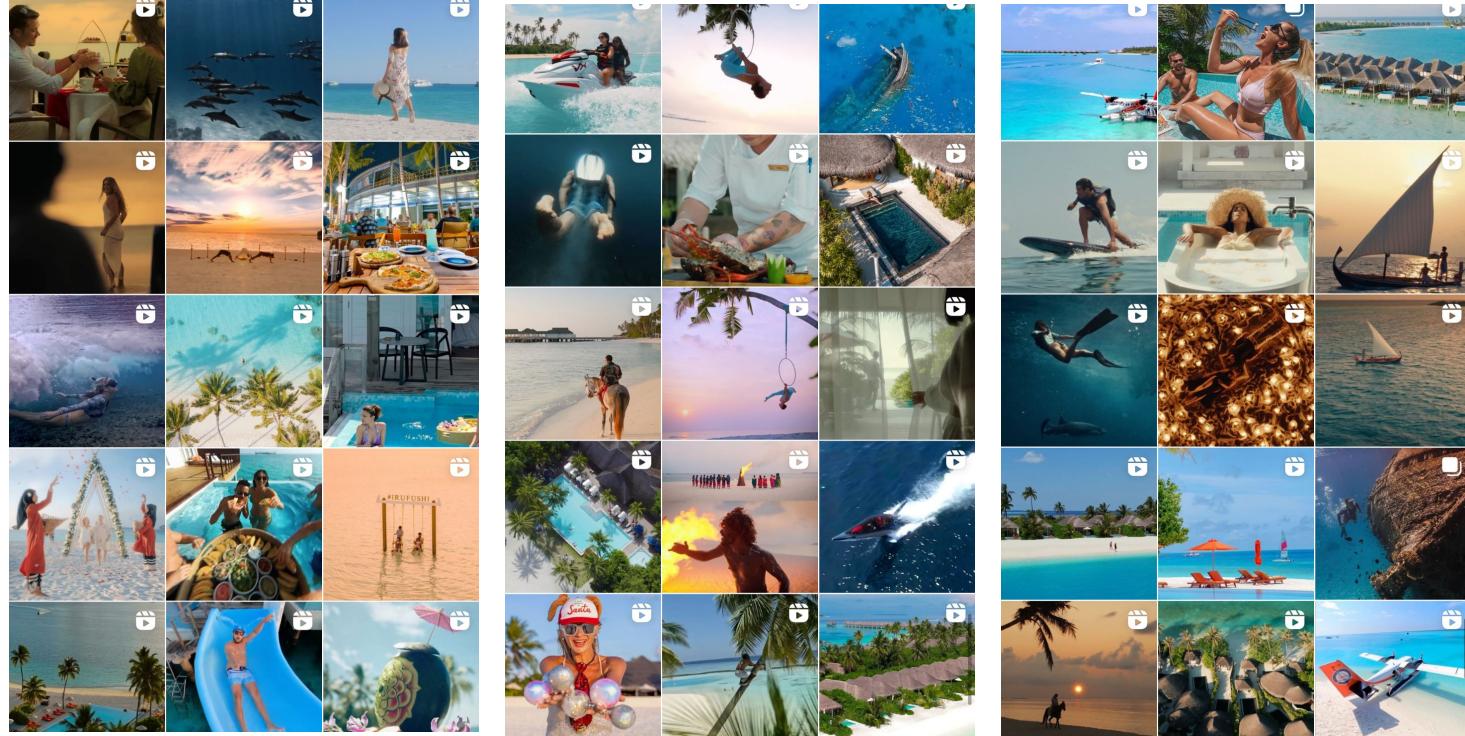
Relatability



BRAND REFERENCES

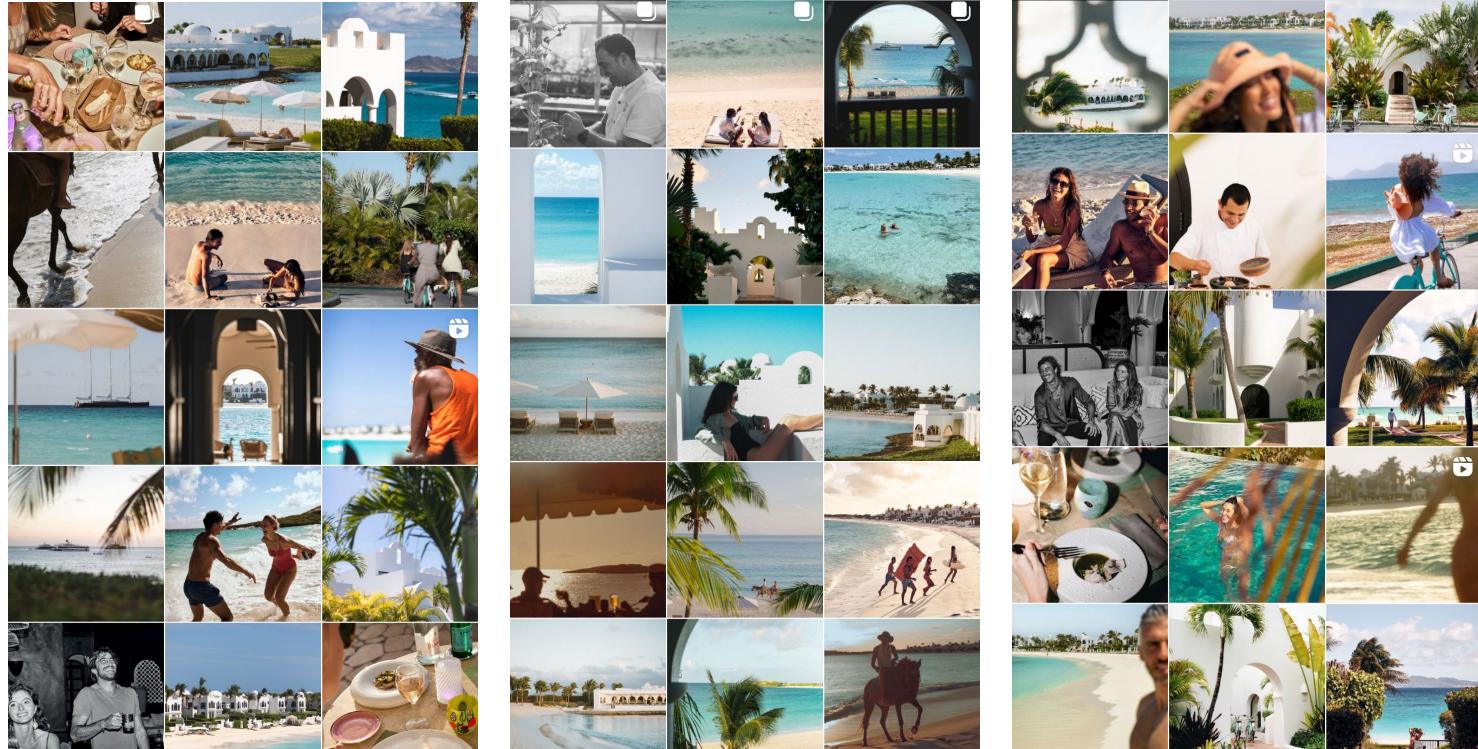


SIYAM WORLD



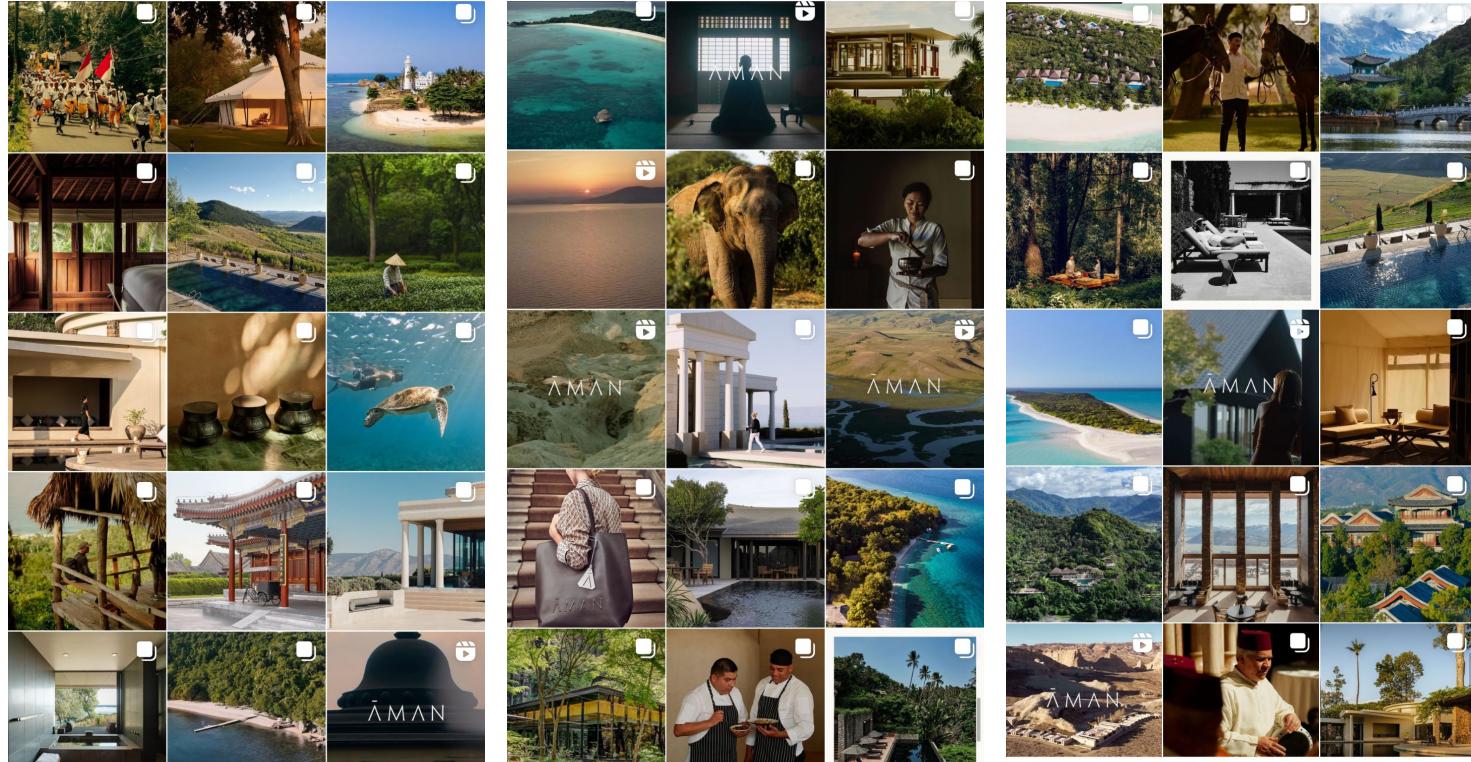
Balance Of Content Buckets // Colour Palette // Human Element // Storytelling

CAP JULUCA



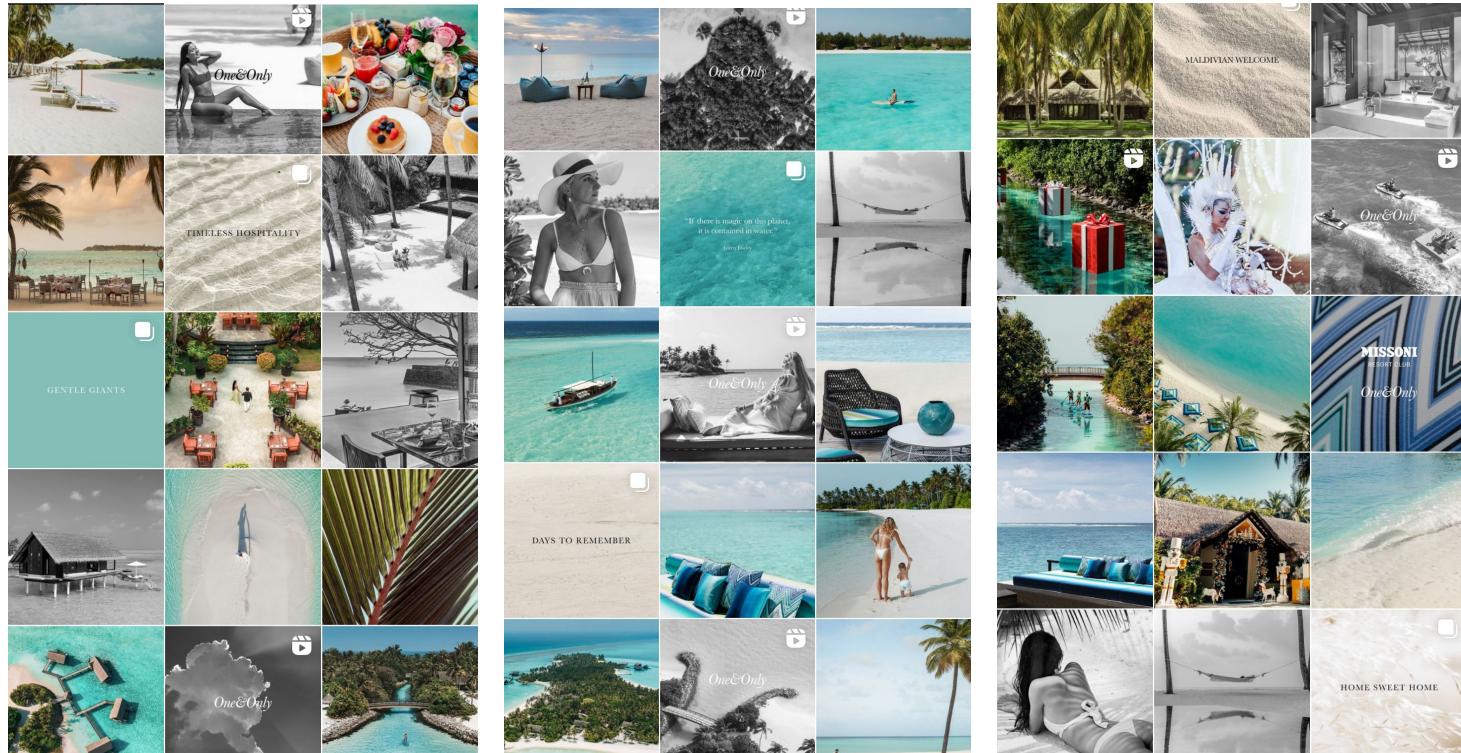
Candid Imagery // Colour Palette // Memories & Storytelling

AMAN



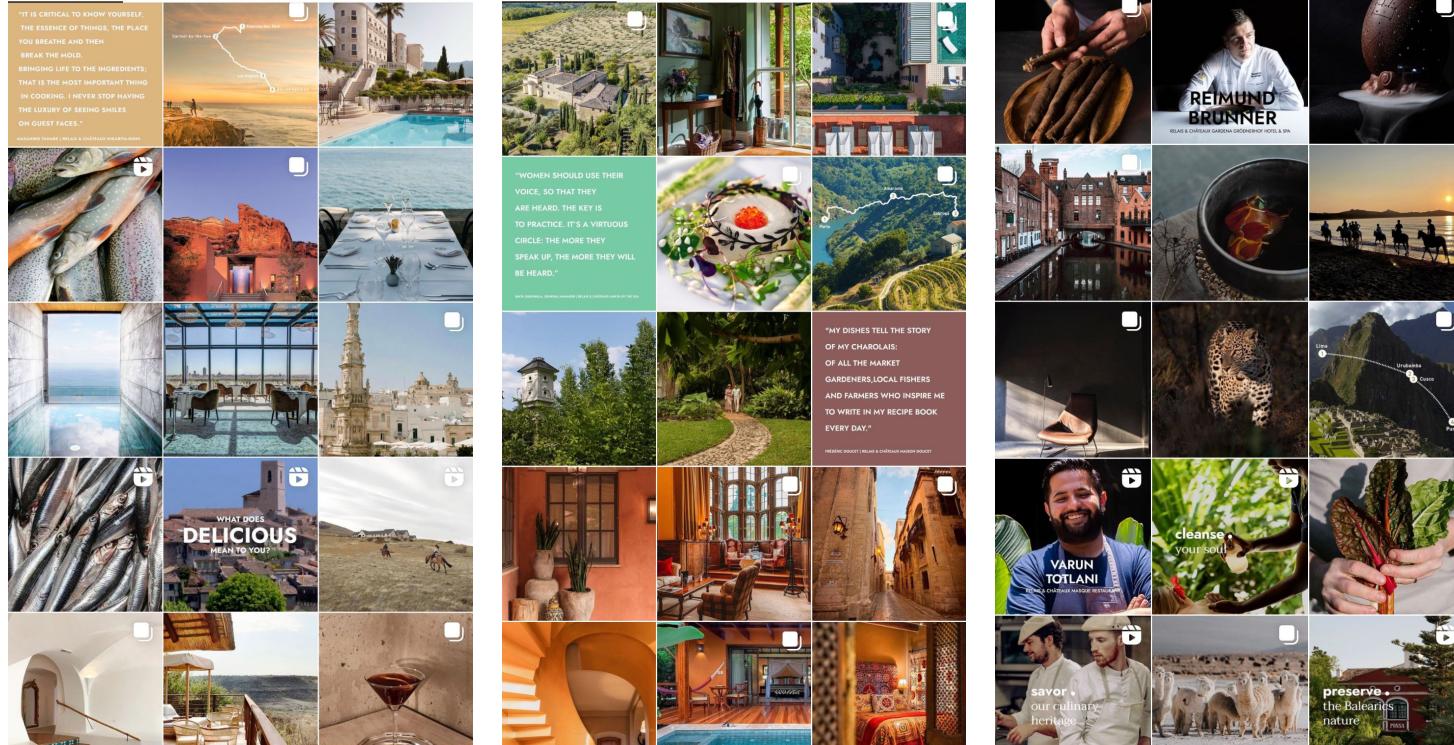
Balance Of Content Buckets // Colour Palette // Rich & Meaningful Imagery // Strong Culture

REETHI RAH



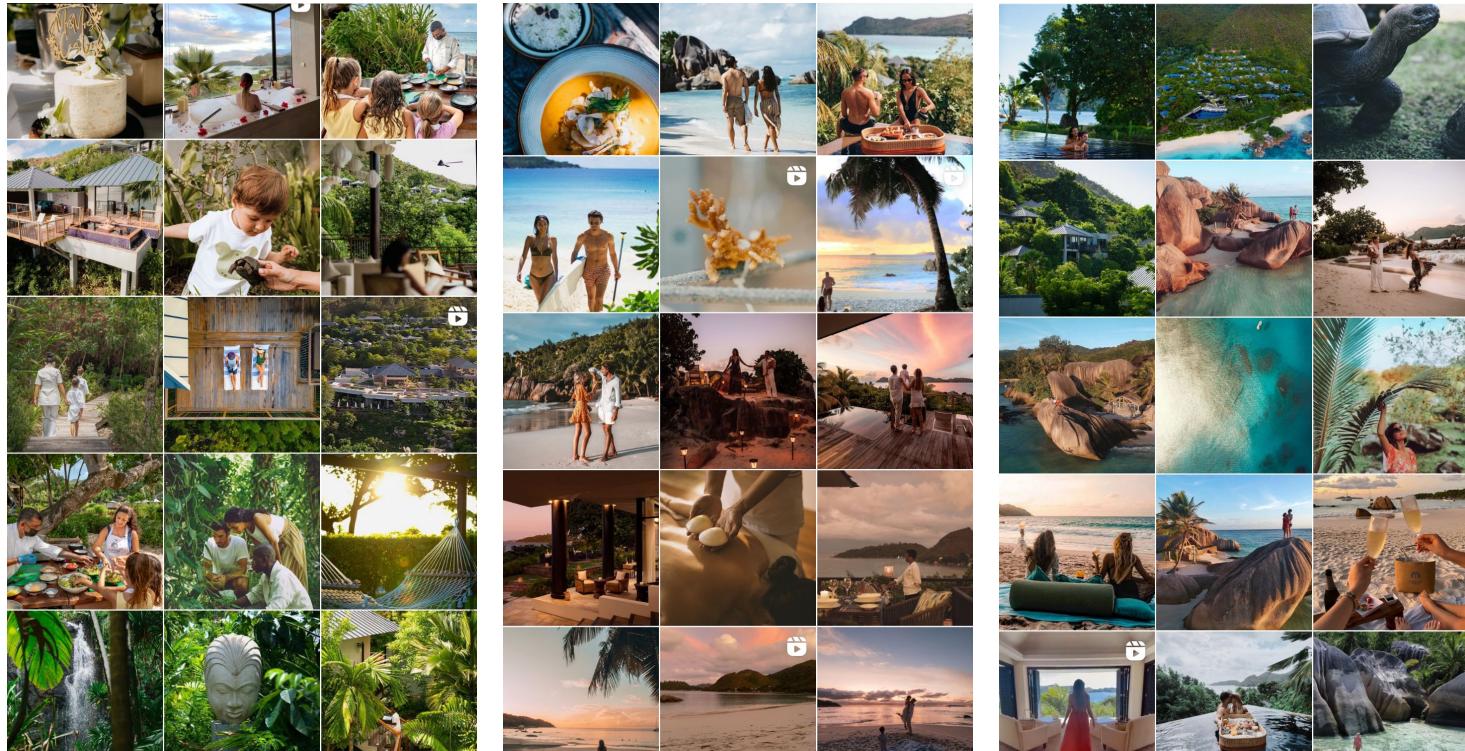
Nature Oriented // Recall Factor // Human Element // Storytelling // Colour Palette

RELAIS CHATEAUX



Quotes & Informational // Changing Colour Palette // Thematic

RAFFLES SEYCHELLES



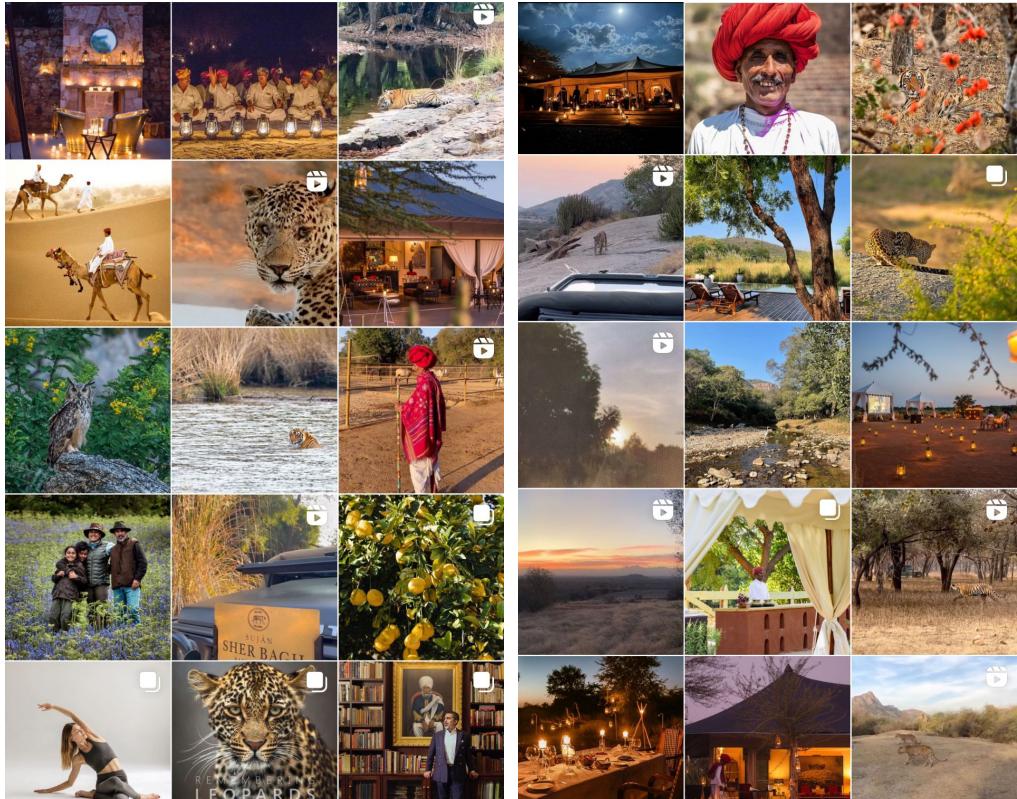
Balance Of Content Buckets // Colour Palette // Human Element // Naturalistic/Connected/Candid

INDIAN HOSPITALITY



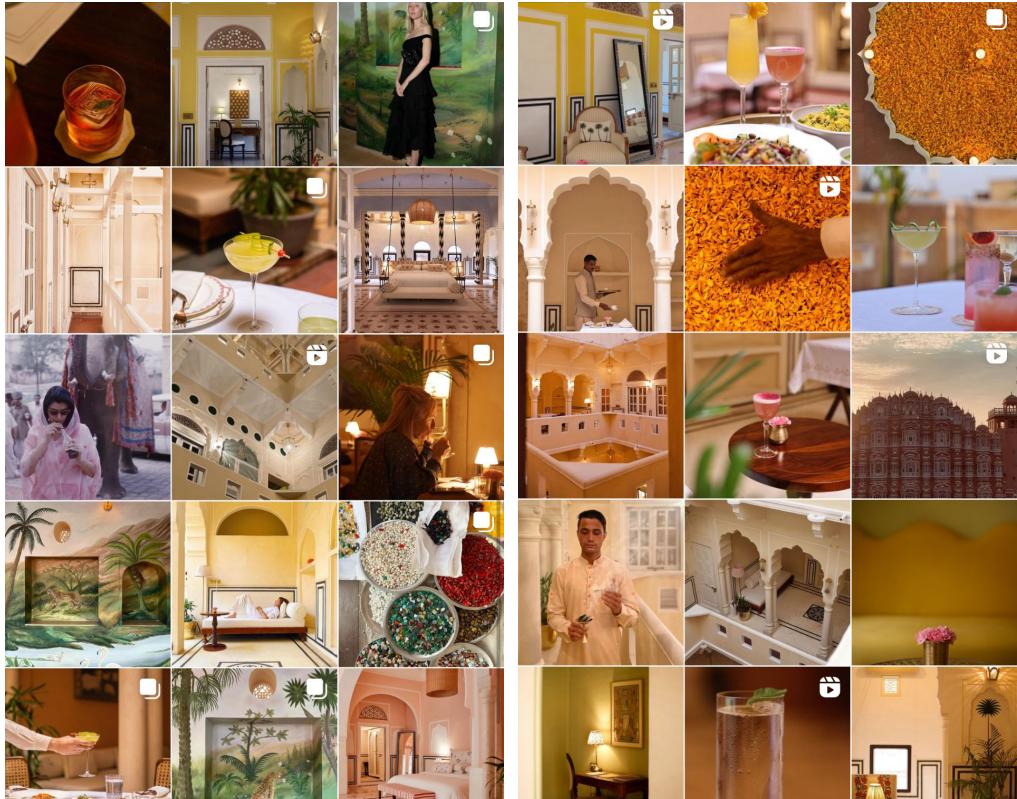
SUJAN

- Warmth in tonality & visuals.
- Representation & culture.
- Flora & Fauna
- Authenticity



JOHRI

- Heritage oriented
- Interiors & architectural based
- Modern take on culture

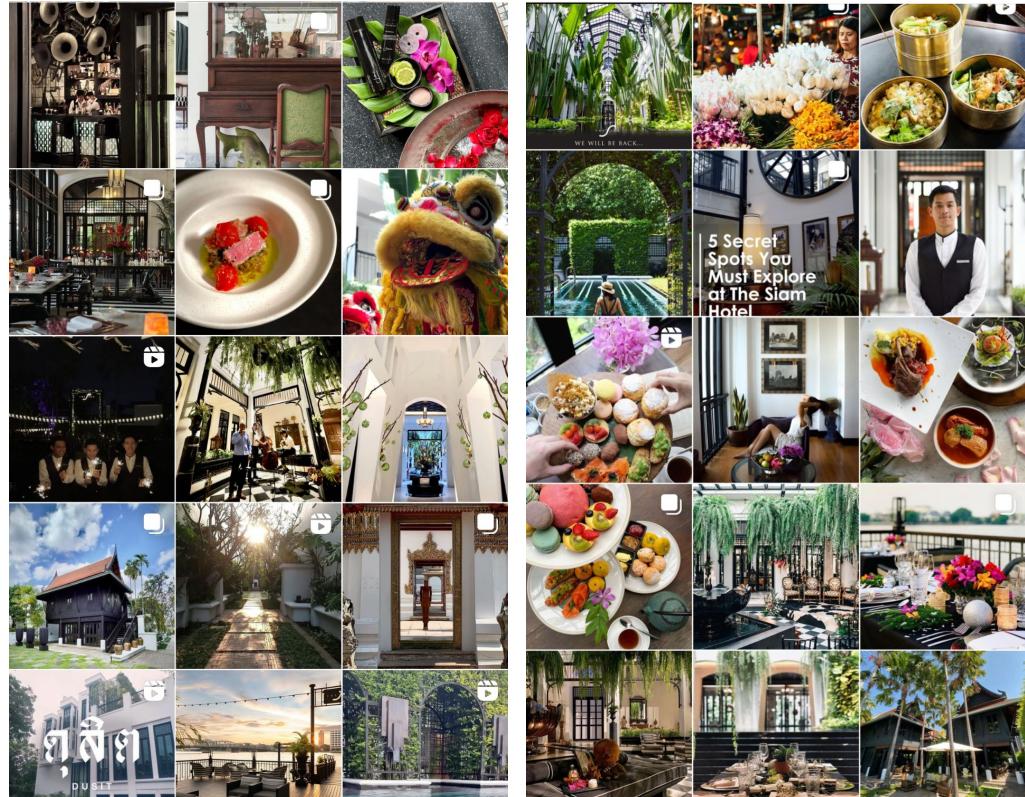


A blurred background image of a sunset or sunrise over water, with warm orange and yellow reflections on the surface.

THAI HOSPITALITY

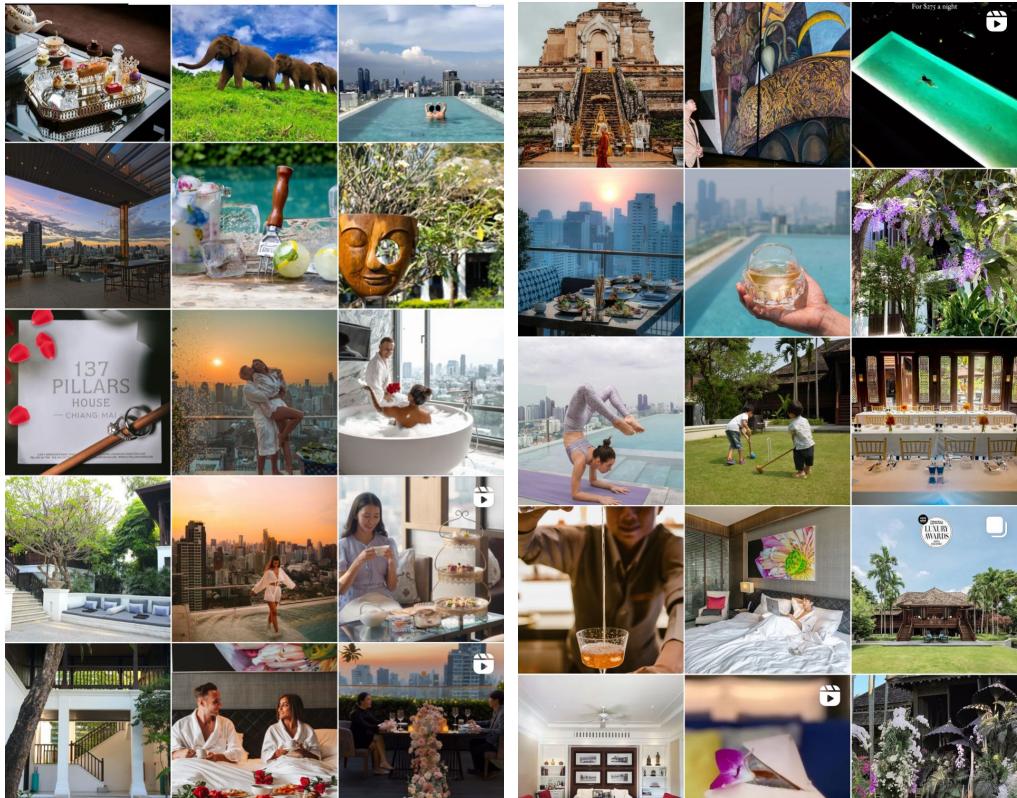
SIAM

- Modern lifestyles
- Authentic
- Representation of cultural elements



137 Pillars

- Smaller inclusions of cultural aspects.
- Nature/Environment oriented
- Inclusive & relatable
- Photo-led



MESSAGING SPECTRUM

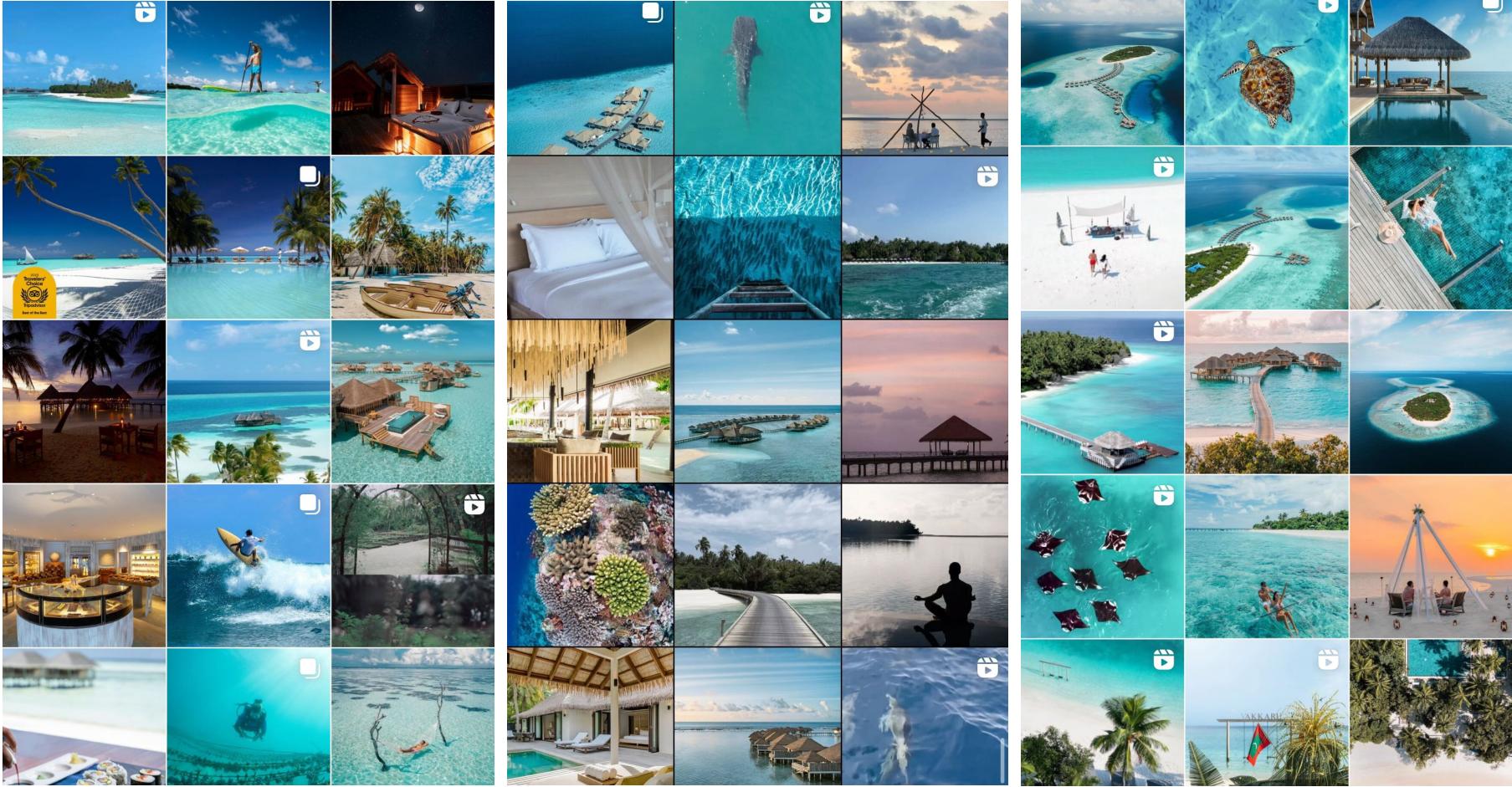


KEY TAKEAWAYS



Takeaways:

- Nature heavy on imagery
- Most feeds are following a similar visual direction.
- The intention of being calming isn't coming through.
- Reference brands: **storytelling + powerful imagery + cultural experiences - unique to that destination.**
- Sensorial experiences.
- The absence of depth – i.e soul. It's more than a pretty picture. **[Gap]**
- Sustainability as a true priority (right from sourcing to nature preservation acts). How do you actually make a difference?
- Painting the real story of Maldives. Culture, conversations, cuisines. Involvement of local aspects.
- Escape is temporary, experiences are permanent.



→ COMMUNICATION

- Most communication is similar – touching upon keywords such as escapism & relaxation.
- Not very relatable – focuses on particular niche target audiences.

→ CONTENT

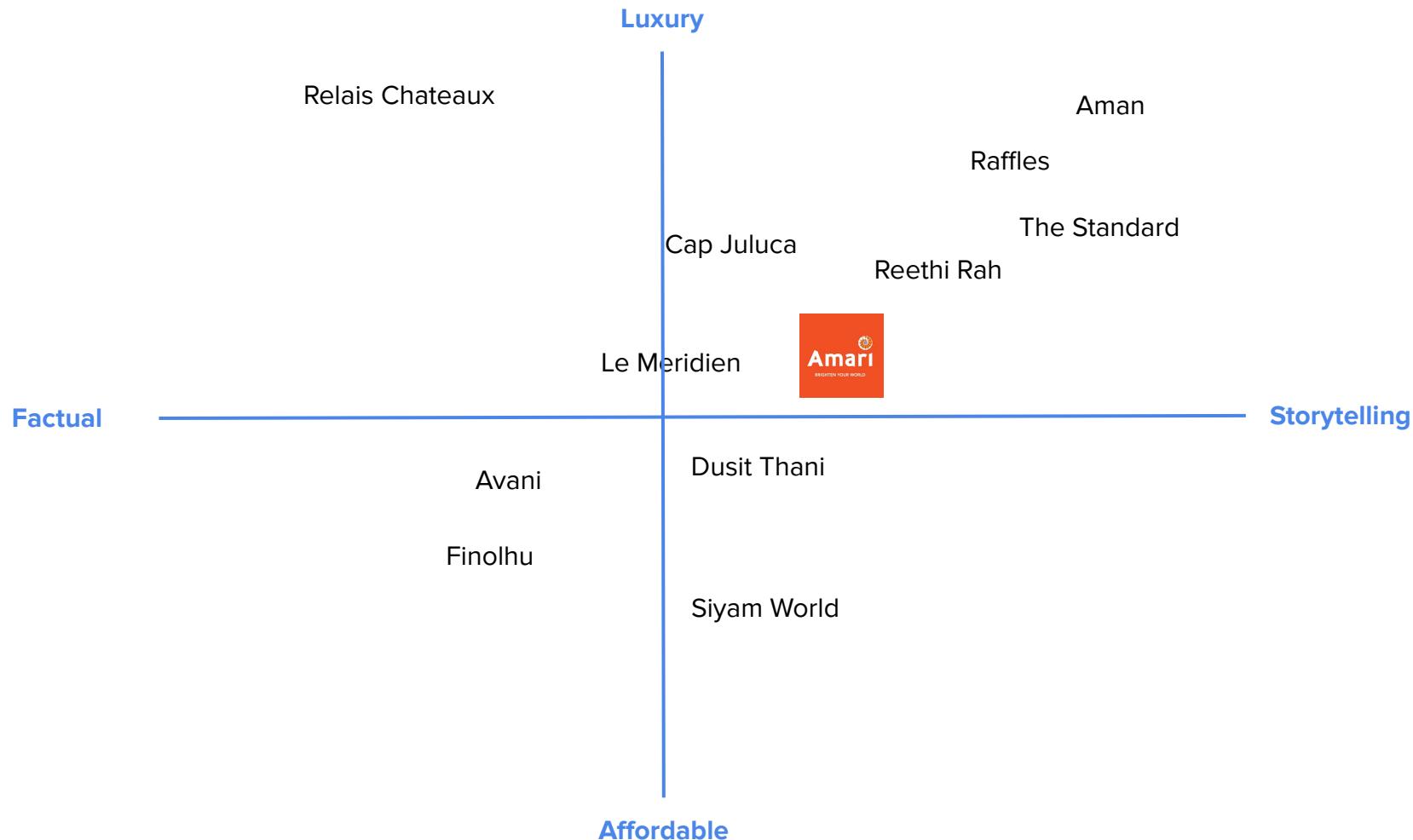
- A balance of content buckets isn't visible through all references
- There's a lack of cultural elements when it's comes to the brand's storytelling.
- It's difficult to differentiate between brands as imagery can seem repetitive.

→ GAPS

- Building on more than just a short-lived journey (escape).
- Addressing all kinds of individuals and not just niche targets.
- Invoking an idea of coming back renewed & rejuvenated.

POSITIONING







Meaningful moments that capture an essence of candid storytelling paint a larger picture of rejuvenation – not just a mere escape. Amari's positioning touches on key points of connection, culture, and refreshed minds backed by strategic insight into the industry and the modern traveller. At the heart of hospitality, Amari's commitment to curated, immersive packages result in memories that complete the soul, no matter how old.

A photograph of a tropical sunset. Several palm trees are silhouetted against a bright, orange and yellow sky. The sun is low on the horizon, creating a warm glow. The palm fronds are visible against the light sky.

BRAND MATRICES

GOLDEN CIRCLE

→ WHAT

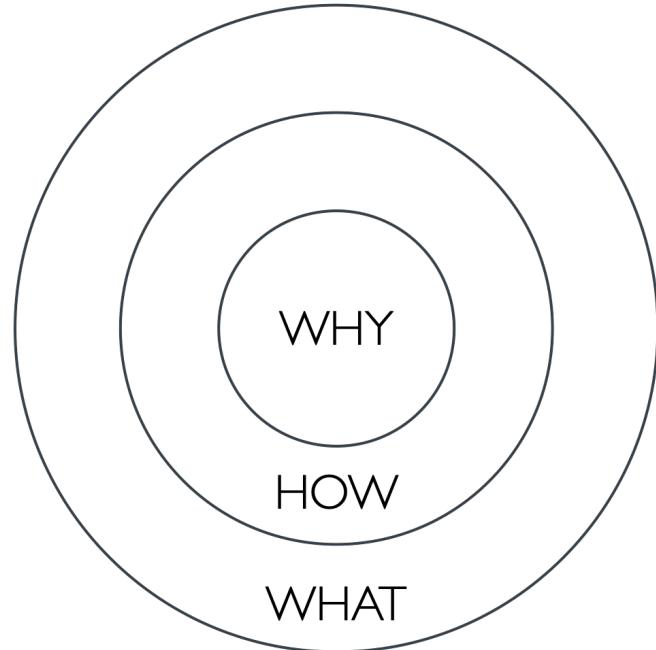
A maldivian resort blended with Thai hospitality.

→ HOW

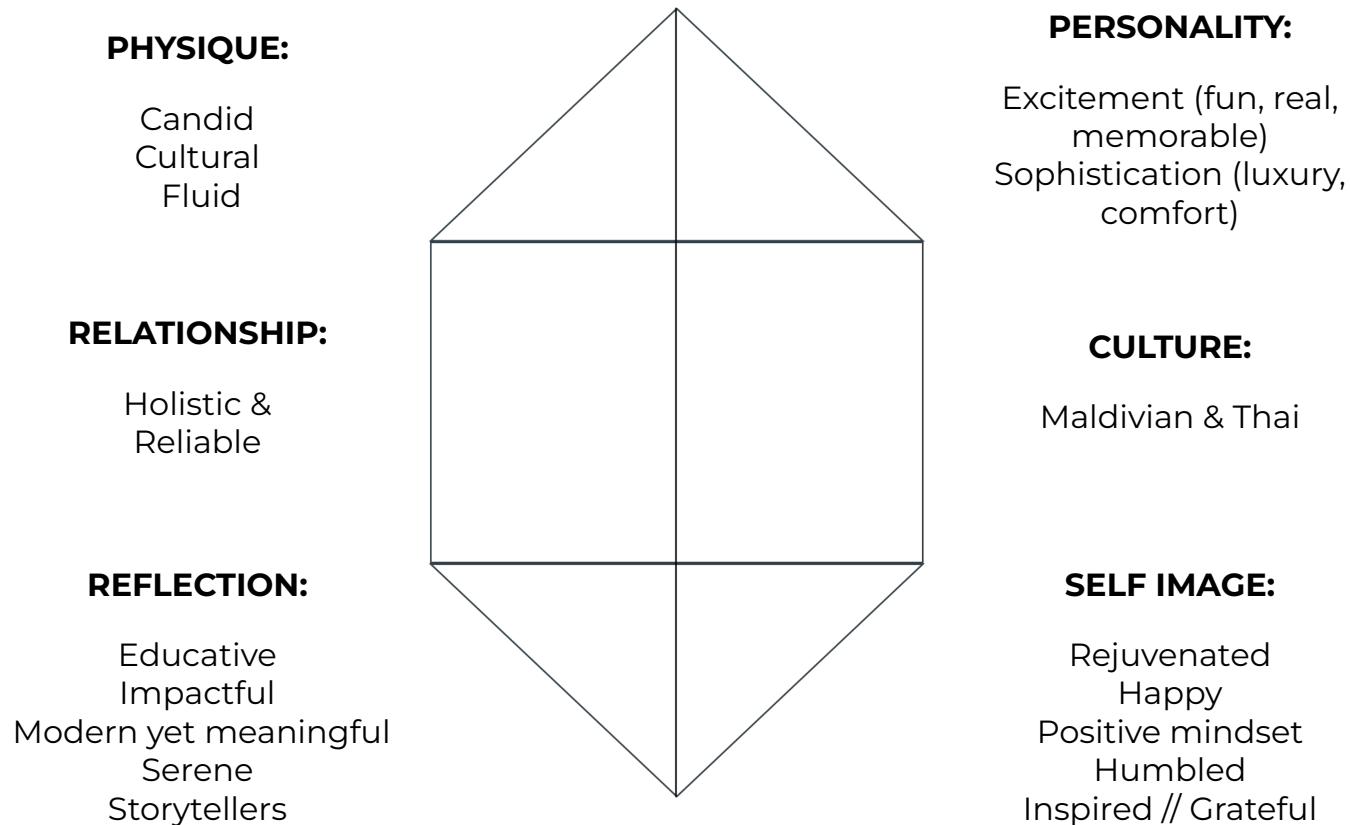
Through sustainable measures, cultural touchpoints, adventurous storytelling, and a focus on candid moments.

→ WHY

To highlight the feeling of holistic rejuvenation as opposed to a temporary escape, thereby standing out from all the other resorts.



PRISM



MARKETING CHALLENGES



- **Indifferentiability** between resorts when it comes to imagery, tonality, and positioning. Most resorts focus on an escapist theme providing only a temporary short-lived getaway. Restricted visual language.
- **Preconceived notions** of travellers that can put them off from discovering the location/resort from a open-ended contemporary perspective inclusive of culture and social touchpoint.
- To many, the Maldives equates to **high-end pricing** instilling an idea of an attainable/not easily accessible destination.
- Acquiring a broader target audience that results in loyal customers.

STRENGTHS & OPPORTUNITIES

A large green sea turtle is the central focus, swimming gracefully over a vibrant coral reef. The turtle's patterned shell and long, dark-striped tail are clearly visible. Small, silvery fish are scattered throughout the scene, some near the turtle and others further back. The background is a deep, dark blue, suggesting the depths of the ocean. The overall image has a serene and natural feel.

- As a core strength, Amari has a global presence and **trusted name** that can then be built on to suit the modern traveller.
- **The Maldives** is an admired destination that attracts many people therefore, always being in demand.
- Amari fuses Maldivian and Thai traditions giving us a glimpse of both **culture and hospitality** that is true to their heritage/inception.
- Framing a **storyline** that connects to the viewer mentally and physically, creates an experience that is taken back and always remembered fondly.
- Having an open-ended target audience that addresses families, friends, couples, kids, solo travellers personally aids in **curating experiences and packages that are personality-led and interest-oriented.**



STRATEGY

STRATEGY

SEED THOUGHTS

BRAND AWARENESS

WIDER TARGET AUDIENCE

CURATED EXPERIENCES

CULTURAL STORYTELLING

INCLUSIVE CONTENT

A photograph of a person swimming in clear, turquoise-blue water. The swimmer is seen from above, with their arms extended forward in a butterfly stroke. The water is slightly rippled, and the swimmer's dark hair and skin are visible against the bright blue background.

TARGET AUDIENCE

CATEGORIES	FAMILY	COUPLES	FRIENDS	NICHE
People/Occasions	<ul style="list-style-type: none"> - Families (nuclear families, joint families, grandparents) - Celebrations - Getaways 	<ul style="list-style-type: none"> - Young couples - Couples with kids - Honeymooners - Anniversaries - Renewing Vows 	<ul style="list-style-type: none"> - Friends - Reunions - Bachelorettes - Corporate Retreats - 	<ul style="list-style-type: none"> - Adventure/Thrill seekers - Inspiration seekers - Solitude/peace seekers - Solo travellers - Remote workers- Corporate
Interests	<ul style="list-style-type: none"> - Curated packages with a tailor made plan that focuses on bonding & a shared experience. 	<ul style="list-style-type: none"> - Experiences that focus on memory making & duo activities. 	<ul style="list-style-type: none"> - Experiences that focus on memory making & duo activities. 	<ul style="list-style-type: none"> - Amenities catering to different personas (artsy, outdoorsy)

Tara & family

Occasion:

Dad's 50th Birthday

Lifestyle:

Modern, take a family trip every year.

Overheard Saying:

"Guys, no phones when we're there."



Rihana & Rushil

Occasion:

Honeymoon

Lifestyle:

Conscious travellers, big on experiencing the world.

Overheard Saying:

"Let's make this a memorable one."



Leah, author

Occasion:

Looking for inspiration for her new book

Lifestyle:

Is big on solitude & discovery. Seeks inspiration in every nook & corner of life.

Overheard Saying:

"We carry bits of people we love with us."



Shreya & friends

Occasion:

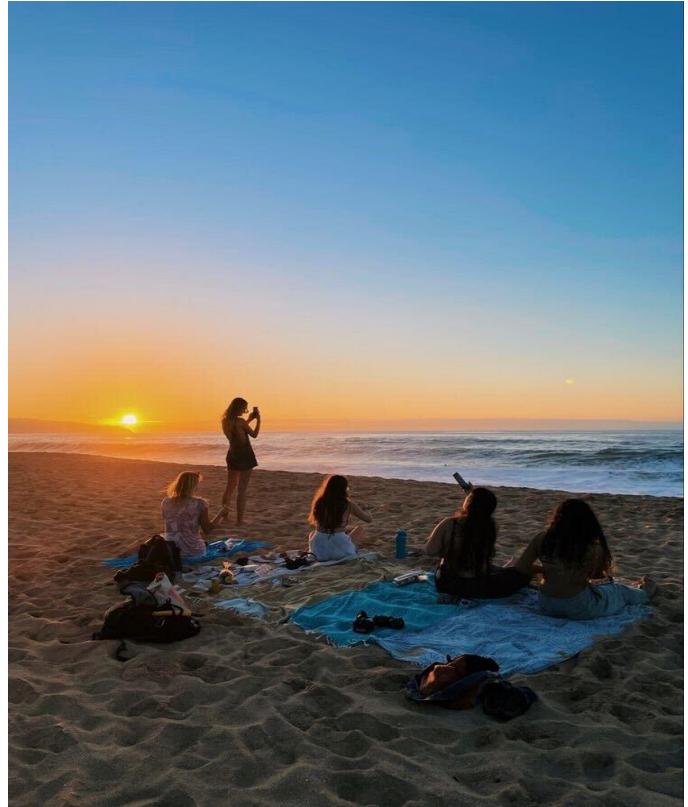
Annual Girls trip

Lifestyle:

Independent & working. Looking to escape from the monotony of their daily life.

Overheard Saying:

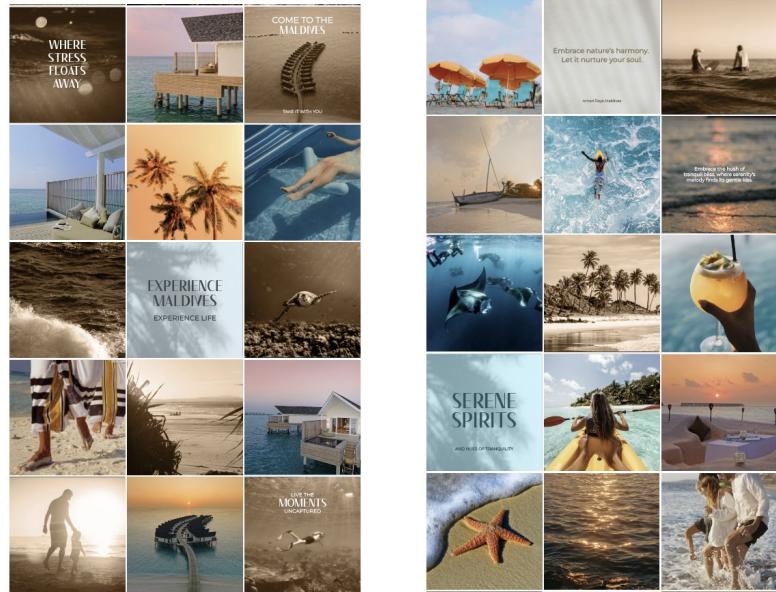
"This is truly going to be an unforgettable experience."



CONTENT BUCKETS



- Candid moments
- Historical & Cultural elements
- Flora & Fauna
- Amenities & services // wellness & Spa
- Emotion-led touch points (wellness)
- Activities
- Sensorial- touch points
- Seb's story
- Interiors & Exteriors -spaces
- Filler posts- Light / fun / inspirational
- Non conventional Topical Days // Sustainable practices
- Inclusive of their team/ staff members
- Global Collaborations - Influencers / Brands
- Dining
- Personalised Hospitality

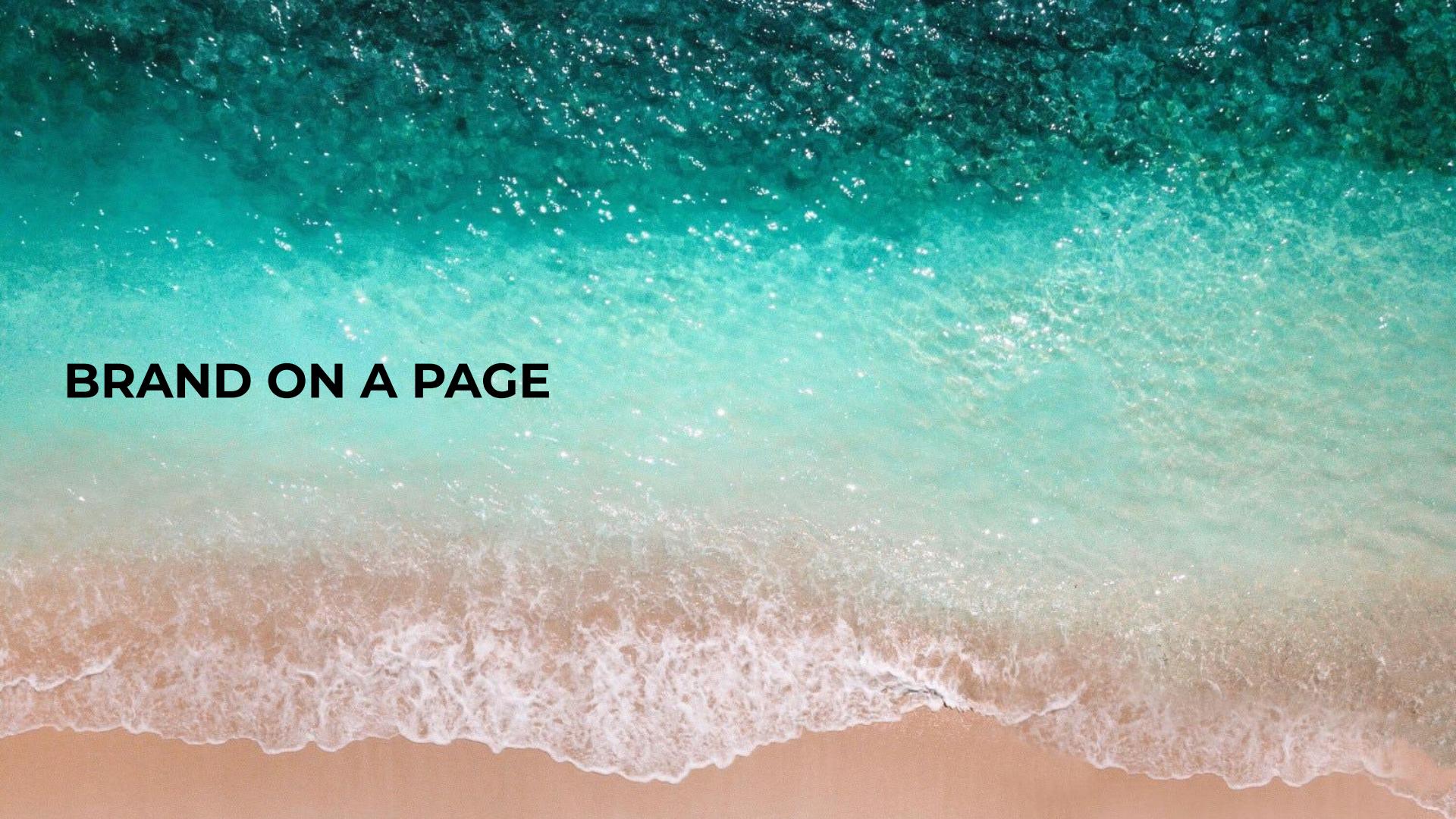


INFLUENCER OUTREACH

A photograph of a woman in a bikini leaning against a palm tree trunk on a beach. She is looking towards the ocean. In the background, there are more palm trees and a distant island. The sky is clear and blue.

NAME & FOLLOWERS	LINK
Larissa D'sa -739k	https://instagram.com/larissa_wlc?igshid=MzRIODBiNWFIZA==
Aakriti Rana - 1M	https://instagram.com/aakritiranaofficial?igshid=MzRIODBiNWFIZA==
Scherezade shroff - 255k	https://instagram.com/sherryshroff?igshid=MzRIODBiNWFIZA==
Shivesh Bhatia- 1.1M	https://instagram.com/shivesh17?igshid=MzRIODBiNWFIZA==
Aakansha Monga- 662k	https://instagram.com/aakanksha.monga?igshid=OGIzYTJhMTRmYQ==
Tanya Khanijow- 713k	https://instagram.com/tanyakhaniwij?igshid=OGIzYTJhMTRmYQ==
Sanjana Rishi- 127k	https://instagram.com/sanjrishi?igshid=MzRIODBiNWFIZA==
Bruised Passports- 1.2M	https://instagram.com/bruisedpassports?igshid=MzRIODBiNWFIZA==

NAME & FOLLOWERS	LINK
Anunay Sood- 1M	https://instagram.com/anunaysood?igshid=MzRIODBiNWFIZA==
Priyanca Talukdar- 374k	https://instagram.com/pryanca_t?igshid=MzRIODBiNWFIZA==
Diipa khosla- 1.9M	https://instagram.com/diipakhosla?igshid=MzRIODBiNWFIZA==
Radika seth- 1M	https://instagram.com/radhikasethh?igshid=MzRIODBiNWFIZA==
Truly nomadly- 446K	https://instagram.com/trulynomadly?igshid=MzRIODBiNWFIZA==
Kamiya_Jain -684k	https://instagram.com/kamiya_jani?igshid=OGIzYTJhMTRmYQ==
Mrunal Panchal- 5M	https://www.instagram.com/mrunu/?hl=en
Roshni Bhatia- 568k	https://www.instagram.com/thechiquefactor/?hl=en

An aerial photograph of a coastal scene. The top half shows the ocean with varying shades of turquoise and teal, with sunlight reflecting off the surface. The bottom half shows a sandy beach where the ocean meets the shore, creating white, foamy waves. The overall composition is a wide, horizontal landscape.

BRAND ON A PAGE

Our Opportunity

[Refreshed experiences // something for everyone // a story to take back]

Our Purpose

[curated experiences // hospitality]

Our People

[groups // couples // individuals]

Our Services

[F&B // wellness // activities]

Manifesto

[The Amari experience is one that goes beyond age, beyond time. A heartfelt promise to curate for all – with a conscious focus to rejuvenate the minds of all our travellers.]

Personality

- Calming
- Friendly
- Cultural
- Moving
- Elegant

END.