



RAS AL KHAIMAH INTRODUCES A NEW DESTINATION PROMOTION CAMPAIGN FEATURING A LOVABLE FELINE CHARACTER



*The most relaxed cat in the world stars in the new campaign, showcasing the Emirate as the ideal place for a
#PurrrfectVacation*

*The campaign's tagline, "All About You," captures a customer-centric experience and highlights Ras Al Khaimah as
destination where customer preferences take centre stage.*

Images and video of the campaign are available [here](#)

Ras Al Khaimah, UAE, 6 November 2023: A super cool feline is the star of Ras Al Khaimah Tourism Development Authority's latest brand campaign, which showcases the Emirate as the ideal place for a *#PurrrfectVacation*. The cat character is inspired by the memory of a real cat named Leo, who found a home in Ras Al Khaimah after being rescued from RAK Animal Welfare Centre. He became a much-loved social media icon, highlighting the outdoor escapades available in the Emirate, from the serene to the exhilarating.

Created by FABLEfx, the award-winning creature animation studio behind major filming projects, including Netflix's The Great and ad campaigns for BMW, Ferrero & HBO Nordic, the consumer campaign launches across the most popular digital and social media channels. In it, the cat journeys across the Emirate to experience chilled-out beach days, beautiful sunsets, and mountain adventures that await visitors – all while maintaining his laid-back demeanour. A place to relax, unwind and have a good time, Ras Al Khaimah comes to life as a place to disconnect, seek serenity, and explore with curiosity, all through the eyes of "the world's most relaxed cat". A cat is the embodiment of unparalleled relaxation and the perfect symbol for this campaign. Just like this cat, visitors to Ras Al Khaimah can



feel free and relaxed when they vacation in this Emirate. In the campaign's narrative, the cat will show visitors how they can take a step away from fast-paced living, slow down, and find calm with a stay in Ras Al Khaimah.

Raki Phillips, CEO of Ras Al Khaimah Tourism and Development Authority, said: "Ras Al Khaimah's wealth of experiences comes to life in a whimsical way in our new campaign. The decision to choose a cat character for the Ras Al Khaimah's latest marketing campaign is a strategic one that is based on consumer insights, brand alignment and research that shows ad campaigns featuring mascots are 37% better positioned for greater market share. This was reinforced with a YouGov survey that validated that the presence of the cat in our campaign resonates with our target audience and adds to its likeability with scores of up to 90% among tested campaigns in all markets. This creative campaign will help put the Emirate on the map for new tourists, with the help of a fascinating and memorable character, who was once a real-life and beloved icon in the Emirate."

The "All About You" campaign will target customers in key source markets for Ras Al Khaimah and aims to attract new visitors by driving affinity using a loveable persona with an emotive backstory. Starting with an introduction video telling the cat's backstory of how he was rescued and made a home in Ras Al Khaimah, three short films and images will follow, in which Ras Al Khaimah's pristine beaches, diverse selection of hotels, and iconic mountain peak, Jebel Jais the highest peak in UAE, play host to the most relaxed visitor.

The campaign includes gamification, adding yet another engaging dimension to build brand awareness and loyalty. Visitors to the campaign's page, visitrasalkhaimah.com/all-about-you, can play a game, where they use a beach bag to collect as many vacation essentials as they can for a chance to win exciting prizes, such as an all-expenses-paid trip to Ras Al Khaimah and discount vouchers.

To find out more, go to visitrasalkhaimah.com/all-about-you or visit Ras Al Khaimah Tourism Development Authority's [Instagram](#), [YouTube](#) and [Facebook](#) pages.

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[About Ras Al Khaimah Tourism Development Authority \(RAKTDA\)](#)

The Ras Al Khaimah Tourism Development Authority (RAKTDA) was established in May 2011 under the government of Ras Al Khaimah. RAKTDA aims to develop the Emirate's tourism infrastructure and establish Ras Al Khaimah as a world-class destination for leisure and business travel, creating sustainable investment opportunities and enhancing the quality of life for its residents. In order to achieve its goals, the Authority has a government mandate to license, regulate and monitor the Emirate's tourism and hospitality industry.



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Hashtag: [#VisitRasAlKhaimah](#)

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