January 10th, 2021. The campaign will be launched in broadcast, outdoor and digital international markets. RCU expects it to have some organic reach digitally in affluent traveller market, and specifically three core audience segments which represent 64% of the regional market.

The campaign is aimed at the domestic market, and specifically three projections of 90k for 2021 and 130k for 2022. It is hoped that the campaign will help to achieve RCU’s visitor targets.

AlUla is slowly resuming, research tells us people will be looking for meaningful culture destination. Internationally as a new and significant boutique heritage and travel, vast open spaces and close to nature experiences. AlUla is well-positioned in the domestic market for all of those reasons and steeply resuming.

The campaign was conceived by RCU’s GCC regional creative agency, Leo Burnett, and directed by Bruno Aveillan. Born in Toulouse, Aveillan is one of the most distinguished and sought-after directors in the world, having won Cannes Lion, New York Festivals, D&AD, Clio, AICP. He’s also the recipient of the European Film Award, and is widely considered one of the world’s top directors.

Aveillan has set the benchmark for branded content with his films for brands such as Cartier, Louis Vuitton, Swarovski Crystals, Audi, Samsung among many others. His unique style is a play on both the skillful artistry of classical cinema and today’s cutting-edge technology. With his incredible attention to detail, artistic sensibility and drawing, research, and studying the works of classic artists.

Bruno Aveillan was commissioned to deliver on the Masterpiece of AlUla’s first-ever brand film called for the expertise of an amazing director.

THE DIRECTOR
Bruno Aveillan

THE MAKING OF THE WORLD’S MASTERPIECE

The travel landscape has been irreversibly altered, but as travel slowly resumes, we are already receiving a lot of interest from international travellers excited to explore a new destination with such history. We are now welcoming visitors, having re-opened key heritage sites to visitors in October 2020 as a new year-round offer.

Our heritage sites are now available all year-round and with new assets under the concept of The World’s Masterpiece. The campaign was launched today.

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In what is hoped will be a year of travel recovery, AlUla’s new brand campaign is targeting domestic travellers and aimed at deepening the Kingdom’s pride and affection for AlUla as well as inspire many of them to appreciate a must-see destination, a world class heritage site located in the region of Madinah in the north-west of Saudi Arabia.

The World’s Masterpiece is a journey to tell the story of seven ancient civilisations who carved elaborate artworks into the rocky outcrops, as well as the pure and unspoilt beauty of the geological formations and landscapes sculpted by nature, ‘The World’s Masterpiece’. The campaign is a play on both the skillful artistry of classical cinema and today’s cutting-edge technology. With his incredible attention to detail, artistic sensibility and drawing, research, and studying the works of classic artists.

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