AL MARJAN ISLAND CAMPAIGN

Case Study — Before and After the Audience Rebuild

The Project

Al Marjan Island, Ras Al Khaimah. Several developments sit on the island, catering to a range of client needs and budgets.

The USP was singular: property next to the world's largest Wynn casino.

The objective was to sell units on Al Marjan Island on the strength of that adjacency.

Before

The campaign launched against a generic real-estate proposition. Ads spoke to buyers in the language every Dubai and RAK project uses — location, unit types, payment plan — and left the casino largely in the background. Targeting followed the same logic, reaching broad property-interest audiences across a wide spread of markets.

Leads came in steadily. Closures did not follow.

What went wrong

The problem was never volume. It was that the people filling in the form had no idea what they were being sold.

- Awareness was close to zero. Prospects had not heard of the casino, and those who had did not believe a development of that scale would be permitted in the GCC at all.
- GCC audiences raised a religious objection. A casino means gambling, gambling income is haram, and a large share of Arabic-language leads declined to progress on that basis alone. They did not want to invest next to it and they did not want to earn from it.
- The investment case read as fiction. The returns quoted to clients looked unreal because nothing in the marketing explained where the demand would come from. Without that explanation, the numbers sounded like a sales pitch rather than an analysis.
- The asset library was thin. Very few images of the island existed at that stage, so the same visuals were reused with only minor variation in the copy.

Meanwhile the project itself kept moving. The building went up, and the news began to spread that a development originally projected at $3.9 billion was now running to $5.7 billion. The story was getting stronger while the advertising was still describing it as ordinary waterfront real estate.

The Turning Point

Rather than continue optimising a campaign that was converting badly, I sat down with the sales managers and the team and went through their feedback on the leads directly — who was calling back, who was going cold, and what objections were coming up on the phone.

The conclusion was that the audience was wrong, not the product. The campaign needed people who would immediately understand what a Wynn-scale casino does to the property around it — and ideally, people who had already made money from exactly that.

After

Approach 1 — Borrow the casino audience

I was already running marketing for casino sites, so I knew that audience and how to reach it. I layered it onto real-estate intent rather than replacing it, so the campaign targeted people with both the gaming familiarity and the investment appetite.

Approach 2 — Build the creative around real demand

The rental case was there; it had simply never been stated. The casino floor holds more than 3,500 players, with daily visitors expected around 15,000 from opening. Players prefer to stay close to the floor. Against that, the island holds only around 20,000 residential units, and the casino is not the only employer — there are staff and other businesses on the island competing for the same stock.

I rebuilt the creative around those figures. The proposition stopped being "buy a nice apartment by the sea" and became "buy into a rental market that is structurally short of supply."

Approach 3 — Target people who had seen this before

I worked out who would be easiest to convert — who would understand the thesis without needing to be educated first. That meant targeting every location where casinos already operate, reaching players and people interested in real-money gaming, and going after homeowners in established casino cities worldwide with a direct message: the next opportunity is here, there is no tax, and everything you make is yours.

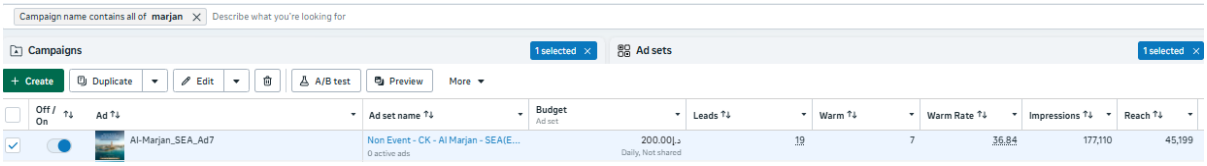
What Changed

Lead volume nearly doubled month on month once the rebuild was in place, and the campaign was funded to match.

Metric	Generic	Rebuilt	Change
Leads	3,573	10,957	**+207%**
Cost per lead (AED)	155.72	201.37	+29.3% higher
Leads per month	397	730	**+84%**

Cost per lead rose by 29%. That was the deliberate trade: the rebuild was never aimed at cheaper leads, it was aimed at leads the sales floor could actually close. Judged on media cost alone, the generic phase looks better. Judged on pipeline, it was not close.

The qualification rate went up. Agents began closing clients who had come in through other campaigns as well, because the market understanding created by this messaging carried across the whole Al Marjan pipeline.



Warm and Warm Rate tracked directly in Ads Manager against each ad set

Alongside the targeting work, the campaign structure changed:

- Campaigns were split by language and routed to the agent best suited to handle each market.
- GCC Arabic ads were paused, since the religious objection was not one the advertising could resolve.
- Salesforce was integrated with the ad platform, which allowed optimisation and budget allocation against real pipeline signals rather than platform-reported leads alone.
- The limited image library was worked hard — the same core visuals were continually retested with new content angles rather than left to fatigue.

Portugal, Russia, Spain, Singapore, the US, the UK and Australia emerged as the strongest converting markets, with cost per lead landing between roughly AED 60 and AED 350 depending on the market.

Closures

More than 175 closures have come out of Al Marjan alone.

The effect did not stop at the island. Clients who came in through these campaigns went on to buy elsewhere — Siniya Island, and projects across Dubai and Abu Dhabi — because the conversation that started with Al Marjan opened into a wider investment discussion. A buyer sold on the rental thesis in Ras Al Khaimah is already a buyer who understands how to read a UAE growth market.

The pipeline built during this period remains substantial and the closure story is still running.

Recognition

In January 2026, Allegiance Real Estate was named the #1 brokerage for Palazzo Tissoli Residences, the first Pininfarina-designed residential development on Al Marjan Island. The award was judged on 2025 performance — the period following the rebuild — and was announced at an awards event in Dubai on 22 January 2026.

Speaking on the recognition, Amr Aboushaban, Founder and CEO, noted that the firm had identified Ras Al Khaimah's potential early and built a dedicated advisory team for international investors, an approach that has taken Allegiance past 10 per cent of the emirate's total transaction value.

This sits within a wider run of developer recognition. In February 2025, Allegiance collected three awards across two nights: Top Performer Partner with Major Developers, 4th Highest Performing Channel Partner 2024 with Sobha Realty, and Top UAE Agency 2024 with Damac Properties.

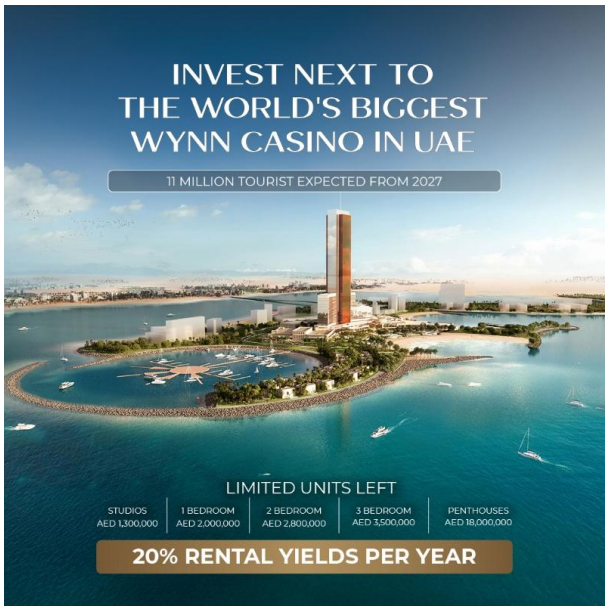
Press coverage:

Allegiance Real Estate named #1 brokerage for Palazzo Tissoli Residences — Gulf News, 5 February 2026

Allegiance Real Estate bags 3 awards in 2 nights — Gulf News, 14 February 2025

[Insert award photographs here]

Creatives That Converted





Casino adjacency and rental yield led the message; pricing was localised by market

Both executions lead with the casino rather than the sea view, carry the visitor projection as the demand proof, and close on rental yield. Pricing was localised — AED for the Gulf, USD for international markets — so the offer read natively in each region it ran.

Note for internal review: the yield figure carried in the creatives is an investment-return claim and should be substantiated against developer documentation before this document is shared externally. Award photographs should be sourced from Allegiance's o wn event coverage rather than reproduced from press articles.