

...

Unlocking
the power of
your brand.



Founded by
Joanna Huang

More than Marketing,
it's an art form; the
art of authentic
storytelling.



Hello There!

Whether you're a start-up looking to launch your business, or an established brand seeking growth, navigating the nuances of market conditions in a very diverse, dynamic and competitive environment can be overwhelming. Very quickly, you might find yourself feeling like you're stuck in marketing quicksand.

Let Curators Key be your lifeline.
We craft custom solutions to overcome any marketing challenges.



Like how a carefully curated collection can change the way the art is viewed, the mission of Curators Key is to collaborate with our clients to build truly **bespoke** marketing strategies that **ignite** their brands with **disruptive creativity**.

We see the future of marketing to be aided by AI, yet **human-centric**. Our goal is to help our clients' brands connect with their audience on an **emotive** level to cultivate **meaningful relationships**.



I AM JOANNA HUANG

FOUNDER OF CURATORS KEY

20 years of expertise and experience
as a Marketing Strategist &
Communications Specialist.



Predominantly in the luxury hospitality
industry, spanning Singapore, China, the
Maldives, and the UAE.

Areas of Expertise



Brand development, positioning and management
Full funnel marketing strategy
Integrated marketing communications
Social media marketing and management
Content marketing
Public relations
Media crisis management
Copywriting
Media and creative art direction
Strategic media planning and buying – digital and offline channels
Events management
Marketing partnerships
Loyalty marketing



How we work with our clients

1. I set up a kick-off meeting with you.

In this strategy meeting, we'll talk about your brand, your business goals, target audiences, competitors etc. This will also help to establish which stage of the sales funnel your business is at, and what you need in growing it to move it down the funnel.

2. We agree on a scope of work and a timeline that works for both of us.

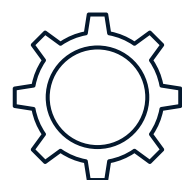
In 3 to 5 working days, you'll get a Curators Key consultancy proposal tailored to your business needs. Once agreed on the work scope, we turn the strategy session insights into a marketing plan. This work will be executed in accordance with the agreed timeline.

3. We set you up for continued success.

After our work together comes to a conclusion, you'll be provided with a roadmap with specific next steps on how to consistently move your brand forward.

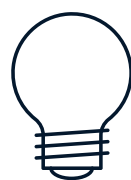
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THE CURATORS KEY PROCESS



01 Strategy

1:1 Kick-off strategy meeting of 2 hours minimum to establish what you need for your business.



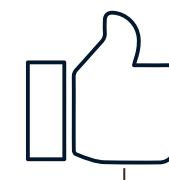
02 Conceptualisation

You'll get a consultancy proposal package tailored to your business needs.



03 Development

We'll translate your strategy session insights into a unique marketing plan.



04 Execution / Guidance

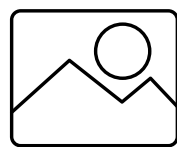
After our work is concluded, you'll be provided with a roadmap with specific next steps on how to consistently move your brand forward.

INVESTMENT

Financial investment indicated in the Curators Key consultancy proposal will vary,
subject to the identified needs for your brand.

OTHER AVAILABLE SUPPORT SERVICES

Only if you need them.



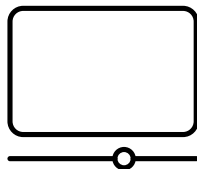
Visual brand identity



Photography &
Videography



Social Media content production



Website design,
development and build



Advertising
(traditional media, social
media, PPC, Google Ads)



Social Media channel setup and
community management

SAMPLE CASE STUDIES

All case studies presented were conceptualised, developed and story-boarded by Joanna Huang, and executed with the technical support of in-house creative graphic design resources, content producers or appointed PR agencies.

01 The Best of Maldives | Anantara Kihavah

02 Recharge Me | Fairmont Hotels in UAE x Tesla

03 'Jia' | Shangri-La Hotels & Resorts

04 The Real Maldives | JA Manafaru

05 Ramadan Reunion | JA Resorts & Hotels x ARN

THE BEST OF MALDIVES | ANANTARA KIHAVAH



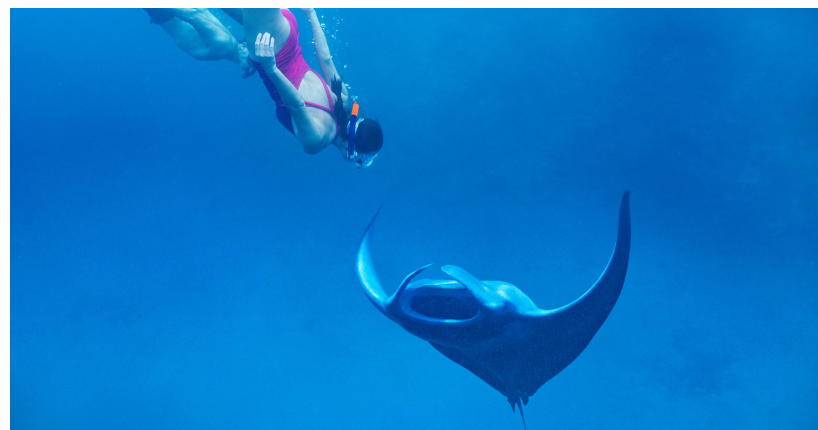
STRATEGY

COVID-19 RESORT REOPENING IN 2020

By tapping into trending topics and consumer sentiment of aspirational travel during global border closures in 2020, Joanna Huang developed, pitched, and secured internal management and head office approval for a content-driven package offer campaign – ‘The Best of Maldives, only at Kihavah’.

CONCEPT

A value-driven proposition based on 3 key resort USPs - a trio of experiences designed to awaken wanderlust; snorkelling with majestic manta rays, stargazing at the only over water observatory in the Maldives, and fine dining underwater at SEA, the world’s first oceanic restaurant and wine cellar.



RESULTS

Successful reopening of the flagship property on 27th September 2020 after border closure was lifted.

1

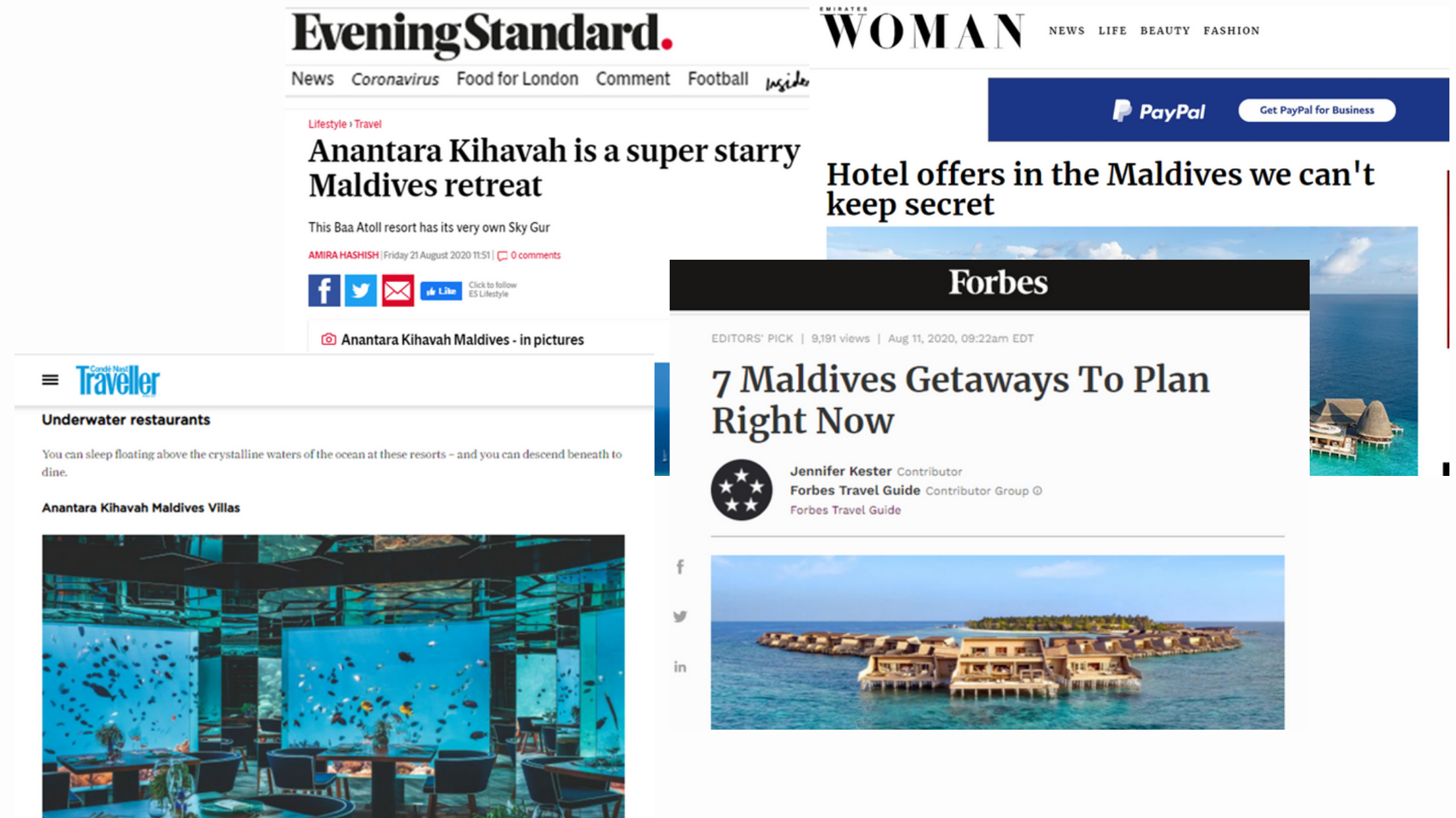
Delivered media coverage worth over USD 4 million in PR value. Contributed to over 4000 room nights booked.

2

A pivoting moment in the resort's 10th year of operation to reposition it amongst the comp-set. This resulted in a 15% ADR increase over 2019 figures and USD 26 million revenue in 2020.

3

The campaign was cited as a textbook case study for the entire MINOR Group, and shared with owners and investors as a COVID-19 hotel recovery strategy.



RECHARGE ME | FAIRMONT HOTELS (UAE) X TESLA

OBJECTIVE

Promote the availability of Tesla recharging stations located at the Fairmont hotels in Dubai, Ajman and Fujairah.

Fairmont

FAIRMONT

RECHARGE ME REWARDS PROGRAM FOR TESLA

- Exclusive to Tesla Car Owners at Four Fairmont Hotels in the UAE -



CONCEPT

Joanna Huang developed, led, and executed a marketing partnership with Tesla to launch 'Recharge Me', a benefits and rewards programme targeted at Tesla car owners in the UAE. When visiting any of the Fairmont hotels to recharge their cars, these owners would be able to enjoy and redeem benefits offered at each property.

This programme was conceptualised at property-level and executed with the support of participating sister properties in Dubai.

RESULTS

The integrated marketing communications strategy employed resulted in brand awareness growth of the hotels amongst HNW Tesla car owners, and increased social media engagement with Fairmont followers. Tesla also paid for subsequent events held at Fairmont hotels for their members.



click on image for video



click on image for BTS bonus video

THE REAL MALDIVES | JA MANAFARU

SOLUTION

Turning cons into pros, Joanna Huang led and executed a strategic repositioning exercise for JA Manafaru, leading to the conceptualisation of a new campaign 'The Real Maldives', which is aligned to the USPs of the resort.



CHALLENGE

Resort suffered from poor reputation in the market due to multiple product factors. The main hurdle is the remoteness of the resort's location, requiring multiple transfers in order to arrive at the island.



STRATEGY

Re-education campaign
communicated across all platforms
and channels targeting all B2B and
B2C business segments including
Tour Operators and retail.

1

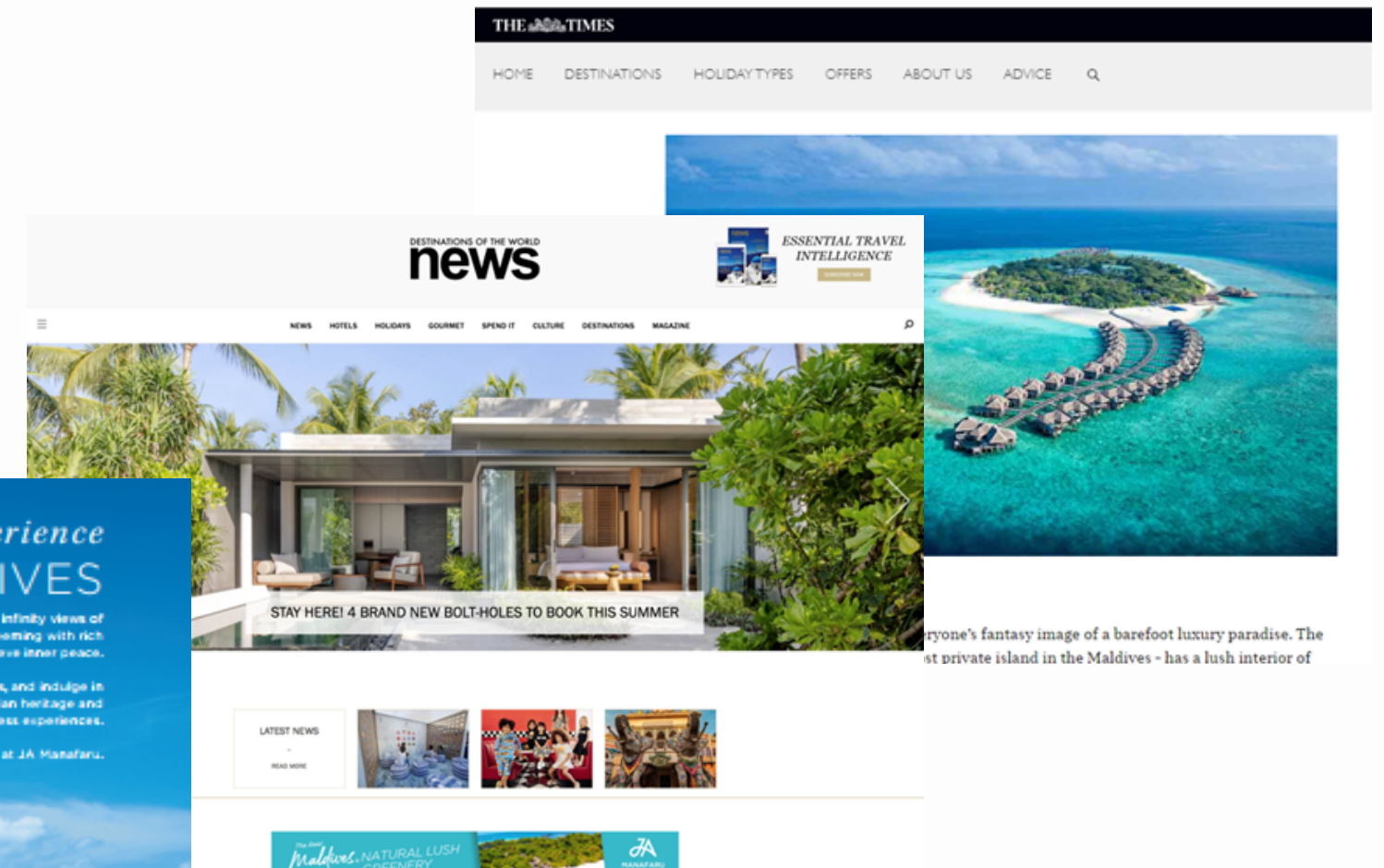
Partner communications in the form
of eDMs and revamped supporting
sales collaterals.

2

Organic PR and strategic sponsored
content in select online and print
media in key feeder markets.

3

Digital and social media ads, as well
as display banners on consumer
platforms.



'JIA' | SHANGRI-LA HOTELS & RESORTS



OBJECTIVE

The relaunch of an iconic Shangri-La property (in existence since 1999) in Beijing, following a multi-million dollar renovation. The property was to be rebranded with the new Kerry Hotels flag, a new brand by Shangri-La.



Shangri-La's

香格里拉
北京嘉里中心大酒店
Kerry Centre Hotel
BEIJING



CONCEPT

Playing on the word 'Kerry' which translates phonetically in Mandarin to 'Jia Li' - which could also be referred to as 'home', Joanna Huang conceptualised the core creative concept which formed the key messaging behind the new brand identity of the hotel. This approach beautifully matched the Kerry Hotels brand manifesto of 'An Inspiring Family' and the brand's positioning of 'A Vibrant Yet Relaxed Lifestyle'.

The spirit of 'Jia' formed the basis of the overarching approach in how communications was treated; from PR to events, from supporting sales collaterals to advertising. Even in photography!

Soft launch of Club Lounge and suites.

Attended by key partners, corporate and govt. accounts, and local media.

In manifestation of 'Jia', the hotel team dressed in lounge robes and bedroom slippers to set a casual and homely atmosphere to the event.



RESULTS

'Jia' as a core creative concept, was later utilised by Shangri-La's head office and Ogilvy's HK office in the brand's global campaign.

RAMADAN REUNION | JA RESORTS & HOTELS X ARN



Ramadan Reunion
POWERED BY **ARN**

OBJECTIVE

Ramadan is a particularly important period observed by Muslims. As an Emirati homegrown brand, JA wanted to devise an authentic way of engaging with and giving back to the local community.

CONCEPT

Recognising the right brand values alignment and brand association, Joanna Huang approached Arabian Radio Network (ARN), the UAE's largest radio broadcaster to partner on their network campaign called 'Ramadan Reunion'. The concept of this campaign was to reunite people who had been separated due to travel being curtailed during the COVID-19 pandemic.

Participants of the competition had to submit their personal story and nominate a loved one residing overseas to be considered. Across 9 ARN radio stations, winners would be selected and their nominees flown to Dubai for their reunion.



click on images for videos

RESULTS

16 winners reconnected with loved ones on 26th April 2022, hosted at the JA Lake View hotel in Dubai on a 3 nights stay sponsored by JA. Media publicity value of over USD 140000 including promo spots, presenter reads, on-air live broadcasts and live interviews at the hotel across 9 radio stations.

Partnership was so successful that ARN renewed the same campaign in 2023, with JA as a returning hotel partner.



What we offer our clients

1. Truly bespoke authentic solutions curated in line with brand values
2. Budget savings from traditional agencies and their bulky fees
3. Purposeful, creative and measurable campaigns
- 4 Support at every step in navigating the marketing journey together



Discard the generic, embrace the genuine.
Let's connect to see how Curators Key can help you craft
your brand's legacy.

Email joanna@curatorskey.com

curatorskey.com

END