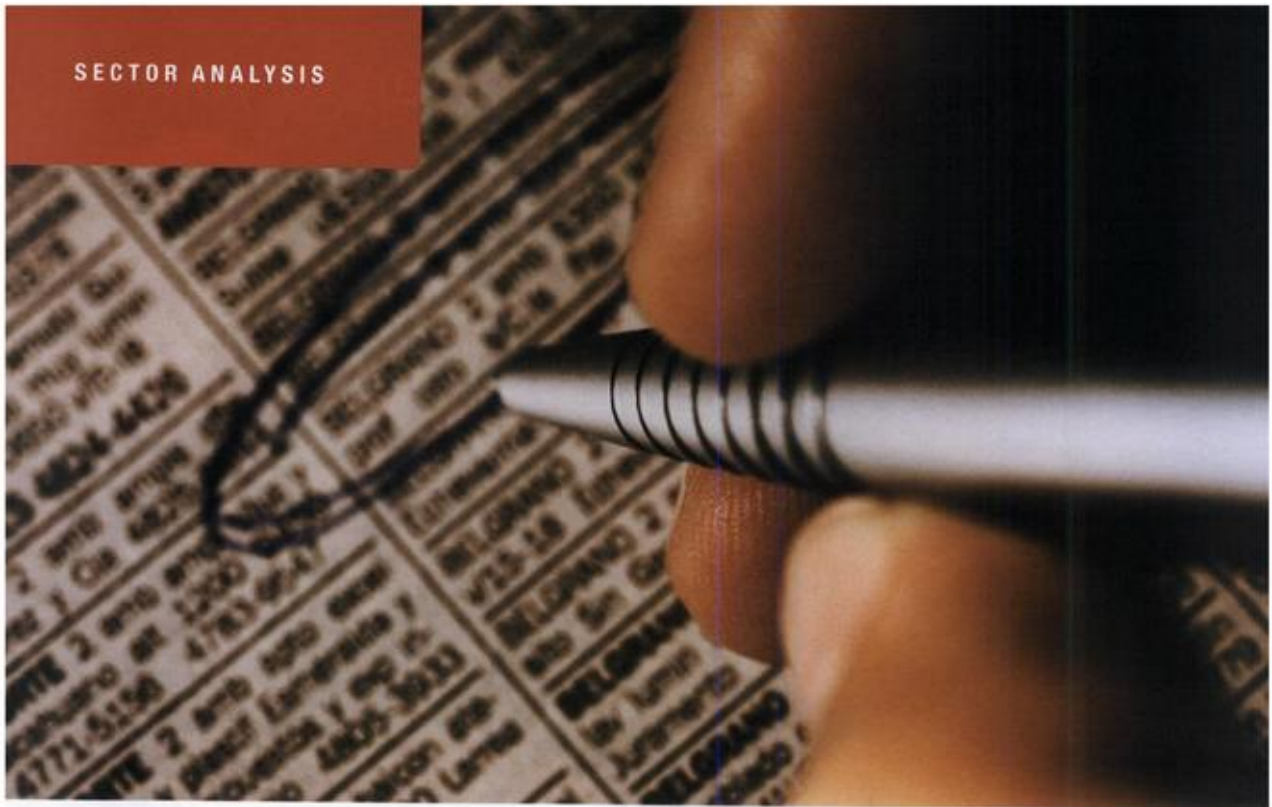


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## POPULARITY CONTEST

Consistent impressions regardless of content and message equate to trust, reports Mediastow.

**IT IS** no surprise that the UAE developers took the lead in terms of media coverage for the Gulf's property sector. Qatari developers follow closely behind and then Bahrain.

Emaar took the coverage lead in Bahrain, followed by Aldar and Tameer. Barwa took the lead in the Qatari market, followed by Emaar and Qatari Diar. Overall, Emaar took the lead, followed by Aldar and Sorouh, while Manara Developments had no coverage at all in the period.

In terms of impressions (number of potential people who were exposed to their mentions), Emaar still leads in the UAE market, followed by Aldar and Sorouh. In Bahrain, Emaar also leads, followed by Tameer and Aldar.

Qatar's public real estate developer Barwa took the lead in its home market, with Qatari Diar and Emaar following

closely behind. Overall impressions ranking placed Emaar in the lead, however, followed by Aldar and Sorouh. This is a direct result of their overwhelmingly greater amount of coverage.

In terms of both newspaper and magazine coverage sizes, Emaar led the list, followed by Aldar and Sorouh. Barwa ranked 4th in terms of newspaper coverage size, followed by Damac. Damac ranked 4th in terms of magazine coverage size, followed by Qatari Diar.

As for content coverage, Tameer had the highest percentage of manifest (direct) mentions, with mentions predominantly from press releases.

Qatari Diar ranked 2nd in manifest mentions, followed by Damac and Barwa. Damac ranked 1st in PR influence (percentage of press releases from the overall mentions), followed by Tameer, Qatari Diar and Aldar. Damac

also ranked 1st in terms of percentage of positive reputation drivers from the overall coverage, followed by Tameer, Qatari Diar and Sorouh. Looking purely at the amount of manifest and positive reputation drivers, however, Emaar and Barwa ranked the highest.

All messages were on projects execution, completion, updates and launches as well as sponsorship of various events. The coverage also included messages on participation, organisation and hosting of events, posting profits growth, and expansion into other markets, stocks movement and deals.

#### **Survey findings**

Respondents across the region were asked "To what extent do you trust the following companies?" and given an option to respond with "I strongly distrust", "I distrust", "I neither distrust nor

## OVERALL RESULTS



## MEASUREMENT RESULTS

Topic	Clippings	AVE			Impressions		Coverage Size	
		Newspaper	Magazine	Website	Newspaper	Magazine	Newspaper	Magazine
AlKhaleej Development Co.	21	\$22,596.60	\$1,845.39	\$13,000	604,080	46,000	733cc	1.07 pages
ALDAR Properties PJSC	272	\$583,629.74	\$168,632.66	\$94,250	14,689,330	971,523	15883cc	40.06 pages
Barwa	80	\$138,484.72	\$684.72	\$19,500	2,455,855	22,000	5249cc	0.24 pages
Damac	91	\$86,076.06	\$44,412.62	\$39,000	4,145,870	437,388	3216cc	11.53 pages
Emaar	565	\$894,986.90	\$420,512.08	\$221,000	24,482,445	2,643,395	27249cc	106.28 pages
Manara Developments	0	\$0.00	\$0	\$0	0	0	0cc	0 pages
Qatari Diar	43	\$50,035.10	\$46,519.62	\$13,000	878,600	154,931	2180cc	7 pages
Sorouh	179	\$368,388.70	\$80,961.68	\$61,750	9,897,965	642,561	9902cc	20.73 pages

## Bahraini media appears to have what can be described as a healthy infatuation with UAE projects, unlike Qatar

trust", "I trust", "I strongly trust" and "I do not know". Emaar, Damac and Tameer, respectively, are the most trusted in the UAE. In Bahrain, Tameer topped the trusted list, followed by Emaar and Sorouh, while in Qatar, Barwa, Qatari Diar and Emaar are the most trusted brands. Across the region, Emaar registered as the most trusted developer.

Barwa, followed by Manara Developments and Qatari Diar, ranked the highest in the "least known" category in the UAE, while Barwa, followed by Aldar and Manara Developments, ranked the highest in Bahrain, and Manara Developments, followed by Sorouh and Aldar, ranked the highest in Qatar. Overall, Manara Developments is the least known.

On the other hand, Damac, Qatari Diar and Tameer were the least trusted in the UAE, while Barwa, Damac and Aldar were the least trusted in Bahrain. Over in Qatar, Manara Developments and Damac were the least trusted.

Overall, Damac is recorded as the least trusted property brand.

People in the UAE mostly felt indifferent to Barwa and Manara Developments. Bahrain respondents felt indifferent towards Damac, Barwa and Manara Developments, while those in Qatar were indifferent to Aldar and Sorouh. Overall, people felt the most indifferent to Manara Developments.

### What does it all mean?

There appears to be a direct relationship between a high number of manifest mentions and high trust, irrespective of content type and messages.

Emaar, for instance, had a high number of manifest mentions in the UAE and Bahraini markets and, as a result, ranked very high in trust perception for those in the UAE and Bahrain.

Barwa, which had a high number of manifest mentions in the Qatari market, had the highest trust perception level for respondents in Qatar. Although Tameer,

Qatari Diar and Damac had the highest percentage of manifest mentions, their amount of coverage was relatively lower than Emaar's and Barwa's, and thus they did not score high in their trust levels. Aldar, on the other hand, had a relatively high amount of coverage, yet it was not as manifest as Emaar's and Barwa's was, and did not receive the same high trust perception as Emaar and Barwa did.

Bahraini media appears to have what can be described as a healthy infatuation with UAE projects, unlike Qatar, where the media is mostly interested in local projects. The same applies to the public's trust perception in Bahrain and Qatar. While people in Bahrain are fascinated by the work of UAE companies and their projects, people in Qatar are primarily interested in Qatari companies.

Overall, it seems that Bahraini real estate developers don't appear keen on raising awareness of developments in Bahrain to those outside of Bahrain. Developers need to increase their media coverage and in particular their manifest mentions in order to gain a bigger slice of the trust perception. ■

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