

Services





Tourism boards

- Market evaluation and Market research / Marketing representative & strategies
- Branding consultation / Public relation
- Social Media Networking/ Social Media establishments (content & channels)
- Evaluation reports / KPI statistics and reports
- Destination CRM strategies
- Media coverage / Media FAM Trips / News conference
- Design and execute Road shows/ tabletop events/ workshops / B2B Fam trips



Market Research & Strategy

- Market Analysis
- Market Trend research & target positioning
- Designing campaigns / R&D
- Market Monitor & Evaluation reports



PR

- Planning and set up strategies
- Media & Press coverage plannings and execution.
- Crisis Management and networking planning.
- Strategic Alliance
- Event designing and conventions
- Media FAM Trips
- Influencer & blogger / Introducing, execution, managements
- Celebrity FAM Trips / PR / Brand Ambassador





Branding

- Brand Identity
- Art direction / Design / graphic production
- Audio & visual production.
- Supplying and design of publication / Promotional materials/ Digital materials
- Branding strategy design.
- Designing and execution of Music bands for events and visual production.
- Sport tourism branding via Int. award winning athletes. / Brand Ambassador



Events

- Design and execution of events / Theme events
- Workshops & Roadshows
- Fairs, seminars, Congress, and conventions
- Media & press conference
- Stand production / design and management



Social Media

- Social Media planning / Strategy designing and Management
- Content production.
- Running Social Media channels / Admin
- Data Monitoring in social media
- Webinar & virtual events.
- Paid Campaigns
- Reports & KPI





Advertising

- Providing Media / Hard copy, New Agencies, Digital Media, Journalists
- Media buying
- Webinar & Hybrid media coverage.
- Sponsorship



Exclusive tactics

Hprland understands the variety of technics and tactics to promote and fulfil the chosen targets of the clients based on their budget and KPI design. We are well-prepared to offer exclusive ways of marketing, branding and PR to achieve what our client might need. Our vast range of connections with celebrities, brands, airlines, DMC, and other reputable and efficient tools in the market is another gateway for fast branding and PR in the market such as:

- Celebrity Branding
- Macro and micro-Influencers
- Shopping malls, Movie halls, Luxury clubs and communities
- Cinema and Movie, TV Broadcast, Online TV's
- Publications, Magazines, guidebooks ...
- TV & Movie production sponsorship in the target destination or property.
- Online & social media activities.





Hprland

www.Hprland.com

info@hprland.com