

Project created for the class: Visual Thinking and Composition
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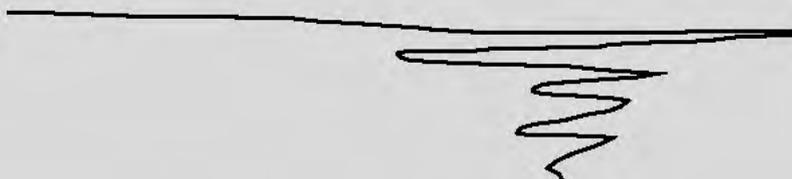
*Influencer Marketing and
Repairing a destination's
image*

*Presenting the Gateway KSA
influencer campaign for
Saudi Arabia*



Original Paper:

Born, N. (2020). Influencer marketing and repairing a destination's image: A case study about the Gateway KSA influencer campaign for Saudi Arabia. (Bachelor Thesis, Erasmus University, Rotterdam).



Since recent years, many people have become glued to their smartphones....

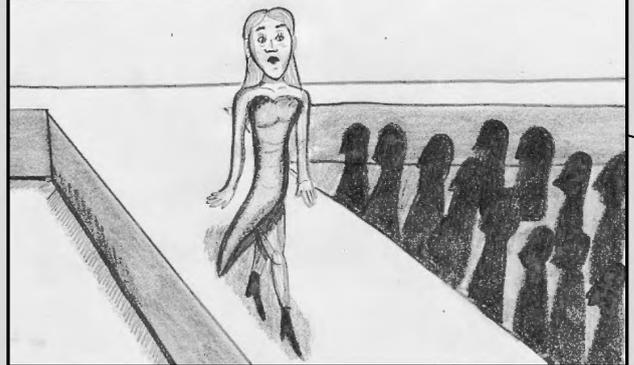


and social media have taken over their lives

This life on social media does not only affect individuals, but also the strategies of companies...



Influencers are for instance used a lot in the fashion sector....



and in the food sector....

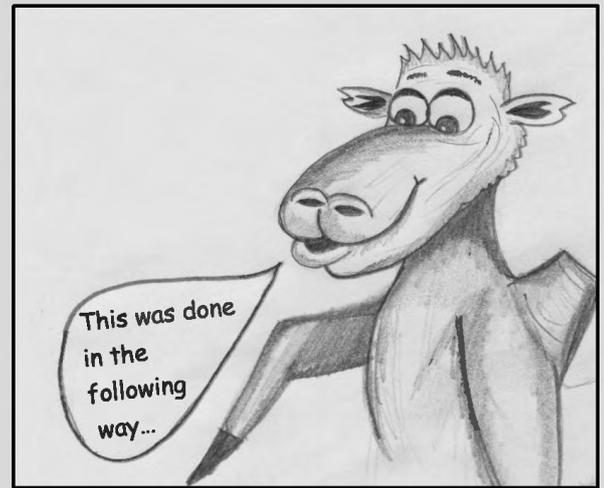
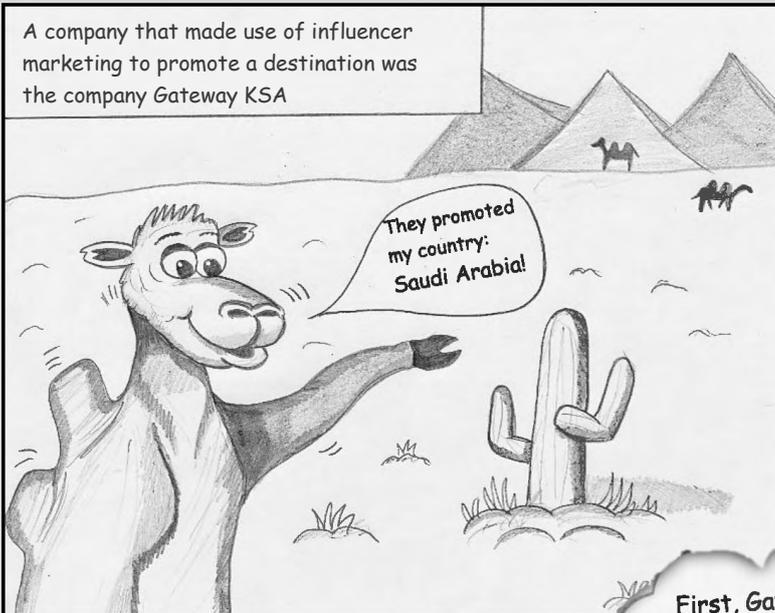


And in the tourism sector, to promote destinations



All of this information is paraphrased from the original paper: *Influencer marketing and repairing a destination's image: A case study about the Gateway KSA influencer campaign for Saudi Arabia*

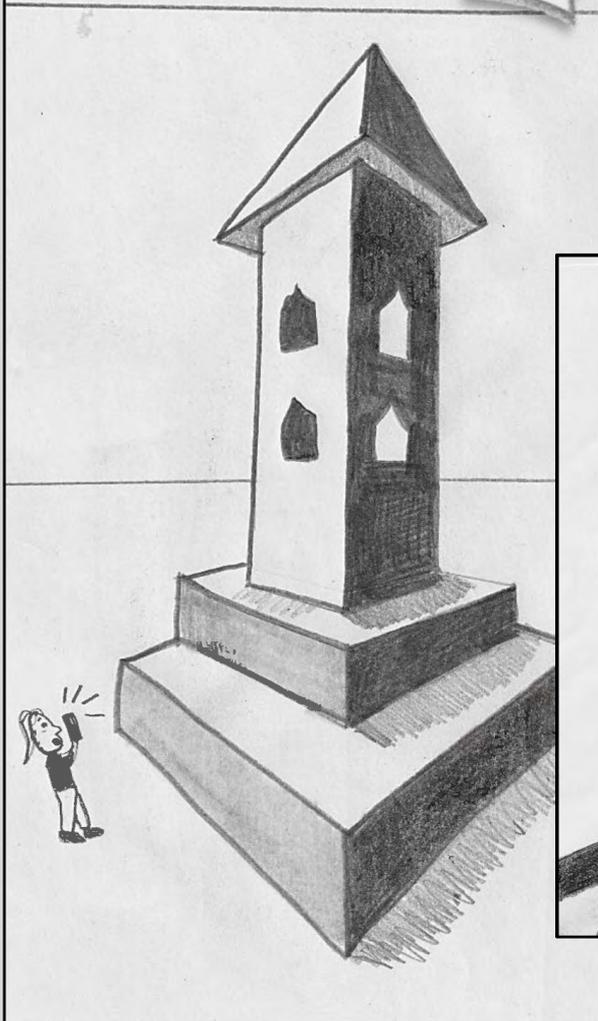
A company that made use of influencer marketing to promote a destination was the company Gateway KSA



First, Gateway KSA brought many influencers to Saudi Arabia...



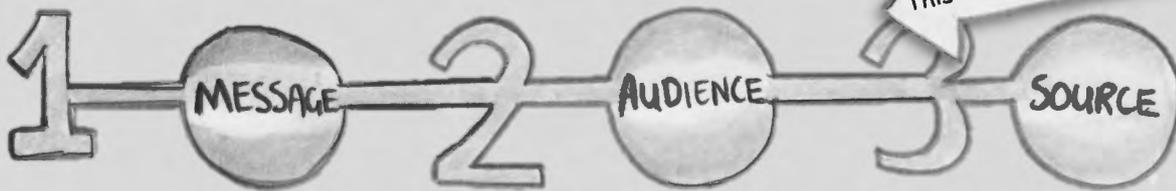
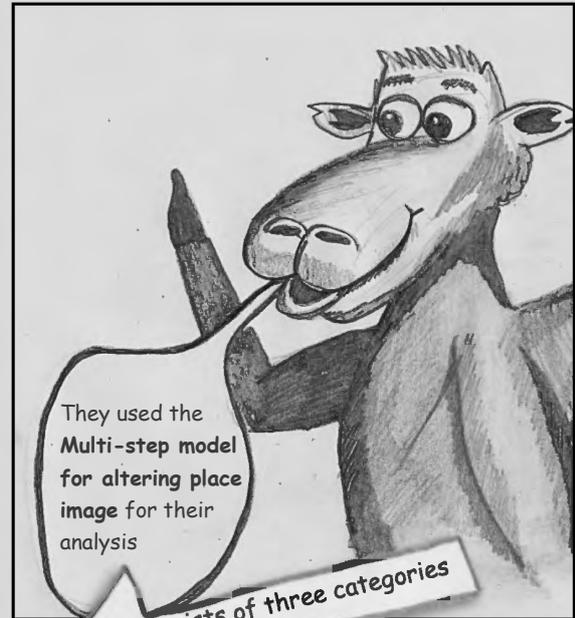
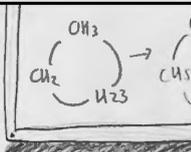
Then, these influencers made pictures of beautiful Saudi Arabian buildings and nature in order to post those pictures on Instagram.....



...this in order to make sure that the good sides of Saudi Arabia pushed its bad sides out of attention

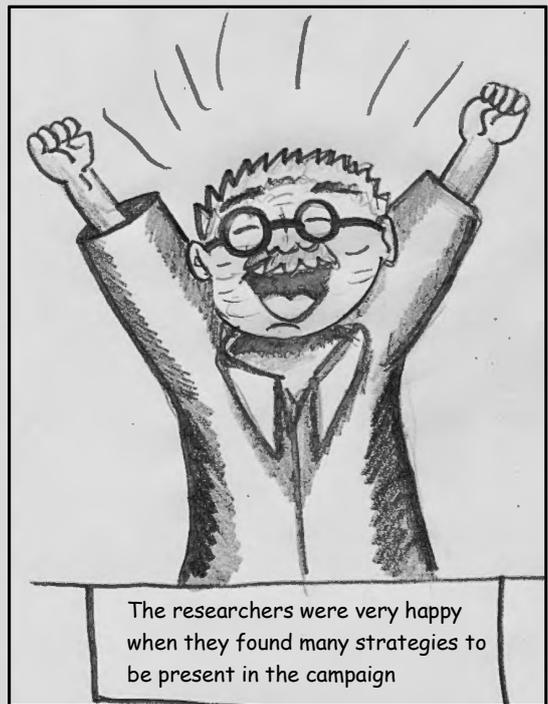


Recently, researchers have tried to uncover the various marketing strategies that were present in this Gateway KSA influencer campaign



After frustrating over an extensive discourse analysis...

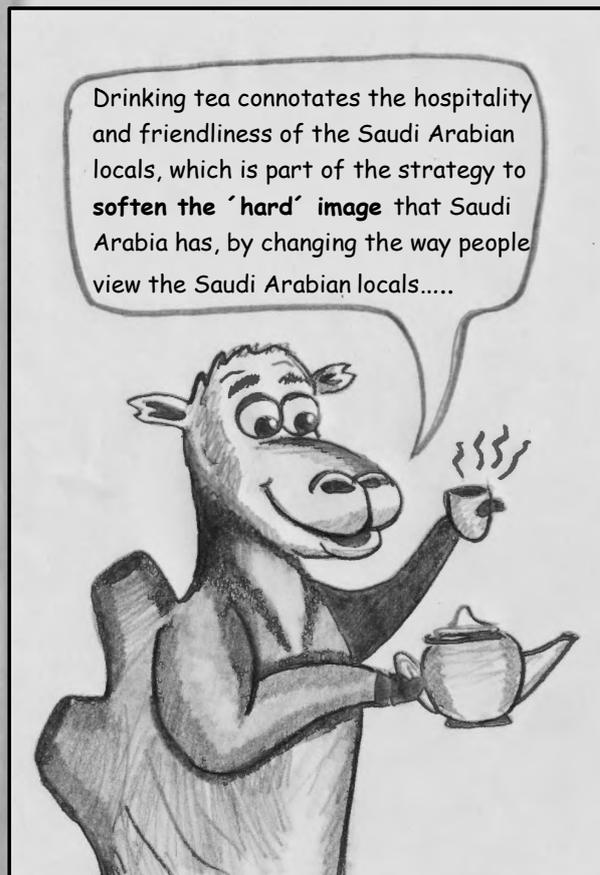
Lexical Absence?
Connotations?
Help!!!



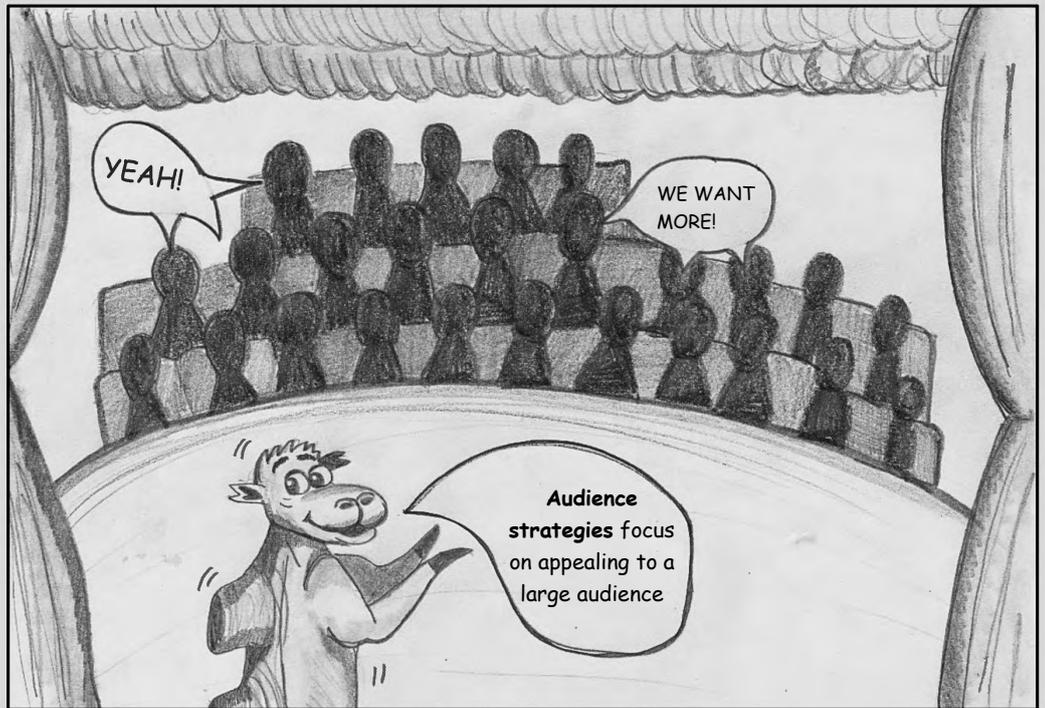
The researchers were very happy when they found many strategies to be present in the campaign



Although there were many strategies found, I will explain the **message**, **audience** and **source categories** by giving one example each! Let's start with the message strategy...



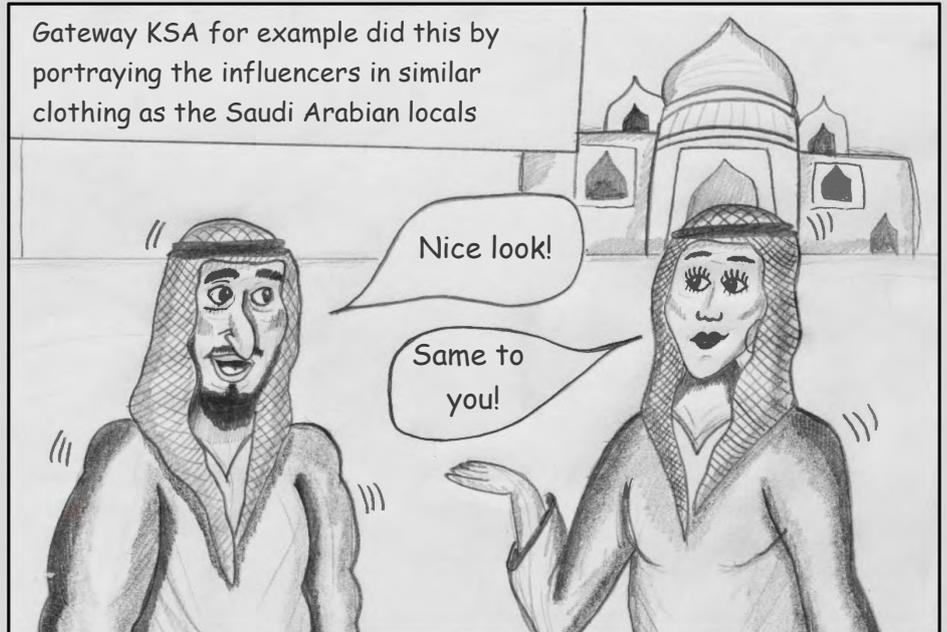
Now we've explained a message strategy, it's time to move on to an audience strategy.....



Gateway KSA used audience strategies to make their campaign relevant for a global target audience by emphasizing the similarities between people from different cultures...



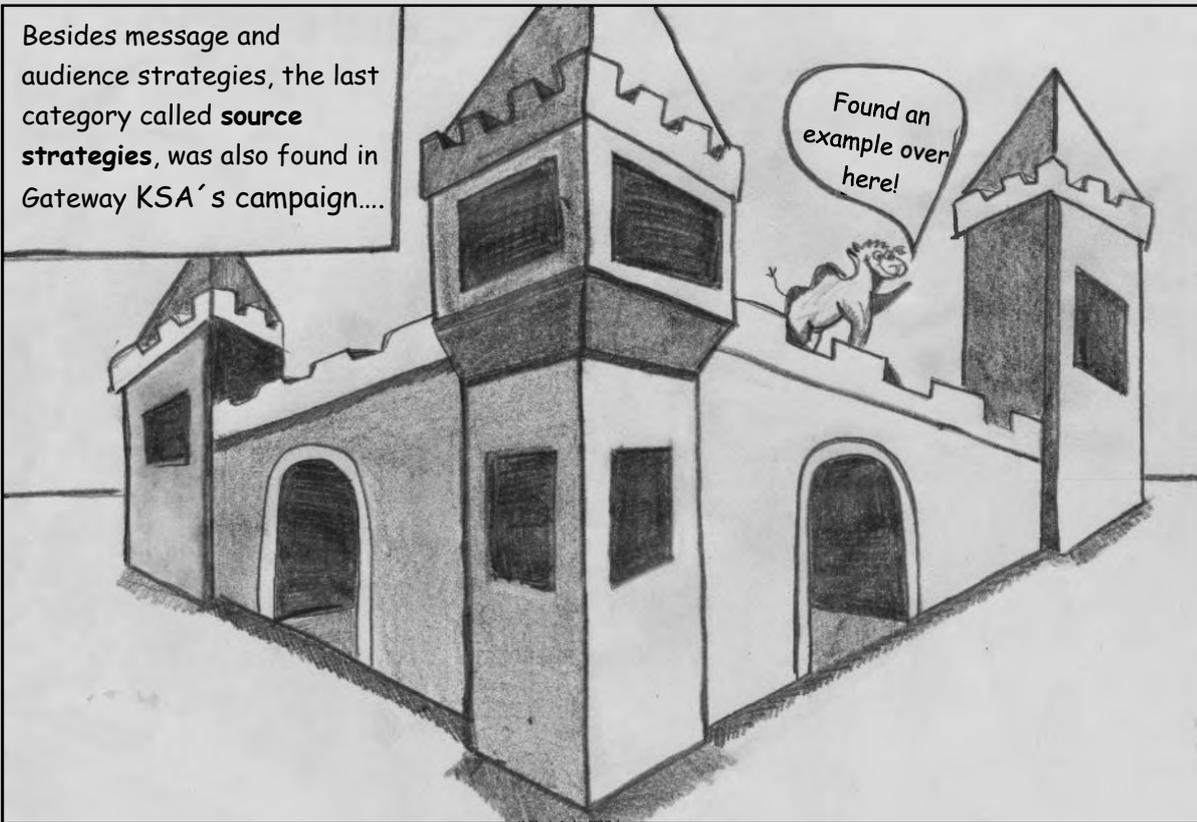
Gateway KSA for example did this by portraying the influencers in similar clothing as the Saudi Arabian locals



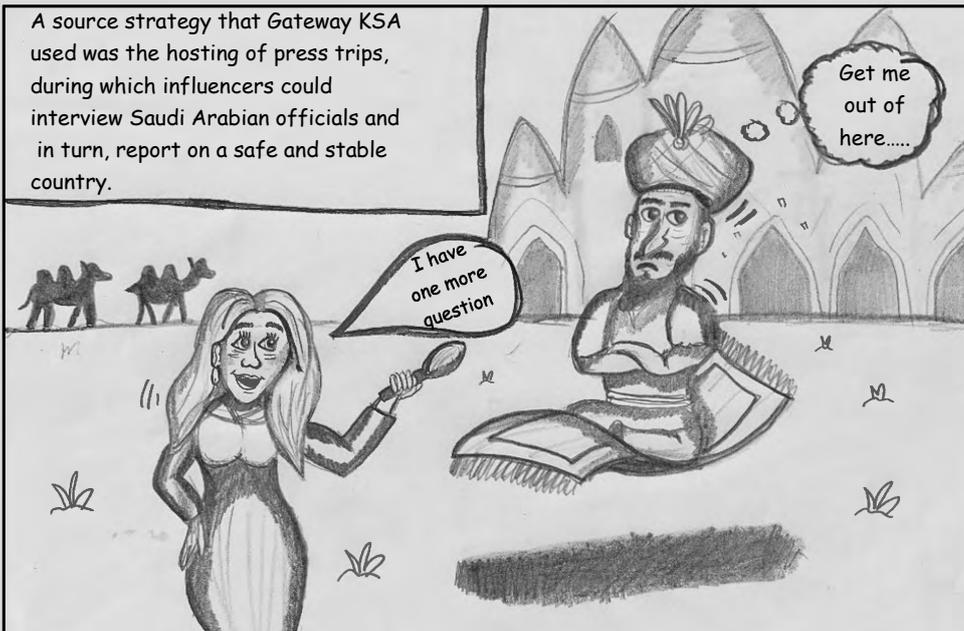
In this way, they emphasized the similarities between people from different backgrounds and that cultural boundaries can be overcome, also in Saudi Arabia



Besides message and audience strategies, the last category called **source strategies**, was also found in Gateway KSA's campaign....



A source strategy that Gateway KSA used was the hosting of press trips, during which influencers could interview Saudi Arabian officials and in turn, report on a safe and stable country.



Thus, Gateway KSA used **these source, message and audience strategies** to create a better image of Saudi Arabia online for potential tourists....





In sum, influencer marketing is rapidly rising in the world of marketing as well as in the tourism sector. Gateway KSA made good use of this rising trend



I better join the trend now!
Selfie time!

Say Cheese!



The End...