

# WE ARE ATHR



*Leave an impact*

Marketing consultancy  
and creative services

Hospitality expertise. Personal creative attention.

[athr.marketing](http://athr.marketing)



# THE MARK WE LEAVE

ATHR takes its name from the Arabic word for a trace or lasting impression.

We help hospitality and lifestyle brands express who they are, create reasons to visit and stay consistent across the details people see, read and experience.

Founded by Lana Jwainat in 2025, ATHR brings senior marketing thinking and hands-on creative work together. From the initial brief to the final artwork, each project receives direct attention.

# MEET THE FOUNDER

The thinking and the making, in the same hands

## Lana Jwainat

**Founder & Marketing Consultant**

More than 15 years in hospitality marketing and communications, backed by a foundation in graphic design.

Lana leads the strategy, develops the concept, writes the copy and creates the work. Clients work directly with the person responsible for bringing the brief to life.



# EXPERIENCE

Before ATHR, years inside the brands and teams we now support

# 15+

years in hospitality  
marketing &  
communications

UAE Qatar Jordan

A creative foundation in graphic design, beginning at Dunes Club in 2004.

2023–2025

## **Saadiyat Rotana Resort**

Director of Marketing & Communications

2019–2021

## **dusitD2 Salwa Doha**

Director of Marketing & Communications / Pre-opening

2018–2019

## **AURA Entertainment Services**

Director of Marketing / Multi-venue portfolio

2012–2017

## **Oryx Rotana**

Director of Marketing & Communications

2009–2011

## **InterContinental Aqaba Resort**

Marketing leadership and cluster assignments

Selected previous in-house roles. ATHR was founded in January 2025.



# HOW WE HELP

Senior marketing support, with the creative work to carry it through

## Strategy & launches

Positioning, marketing plans, competitor reviews and pre-opening communication.

## Design & collateral

Menus, factsheets, brochures, packaging, giveaways, signage and sales materials.

## PR & partnerships

Brand stories, press materials, media coordination and partnership communication.

## Brand & concept development

Original concepts from zero: names, stories, identities and brand applications.

## Campaigns & content

Website content, on-hold messages, campaign copy, factsheets and brochures.

## Arabic & bilingual work

Translation, copy editing and coordinated English and Arabic artwork.

# CONTENT & CONCEPTS

From the first idea to the words and details that bring it to life

## Creating concepts from the ground up

An original idea, developed from zero into a name, a story, a visual identity and a consistent brand experience.

The thinking, the writing and the creative applications are developed together.

## Website content

Brand stories, page copy and clear descriptions of the offer.

## On-hold messages

Scripts that carry the brand's voice into the caller experience.

## Campaigns

Ideas, headlines and supporting copy across campaign materials.

## Factsheets & brochures

Content development, editorial structure, copy and design.

# HOW WE WORK

A clear process, with personal involvement throughout

01

## **Understand the brief**

The audience, the commercial aim and the practical details that shape the work.

02

## **Define the direction**

A clear idea, tone and visual approach for the brand or project.

03

## **Create the work**

Copy and design developed together, with attention to every application.

04

## **Prepare for delivery**

Refinements, bilingual adaptation where needed and artwork for the agreed channels.

# SELECTED CLIENTS

Hospitality at the heart of the work

## **Bloom Arjaan by Rotana**

Abu Dhabi  
Marketing, launch  
communication and  
creative work

## **The Cove Rotana Resort**

Ras Al Khaimah  
Dining, menus and guest  
communication

## **Mangrove Rotana**

Ras Al Khaimah  
Brand and venue concept  
development

Selected engagements. Individual artwork and concepts follow.

# LOGOS

Identity concepts with a distinctive visual character



**Terra**

Restaurant identity concept



Selected identity concepts and mockups.

# PACKAGING

A family of objects with one recognisable personality



Café packaging concepts. Carrier, food tub and illustrated cup.



# PACKAGING

Leaf Café



Brand application concept. Bags, carriers, cups and takeaway packaging.



# PACKAGING

A recognisable range, from the shelf to the hand



Distrikt Social. Beverage and chilled retail packaging concept mockups.



# PACKAGING

Fresh food with a clear voice



**A name to recognise**

**A message to remember**

Identity and packaging copy developed as part of the same retail concept.

Distrikt Bowl. Reusable jar packaging concept mockups.



# PACKAGING

Good mood in every bite



Bakery retail concepts. Typography-led pouches and product windows.



# PACKAGING

A small phrase that carries the brand



Sip. Snap. Repeat. Drink packaging and brand messaging concepts.



# PACKAGING

An everyday offer, made easy to choose



Bagel Brunch Kit and Granola Parfait Kit. Retail packaging concepts.



# PACKAGING

Pet treats with a brand of their own



Distrikt Barkery and companion ranges. Retail packaging concept mockups.



# GIVEAWAYS

Brand details that become part of someone's day



**Around the block**



**Everyday type**



Branded tote concepts. Original messaging and bold typographic applications.

# GIVEAWAYS

Keepsakes with a connection to place



**A small  
reminder  
of a place**

Architectural patterns  
and natural forms  
inspire the Rain of  
Light and Shell Trace  
souvenir concepts.

Keepsake and packaging concept mockups.

# GIVEAWAYS

A reminder of a place, carried with you

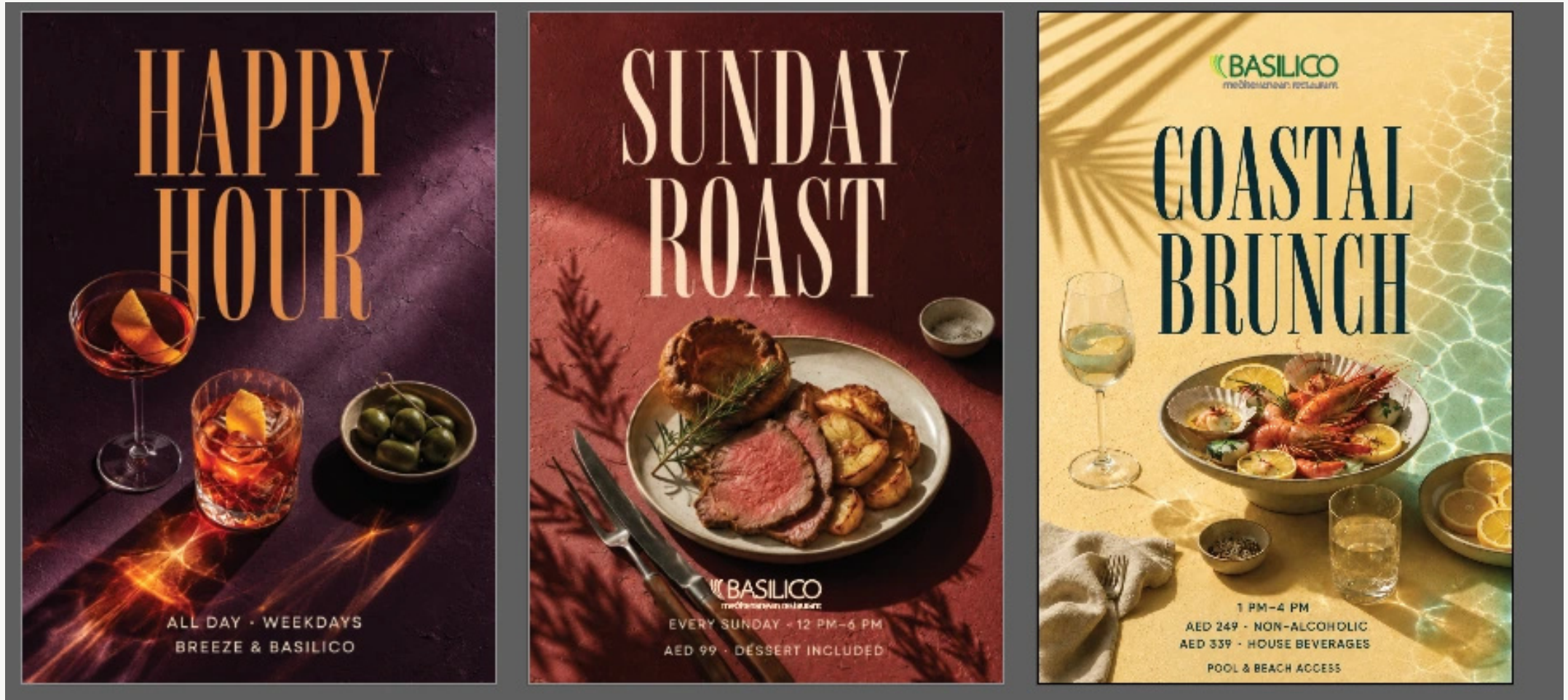


Bloom Arjaan by Rotana. Coordinate bracelet and presentation card concept.



# ADS

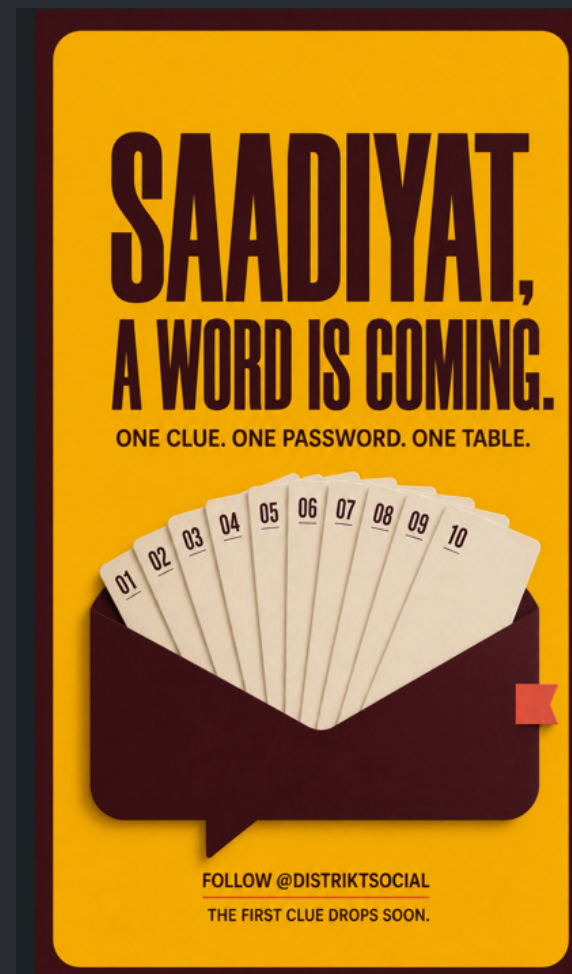
An invitation with a clear reason to respond



The Cove Rotana Resort. Selected dining promotion artwork.

# ADS

One idea, from the street to the screen

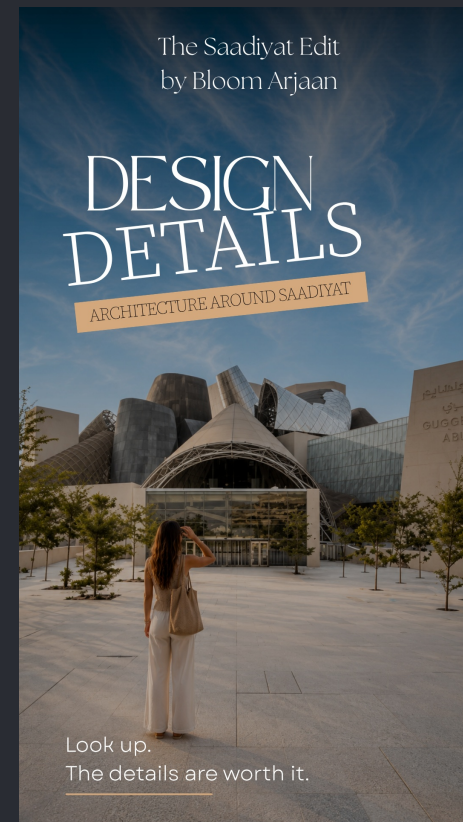
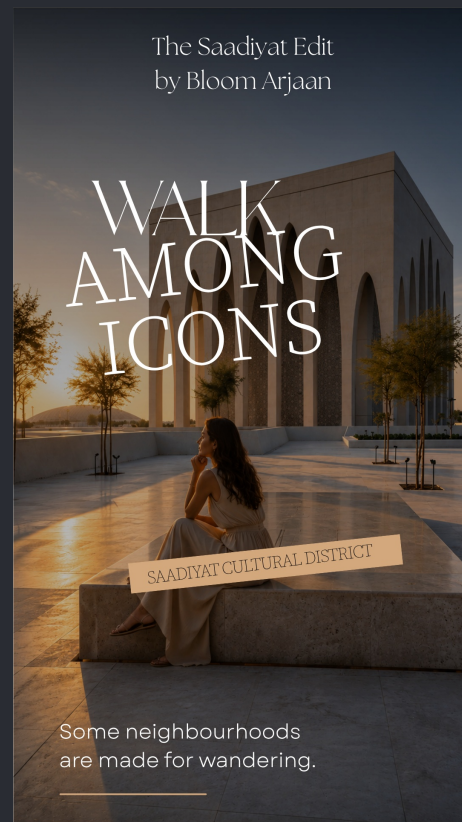


Distrikt Social. Outdoor teaser and digital campaign concepts.



# SOCIAL MEDIA

Destination stories and local reasons to visit



Culture, architecture and everyday life around Saadiyat, brought together in one editorial series.

The Saadiyat Edit by Bloom Arjaan. Selected destination and neighbourhood content.



# SOCIAL MEDIA

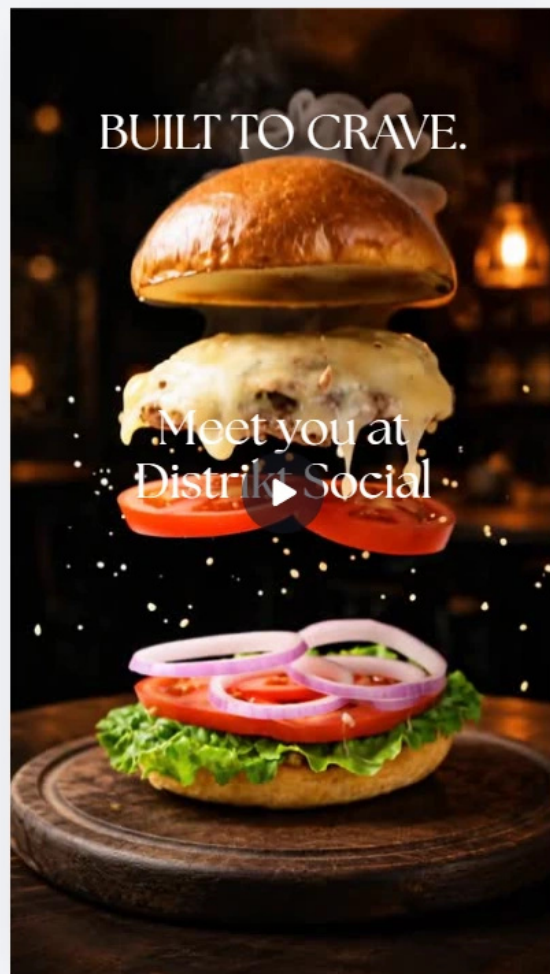
Everyday moments, connected by a consistent voice



A neighbourhood café told through familiar rituals: a walk, a coffee, a slice and a reason to return.

# SOCIAL MEDIA

A more playful way to make people stop and look



**A fresh  
point  
of view**

Food creative. AI-assisted concept visuals shown as selected stills.



# CONCEPTS

A brand can become a world people step into



Giggles



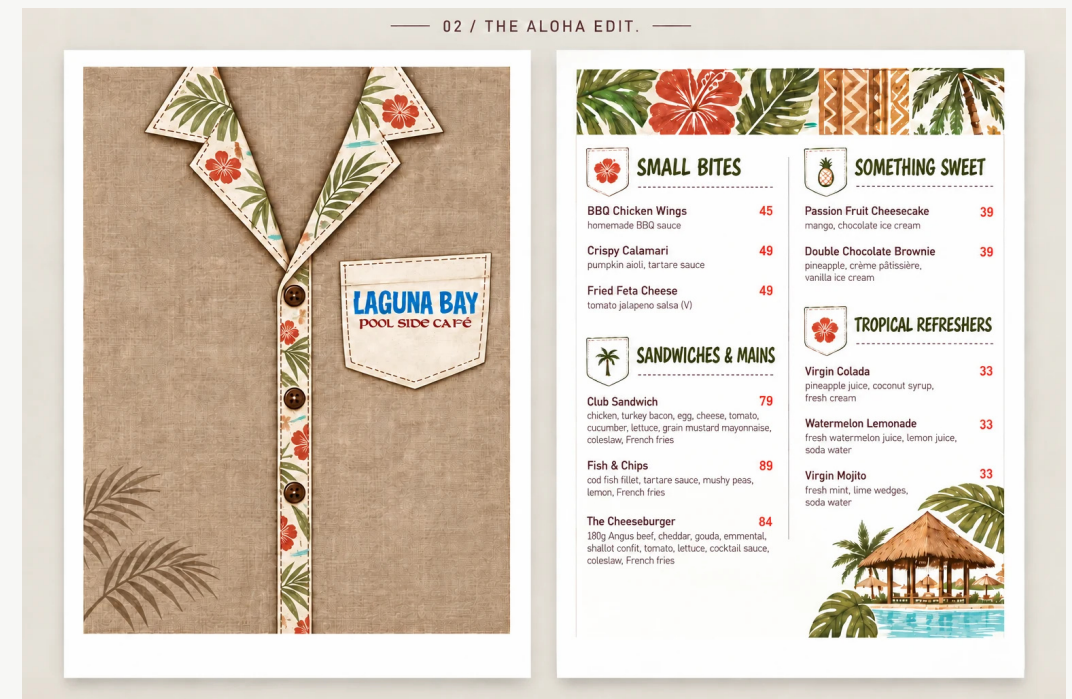
Café display

Kids' club tote and identity concept. Café display visualisation.



# MENUS

The concept continues beyond the cover



## The Breakers Paper

An editorial direction for relaxed dining.

## The Aloha Edit

A tropical shirt becomes a menu concept.

The Cove Rotana Resort. Selected menu concepts and artwork.

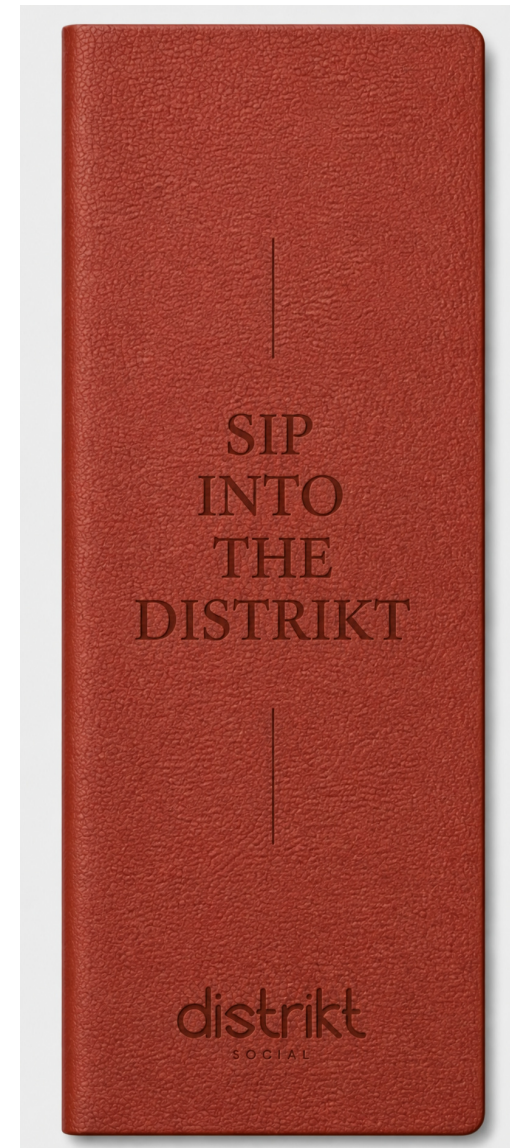
# MENUS

A tactile introduction to the venue

## SIP INTO THE DISTRIKT

The concept carries through to the material, the format and the words on the cover.

Distrikt Social. Menu cover concept.



# BROCHURES

A hotel story, told with a clear editorial rhythm

Bloom Arjaan by Rotana



## LIFE, AT YOUR OWN PACE.

On Saadiyat Island, life finds a gentler rhythm. Mornings begin with light across the water, culture is always close, and every day leaves room to breathe. Bloom Arjaan by Rotana brings this spirit into a contemporary residential stay—created for a few memorable nights, a longer chapter, or simply the feeling of being at home.

Saadiyat Island, Abu Dhabi



WHERE ISLAND CALM  
MEETS EVERYDAY LIVING.

## Bloom Arjaan by Rotana

Positioning, copy and design across rooms, dining, wellbeing and the surrounding destination.

Selected spread from the hotel brochure.



# ARABIC & BILINGUAL

The same clarity and character in both languages

THE BREAKERS PAPER  
FOOD & DRINKS EDITION



## Small bites & salads

|                                                                  |        |                                                   |        |
|------------------------------------------------------------------|--------|---------------------------------------------------|--------|
| <b>BBQ Chicken Wings</b><br>(G, SU)                              | AED 45 | <b>Punjabi Samosa</b><br>(G, D)                   | AED 40 |
| Homemade BBQ sauce                                               |        | Mint chutney, tamarind chutney                    |        |
| <b>Seafood Salad</b><br>(S, M, SU)                               | 59     | <b>Fried Feta Cheese (V)</b><br>(G, D)            | 49     |
| Shrimps, calamari, mussels, octopus, capsicum, lime, aioli       |        | Tomato jalapeño salsa                             |        |
| <b>Crispy Calamari</b><br>(G, SU)                                | 49     | <b>Tuna Niçoise Salad</b><br>(F, MU)              | 69     |
| Pumpkin aioli, tartare sauce                                     |        | Seared tuna, French beans, potato, olives, tomato |        |
| <b>Garlic Prawns (Gambas al Ajillo)</b><br>(S, G)                | 69     |                                                   |        |
| Garlic, chilli, paprika, lemon, parsley, onion, toasted baguette |        |                                                   |        |

\* *A little more time at the table.*

|            |              |              |             |                |
|------------|--------------|--------------|-------------|----------------|
| (G) Gluten | (D) Dairy    | (E) Egg      | (F) Fish    | (S) Shellfish  |
| (N) Nuts   | (MU) Mustard | (M) Molluscs | (SE) Sesame | (SU) Sulphites |

Dear guest, we kindly request you to advise us if you are allergic to any of the menu items and we will be more than willing to adjust our menu in order for you to enjoy an allergy-free dining experience with us.

All prices are in UAE Dirhams and include 10% service charge, 5% VAT and 7% destination fee.

صحيفة بريكرز  
قائمة الطعام والمشروبات



## مقَبَّلَات وسلطات

|                                                                          |    |                                                        |    |
|--------------------------------------------------------------------------|----|--------------------------------------------------------|----|
| <b>أجنحة الدجاج بالباربيكيو</b><br>(G, SU)                               | 45 | <b>سمبوسة بنجابية</b><br>(G, D)                        | 40 |
| صلصة الباربيكيو المنزلية                                                 |    | تشاتني التفاح، تشاتني التمر الهندي                     |    |
| <b>سلطة المأكولات البحرية</b><br>(S, M, SU)                              | 59 | <b>جبين الفيتا المقلي</b><br>(G, D)                    | 49 |
| روبيان، كاليماري، بلح البحر، أخطبوط، فلفل رومي، ليمون أخضر، صلصة الأيولي |    | صلصة الطماطم والهالابينو — نباتي                       |    |
| <b>كاليماري مقرمش</b><br>(G, SU)                                         | 49 | <b>سلطة التونة النيسواز</b><br>(F, MU)                 | 69 |
| أيولي اليقطين، صلصة التارتار                                             |    | تونة محقرة سريعاً، فاصولياء خضراء، بطاطس، زيتون، طماطم |    |
| <b>روبيان بالتوم على الطريقة الإسبانية</b><br>(S, G)                     | 69 |                                                        |    |
| توم، فلفل حار، بابريكا، ليمون، بقدرونس، بصل، خبز باغيت محمص              |    |                                                        |    |

\* قليل من الوقت، وكثير من الراحة.

|              |                    |              |             |                |
|--------------|--------------------|--------------|-------------|----------------|
| (G) الغلوتين | (D) منتجات الألبان | (E) البيض    | (F) الأسماك | (S) القشريات   |
| (N) المكسرات | (MU) الخردل        | (M) الرخويات | (SE) السمسم | (SU) الكبريتات |

عزيزتنا الضيف، نرجو إبلاغنا في حال وجود أي حساسية تجاه أصناف القائمة، وسيسعدنا تعديل أطباقنا لتستمتع بتجربة طعام خالية من مسببات الحساسية.

جميع الأسعار بالدرهم الإماراتي وتشمل 10% رسوم خدمة و5% ضريبة القيمة المضافة و7% رسوم الوجبة.

Translation, editorial review and coordinated menu artwork. The Breakers Paper.

# SPACES & SIGNAGE

Brand communication becomes part of the arrival



Bloom Arjaan by Rotana. Arrival and parking concept visualisations.



# SPACES & SIGNAGE

Useful details become part of the brand experience



Venue signage and pet hydration station concept visualisations.



# INTERNAL CAMPAIGNS

Clear ideas that teams can see, remember and use



## Bloom Culture Code

A typographic campaign for teamwork, learning, belonging and accountability.

# GUEST EXPERIENCES

Thoughtful communication for every kind of guest



Pet-friendly lift artwork and children's menu and activity design.



# GUEST EXPERIENCES

Thoughtful details for pets and their people



Resident Treats welcome amenities and Paw Service room communication concepts.



# CASE STUDY

## Bloom Arjaan by Rotana

Opening a hotel with a consistent story across its guest touchpoints.

### THE BRIEF

Express the hotel's serviced-living offer and Saadiyat setting through launch communication and guest-facing materials.

### THE WORK

Positioning and marketing support, English and Arabic copy, brochure design, opening campaigns, PR materials, signage and pet-friendly communication.



One connected collection of launch, sales and guest materials.

# CASE STUDY

## The Cove Rotana Resort

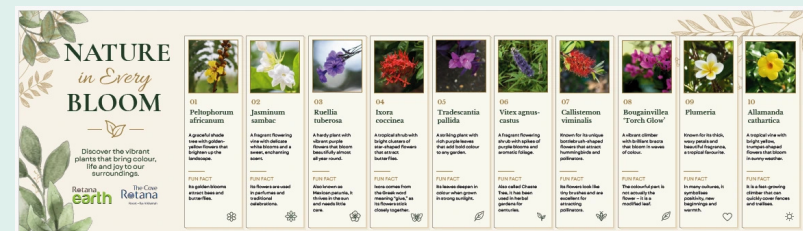
Resort character carried through dining communication and the guest experience.

### THE BRIEF

Refresh menus and promotional material while making each dining experience easy to recognise and understand.

### THE WORK

Menu concepts, copy editing, bilingual artwork, dining promotions and creative applications for the resort's spaces and guest materials.



Selected creative applications and concept visualisations.

# A PROJECT. A LAUNCH. AN ONGOING PARTNERSHIP.

## Defined projects

A clear brief for an identity, campaign, menu, brochure or other creative requirement.

## Opening support

Marketing planning and creative delivery through the stages of a hotel or restaurant launch.

## Ongoing support

A regular marketing and creative resource, working closely with your team.

Scope shaped around your brief and the support your business needs.



# LET'S LEAVE AN IMPACT



Your next project starts with a conversation.

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