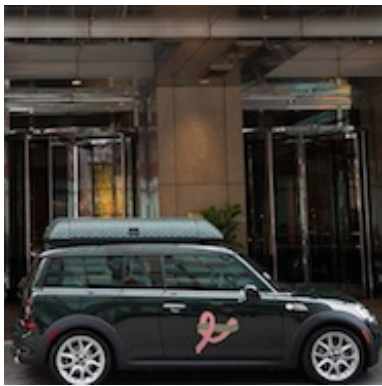


MULTICHANNEL

Peninsula Hotels goes beyond the norm for breast cancer awareness

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The Peninsula Hotels branded vehicle

By JOE MCCARTHY

The Peninsula Hotels has committed itself to Breast Cancer Awareness month, presenting consumers with an extensive and varied array of content.

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Luxury Daily

Breast cancer awareness is a cause embraced by many luxury brands, making it challenging to be original. Although Peninsula Hotels did not do anything genuinely groundbreaking, the scope of the brand's "Peninsula in Pink" efforts stand out.

"This is the fourth consecutive year of 'Peninsula in Pink,' and from the great feedback and support from our guests for the various initiatives, we feel that they truly do appreciate the program, especially as breast cancer awareness programs in the respective Peninsula locations benefit," said Robert Cheng, vice president of marketing at [The Peninsula Hotels](#), New York.

"It is illuminating – and very sad – how virtually everyone knows someone who has been touched by the disease, and thus if we can make a difference – in raising both awareness and funds, from large gestures such as lighting our hotel facades in pink to small touches including donations on pink cocktails, everyone – both guests and staff – can be involved

in the fight against the disease," he said.

Sustained effort

Since the start of October, Peninsula Hotels has been promoting its "Peninsula in Pink" initiatives to get fans involved and support the community of those affected by breast cancer.

Guests visiting properties are immediately greeted by facades illuminated in pink.



Peninsula Hong Kong

Each property has been hosting a variety of culinary and restorative events in their restaurants and spas.

To celebrate the recent opening of the Peninsula Paris, all properties are also offering a take on the "Peninsula en Rose" theme that includes cocktails, pastries, teas and more.



Peninsula Hotels' pink treats

Some standout efforts include The Peninsula Manila's Pink Party that raised \$137,000 for the upgrade of the Breast Care Center of East Avenue Medical Center in the Philippines

capital.

The Peninsula Tokyo is showcasing the works of the artist Keiichi Tahara, The Peninsula Bangkok hosted a charity event called "Eat-Drink-Pink" and The Peninsula Chicago is offering complimentary transportation in a branded Mini Cooper to patients receiving cancer treatment at the Lynn Sage Cancer Research Foundation.

Each property is directing funds from various initiatives to local charities.

At the heart of the brand-wide effort is a [microsite](#) that aggregates content for easy exploration online.

On social media, the hotelier has been resolute in its advocacy for breast cancer awareness, sharing content just about every day of the month.



Peninsula Hotels Facebook post

One voice

During the month of October, a bevy of luxury brands have taken up the cause of breast cancer awareness, but are these campaigns truly effective?

From donating portions of sales to getting the word out through social campaigns, brands are actively promoting their part in the initiative. However, with so many different campaigns going on, it may be difficult for the participating brands to get noticed in a sea of pink ([see story](#)).

One such brand is The Estée Lauder Companies, which is continuing its support of breast cancer education and research through a user-generated content hub that shares survivors' narratives.

Founded in 1992, Estée Lauder's Breast Cancer Awareness campaign and Pink Ribbon

initiative is active in more than 70 countries and has raised \$53 million dollars with approximately \$42 million funding 166 research projects over the last 20 years. Like many brands, Estée Lauder has pledged its support for breast cancer survivors for the month of October to build awareness for the disease ([see story](#)).

Many consumers now expect a robust marketing effort during October and many brands are answering the call.

"Innovative thinking is an intrinsic part of the Peninsula in Pink campaign, and this year is no exception," Mr. Cheng said.

"Our hotel teams around the world have mined their creative capacities to raise awareness of Breast Cancer in their local communities," he said.

Final Take

Joe McCarthy, staff writer on Luxury Daily, New York

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