

INTERNET

## Mandarin Oriental adds to fan campaign with little fans

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*Little fans*

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By NANCY BUCKLEY

Mandarin Oriental Hotel Group is celebrating fans of all sizes with a social video chronicling the adventures of doll-sized people through Shanghai.

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**Luxury Daily**

Posted on the brand's Facebook page, the video honors "big fans, little fans, Mandarin Oriental Fans." Mandarin Oriental's storytelling through a subtly branded short film allows the doll-sized people to be the main focus, grabbing the attention of guests looking to engage on a whimsical level.

"The campaign shows consumers the experiences that are unique to the hotel, but it also adds the dimension of the destination," said [Melanie Nayer](#), luxury hotel and brand expert. "Did you notice the colors in the background, the artwork on the walls? But the campaign goes beyond the hotel and brings out destination - it truly connects the consumer to the place.

"Look at the clothes they're wearing, the amenities that are featured and the decor that's subtly displayed in the background of each frame," she said. "It's all unique to Mandarin Oriental, but also to Shanghai."

Ms. Nayer is not affiliated with Mandarin Oriental, but agreed to comment as an industry expert.

**Mandarin Oriental** was unable to comment by press deadline.

Little people, big Shanghai

The short film starts with a woman in her Mandarin Oriental Shanghai suite wrapping a present. She looks one last time at the gift of five miniature dolls and as she is about to close the box, her phone rings and she walks away.

Inside the box, the five people come to life and peer out of their packaging as the woman dresses and leaves.



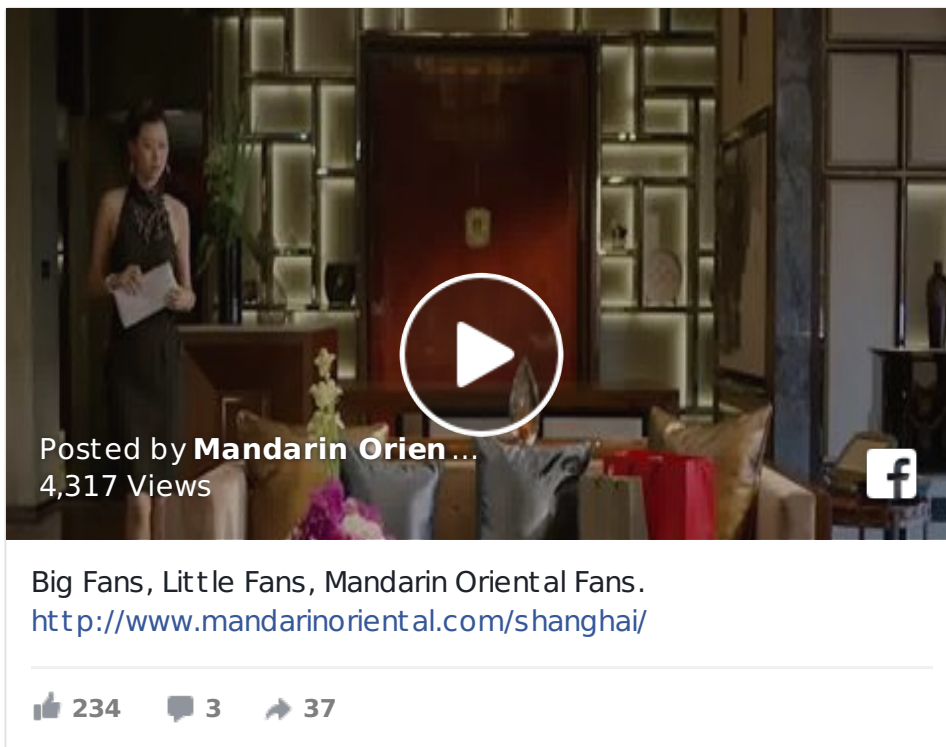
*Screenshot of video*

She sits down to eat with some friends as the miniature people play on the décor in the room. They then go outside to enjoy an evening boat ride and peruse the hotel as the woman enjoys her meal.

The woman is seen taking a bath, lounging by the pool and sleeping in her bed. When she goes to enjoy another meal, one of the small people floats down the water display on a self-made raft.

She enjoys a massage at the spa as the five people relax and watch. When she is heading back upstairs to her room they sneak on the elevator to head back to their box.

As the woman gets ready for a formal event, she finally finishes wrapping the box and arrives at a wedding in the hotel. She is hesitant about giving the bride her gift and at the very end she is seen taking her gift back with her.



### *Mandarin Oriental Facebook post*

The video ends with “Big fans, little fans, Mandarin fans.”

Mandarin Oriental’s use of Shanghai’s property as a backdrop for this campaign will subtly show the hotel and area without focusing solely on the property.

“Shanghai is the perfect blend of old and new, modern and ancient,” Ms. Nayer said. “It’s luxurious in its own, unique way, which is the perfect compliment to Mandarin Oriental hotels.”

Everyone is a fan

Mandarin Oriental has aggregated a large fan base, and this video adds to the celebrity following with a message that fans can be all shapes and sizes.

Last year, Mandarin Oriental added Morgan Freeman to its celebrity endorsement campaign that provides a rolling series of approvals for properties.

The “He’s a Fan, She’s a Fan” campaign leverages the vast fan bases of actors and actresses, artists, designers and musicians. The brand is able to impart a sense of authenticity by targeting celebrities who visit properties on their own accord rather than wrangling the hottest celebrity (*see story*).

In September, Mandarin Oriental revisited “He’s a Fan, She’s a Fan” campaign through a mobile advertisement on the Wall Street Journal’s iPad application.

The full screen ad featured actor Kevin Spacey’s “He’s a Fan” video, a link to other fans and the option to see the brand’s Web site. This in-app advertisement is likely hoping to attract like-minded iPad subscribers of the Wall Street Journal, especially those who may be interested in celebrities or Mr. Spacey’s work (*see story*).

Mandarin Oriental fans are expanding beyond celebrities with this video.

“The 'little fans' campaign helps showcase a day in the life of the luxury Mandarin Oriental traveler, and all the ways the brand helps guide her - almost subconsciously - through the day and her stay,” Ms. Nayer said. “While we typically see celebrities and influencers featured as a 'fan' of Mandarin, this new video shows the modern day tale of the guest and all her touchpoints - from the hotel room amenities to the evening events - and connects her with the brand in a stylish way that is unique to Mandarin Oriental.”

Final Take

*Nancy Buckley, editorial assistant on Luxury Daily, New York*

Embedded Video: <https://www.youtube.com/embed/-UmzQzsytU>

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