

MOBILE

Ritz-Carlton celebrates continued FourSquare campaign

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Graffiti Alley in Toronto is the 1,000th FourSquare suggestion

By NANCY BUCKLEY

The Ritz-Carlton hotel brand is celebrating a FourSquare campaign that has been ongoing for several years and recently reached its 1,000th post.



In 2011, the company launched World Concierge FourSquare and has been offering tips and ideas for guests since. The 1,000th post celebrates the campaign and the redirects consumers' attention to the Foursquare account, a social media platform that may not be frequented by guests.

“The Ritz-Carlton World Concierge program started in 2011 and has grow from 75 to 89 hotels in that period,” said Steven Holt, regional director of public relations, The Americas at **Ritz-Carlton** Hotel Company.

“Each of our concierge from our hotels and resorts around the world provide local tips about the destination, culture, museums and activities for both guests and travelers,” he said. “Concierge tips are added weekly to keep the information fresh and to constantly add to the knowledge-base crafted by the expertise of the concierge team of The Ritz-Carlton.”

Growing upward

On FourSquare, consumers receive traveling and city tips from Ritz-Carlton employees for destinations such as Dubai, United Arab Emirates, Miami, Toronto and Berlin by following the company.

The fan base has grown to more than 15,000 followers and 88 locations.

On June 23 the 1,000th tip was published from the Ritz-Carlton property in Toronto and spoke about the wall art displays in Graffiti Alley. The tip came from Jacqueline at The Ritz-Carlton, Toronto.

The FourSquare tips have been enhanced more with The Ritz-Carlton mobile application. On the app guests can now explore the content offered on the social platform.



Ritz-Carlton on FourSquare

FourSquare has been updated frequently by the brand, featuring different properties, events, places and suggestions from all over the world.

Each hotel and location mentioned is linked to its own page on FourSquare that features images and information about the suggestion.

Ongoing options

Other brands have had campaigns that continued through a length of time.

For instance, Prada-owned Miu Miu engaged the Mercedes-Benz Fashion Week festivities with a screening of its seventh "Women's Tales" film.

"Spark and Light," directed by So Yong Kim, premiered on Feb. 11, 2014 in New York, with online content created surrounding the release. Since Prada is an Italian brand, and shows all of its Miu Miu collections in Paris, this was an opportunity for Prada to be a part

of New York Fashion Week and stay top of mind for consumers as its runway shows were approaching ([see story](#)).

Also, in May, British automaker Bentley Motors released yet another teaser for its Bentayga in the wake of recent announcements about sports utility vehicles from other luxury auto brands.

The original announcement for the Bentayga came in summer 2013 and the model has been gradually teased ever since. Another short video for the campaign keeps consumers intrigued, but the elongated anticipation for the release of the vehicle may lose the attention of many consumers ([see story](#)).

Continuing an ongoing campaign requires brands to continually update the series.

“As a brand, we will continue to post weekly concierge tips from our hotels around the world,” Mr. Holt said. “In addition, The Ritz-Carlton continues to expand across the global with an estimate 30 new projects to open in the coming years. With more hotels, we will have more concierges and expertise to contribute to the The Ritz-Carlton World Concierge program on FourSquare.”

Final Take

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