

PENINSULA

Peninsula pushes holiday promotions with watercolored microsite

November 30, 2015



Peninsula Paris '2015 SnowPage

By FORREST CARDAMENIS

The Peninsula Hotels is offering its patrons the "Golden Ticket" to holiday cheer.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The hotel chain has expanded on its SnowPage promotion with a festive microsite that includes a list of holiday offers and other festive activities in each hotel, as well as a behind-the-scenes video. The interactivity and design of the site will strengthen the bond with consumers and position a holiday stay at a Peninsula hotel as a memorable experience.

"There is such great festive traditions and differentiated atmosphere from our hotels around the world; bringing them into one place helps us communicate the breadth as well as the richness of our hotels at this very special time of year," said Robert Cheng, vice president of marketing for [The Peninsula Hotels](#).

"The site showcases the exciting seasonal experiences for the whole family at each hotel, including holiday feasts, cocktails, gift hampers and winter-themed spa treatments and of course the incredible dcor and exciting special events around the world," he said.

"Whether it is to help them plan or simply to inspire them to travel, whatever we can do to add a little cheer to this time of year, we are happy to do so."

The most wonderful time

Each Peninsula hotel is selling SnowPages, limited to 300 in number, for \$75. Proceeds will go to the Make-A-Wish foundation.

Designed to place SnowPage within Peninsula's heritage, a video begins with what appears to be hotel employees, dressed in the trademark white uniforms, playing in the snow on the roof of a Peninsula property. After throwing snow around, they begin to build a snowman.

[video width="420" height="236" mp4="https://www.luxurydaily.com/wp-content/uploads/2015/11/Peninsula-Snowpage.mp4"] [/video]

Peninsula SnowPage video

The pages walk down a hallway and there are cuts to the kitchen, the spa, tailor and other parts of the hotel all

making pieces that, when taken together, are evidently parts of the snowman. The pages retrieve each piece and then head back to the roof.

Once there, they finish assembling the snowman, the likeness of SnowPage. Delicate music and an alto choir accompany, giving the video an appropriate sense of holiday cheer.



Peninsula Shanghai watercolor

The Web site also hosts a watercolor rendering of each of the Peninsula's hotels, which users can explore by scrolling. When a particular hotel is selected, an "experience for every passion" section will list the hotel's holiday promotions. The events are labeled as being "for the family," "for the epicurean," "for the glamorous" or with other descriptors, making it easy for a consumer to find relevant events.

Further down, past the SnowPage video, there are larger slides of each hotel's events and an option to "find out more." Clicking will open up a larger description and options to inquire or book a reservation. Just below the events is another prompt to book, which will include "a special seasonal upgrade that makes any family reunion, romantic break or short holiday with friends truly unforgettable."



Peninsula Beverly Hills, CA

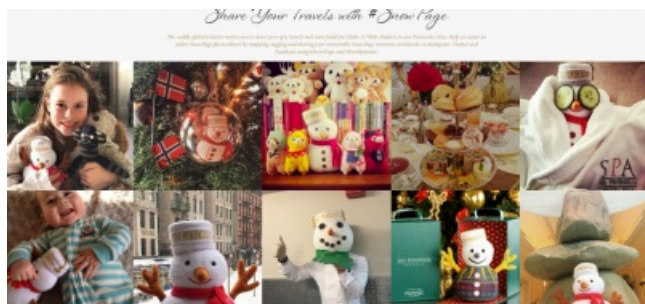
The interactive and explorative interface, supported by creative and appealing artwork, encourages users to explore numerous Peninsula locations. Letting the user discover Peninsula's offerings rather than having the brand push its promotions to them will likely result in more numerous and enthusiastic conversions, as marketing-savvy consumers like the idea of finding things for themselves.

Finally, the site includes a likeness of each city's limited-edition SnowPage and a photo album of patrons and their plush SnowPage. Consumers are encouraged to share photos on social media with #SnowPage and #PenMoments.



SnowPage

Consumers enjoy seeing their own content on a brand's site, as it strengthens the relationship and makes the individual feel like a partner rather than someone to be sold to. Combined with the exploratory nature of the microsite and the limited-edition SnowPages, Peninsula's holiday campaign will likely make guests feel like they are buying into an experience with the brand.



#PenMoments and #SnowPage photos

"We are very lucky that we have our guests have a strong emotional bond with the Peninsula brand, and even without much encouragement, they share their own Peninsula Moments at our hotels throughout the year," Mr. Cheng said. "During this festive season, we wanted to showcase some of these incredible photos, as they truly reflect the warmth of our hotels during the season as well as our guests' great creativity."

"Our guests have grown to love our holiday ambassador, SnowPage," he said. "In an effort to surprise and delight fans of The Peninsula Hotels we look forward to interacting with guests to share their personal festive experiences."

Content gifting

The Peninsula SnowPage was recently redesigned for the holiday season.

To redesign the SnowPages, Peninsula worked with luxury toy-art collective Papinee. Each hand-made SnowPage is dressed with luxurious fabrics and detailed embroidery linking the toy to the hotel it is meant to represent.

Overall, there are 10 exclusive limited-edition SnowPage toys, one for each hotel. A number of the SnowPage boxes will include a golden ticket, a la "Willy Wonka and the Chocolate Factory," that can be redeemed for bespoke Peninsula experiences, designed to create memories for the entire family ([see story](#)).

Peninsula is the latest hotel to turn to user-generated content to help build its brand.

For example, Four Seasons Hotel and Resorts is leaning heavily on consumers' photos with "Focus on Four Seasons." its new visual education series.

"Focus on Four Seasons" will offer tips to take the perfect photograph and curate the best images captured at Four Seasons hotels by professional photographers and the average Instagramming consumer alike. The use of consumer-generated content on a brand site is an increasingly common way of making consumers feel like equals rather than like targets for advertisements ([see story](#)).

For Peninsula, the content and SnowPage are symbols of lasting holiday memories.

"Every season we look forward to delighting our guests with special holiday moments and memories that share the SnowPage spirit," Mr. Cheng said. "This year, we believe our partnership with luxury toy-art collective, Papinee and Make-A-Wish brings a new interpretation to the spirit of the SnowPage, while embodying the values of uniqueness, family and a bit of fun that are at the heart of The Peninsula Hotels."

"We have 10 versions of SnowPage, each inspired by a Peninsula destination; as they are hand crafted and finished, we wanted to focus on quality and beauty," he said. "We hope that they will become great collectables for our guests who can cherish them and bring home a happy Peninsula Moment."

Final Take

Forrest Cardamenis, editorial assistant on Luxury Daily, New York