

INTERNET

Ritz-Carlton shows off service capabilities by recounting proposal

February 17, 2016



Exterior of The Ritz-Carlton New York, Central Park

By STAFF REPORTS

The Ritz-Carlton is demonstrating its ability to surprise guests and make memories through an animated short.

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

Based on a true story that took place at the brand's Central Park property in New York, the film tells the story of the role Ritz-Carlton played in organizing "the proposal of a lifetime." Luxury hotels are increasingly defined not by the properties themselves, but by the staff who shape the guests' stays.

Making memories

Ritz-Carlton shared its film on Facebook. Even though this centers on a New York hotel, the brand posted it on its company-wide account.

At the start, a couple walks arm-in-arm into the hotel. The camera then turns its attention upstairs, letting the viewer see the preparations happening in the couple's room as staff carry in a telescope and make the bed.

The couple then arrives at their room, and the woman is surprised to see the telescope sitting by the window. She looks through the eyepiece and sees a man holding up a sign that reads "Will you marry me?" in Central Park.

Her boyfriend then kneels down beside her, opening a box to reveal a diamond ring. A voiceover says, "A telescope, a proposal, a dream."

//

The Ritz-Carlton New York, Central Park arranges a surprising discovery, and the proposal of a lifetime. #RCMemories

Posted by [The Ritz-Carlton Hotel Company](#) on [Sunday, February 14, 2016](#)

At the end, text tells consumers that this was based on a true story, possibly giving them ideas about their own potential surprises.

The Ritz-Carlton is giving consumers a central location to share brand memories that will likely spur more social media interaction.

The newly minted "Your Memories" section on the brand's Web site aggregates social posts with the #RCMemories hashtag and invites manual uploads from consumers. As consumers see the images of other engaged Ritz-Carlton travelers, it may foster a sense of community ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.