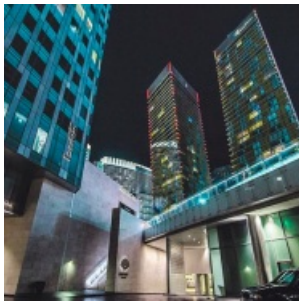


MULTICHANNEL

## Mandarin Oriental drives consumers to #DestinationSound via social media

March 23, 2016



*Mandarin Oriental, Las Vegas*

By FORREST CARDAMENIS

Mandarin Oriental Hotel Group is ensuring consumers hear what it has to offer with a new sound experience and social campaign.

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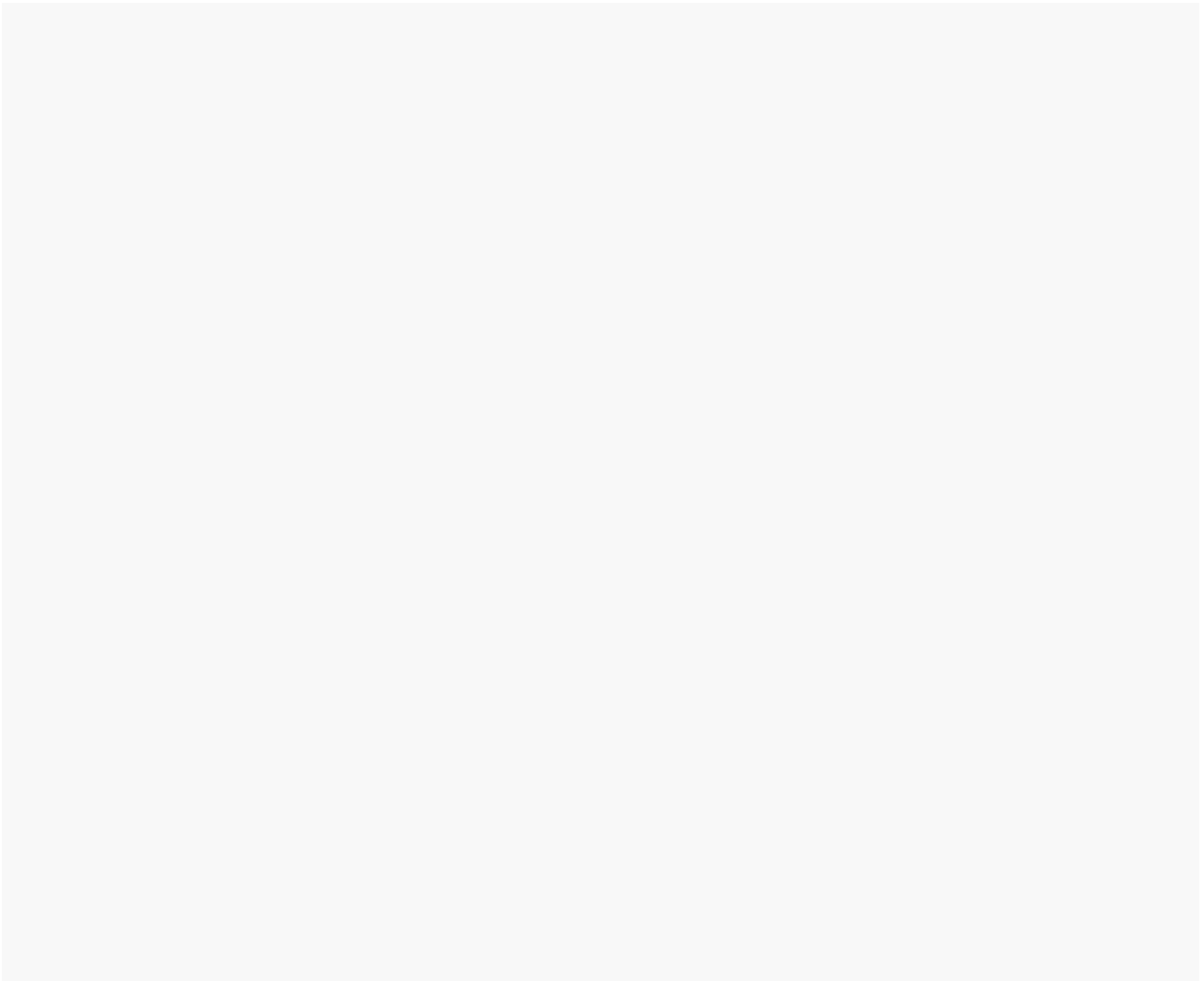
The brand has outfitted rooms in numerous properties with a new sound system by Bowers & Wilkins and is celebrating the partnership with a #DestinationSound invitation-only music event. Hosting exclusive events is a surefire way to get experience-oriented consumers to take notice of a brand.

"We greatly value Bowers & Wilkins' strong brand heritage, dedication to the highest quality products and customer loyalty all of which are qualities that make for a fitting partnership with Mandarin Oriental," said Jennifer Atkinson, Director of Customer Relationship and Partnership Marketing at **Mandarin Oriental**. "Similarly, we too are committed to being leaders in our industry and are dedicated to completely delight and satisfy our guests."

"Whether our guests are listening to their favorite songs en route to their destination or enjoying music in the privacy of their room, our guests are fans of music and they like to take it on the go," she said. "This exclusive partnership provides our guests with a cutting-edge sound experience during their stay using the latest Bowers & Wilkins headphones and speakers."

### #DestinationSound

The latest Bowers & Wilkins technology will be featured in-room at Mandarin Oriental's New York, Washington, Boston, Geneva, Paris, Hong Kong, Shanghai and Barcelona, Spain properties. The #DestinationSound event featuring Eric Church will take place on Friday, April 1 at Mandarin Oriental, Las Vegas.

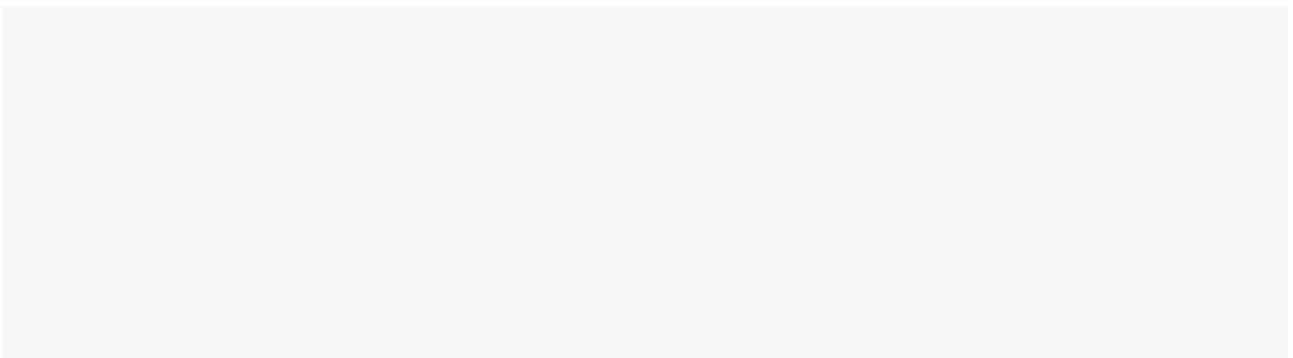


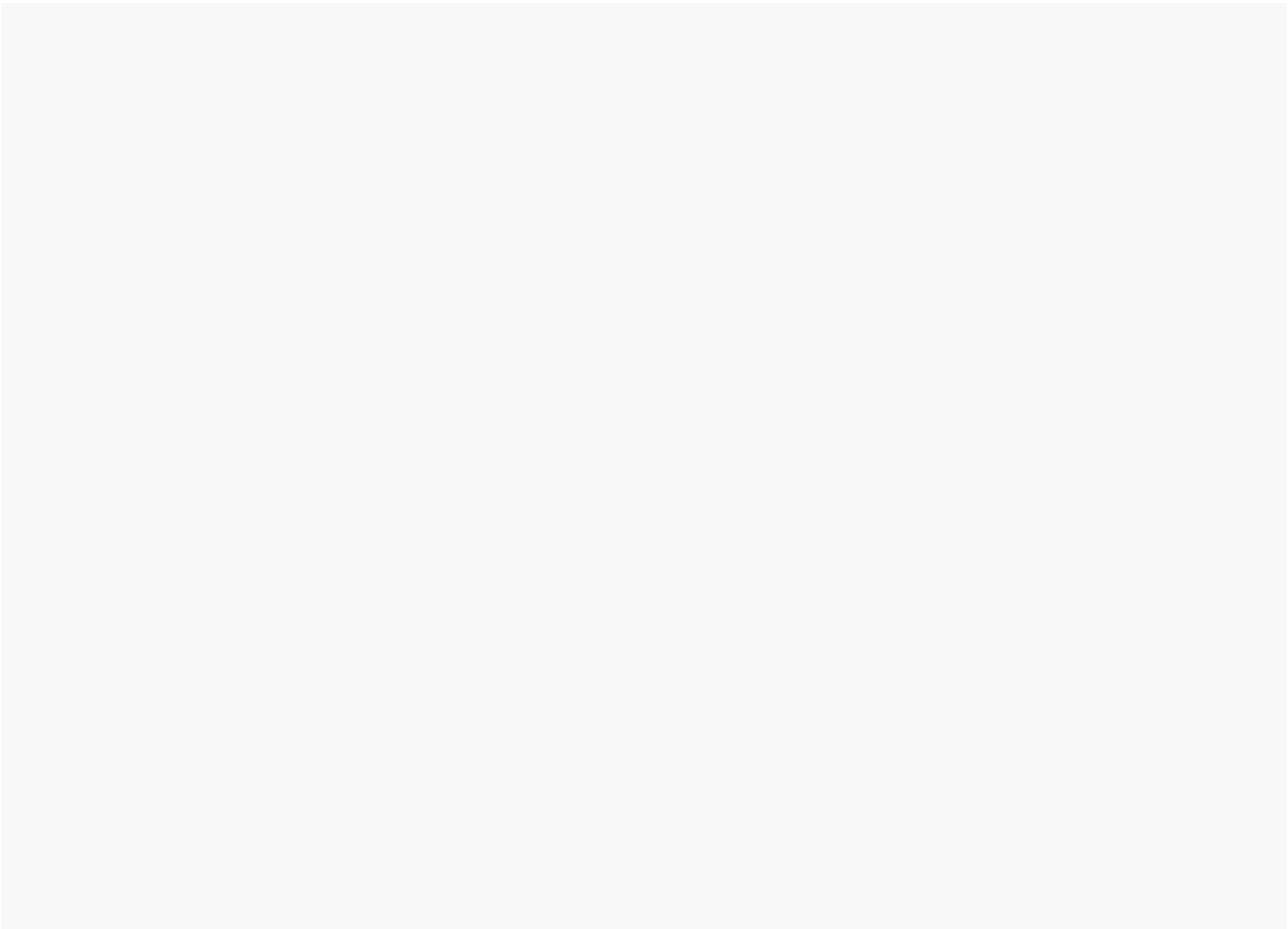
A photo posted by Mandarin Oriental, Las Vegas (@mo\_lasvegas) on Mar 18, 2016 at 12:22pm PDT

On the #DestinationSound [Web site](#), users can register for access to highlights of Eric Church's accompanying performance and a chance to win a VIP gift from Mandarin Oriental, Bowers & Wilkins and Eric Church, along with first access to future #DestinationSound events and product giveaways.

The prize package includes a \$500 Mandarin Oriental gift card and \$650 of Bowers & Wilkins products and Eric Church memorabilia. The event itself is invitation-only, though the hotel's Washington property will host a listening party and provide access to Bowers & Wilkins' 803 Diamond Speakers, P7 headphones and other high-end sound products.

In addition, Mandarin Oriental has launched a social campaign to spread the word. Users are asked to submit a photo in which music made a moment more memorable. The winner will receive two VIP tickets to the Eric Church performance a complementary one-night stay.





Make sure to follow us on April 1st as we present our first #DestinationSound #music event at @mo\_lasvegas featuring @EricChurchMusic with an exclusive Q&A and live performance! Click on our bio link for more info and enter for a chance to #win an exclusive #prize.

A photo posted by Mandarin Oriental Hotel Group (@mo\_hotels) on Mar 21, 2016 at 2:13pm PDT

Social media initiatives are a way for a brand to organically raise awareness and showcase its exclusive offerings. For this event, consumers who do not follow Mandarin Oriental will likely be encouraged to follow anyway, giving the brand opportunities to reach them in the future.

Although details for future #DestinationSound events have not been announced, Mandarin Oriental refers to it as the brand's first, suggesting that similar events and prolonged ties to music and Bowers & Wilkins will follow.

Music to the people

This is not the first time Mandarin Oriental has brought people together with music.

For example, in late 2013, Mandarin Oriental, New York joined The Juilliard School and high-end audio specialist Bowers & Wilkins to showcase emerging talent by providing guests and music enthusiasts with weekly evening jazz sessions.

The "Evening Sessions" featured young jazz musicians from the eminent music school every Thursday night through December. Establishing a recurring event that brings together multiple organizations and supports local talent is likely to increase both core guests' and visiting outsiders' loyalty to hotel ([see story](#)).

Brands in other sectors have also targeted music fans with concerts by high-profile artists.

Last year, French apparel and accessories maker Louis Vuitton generated buzz around its recently opened Fondation Louis Vuitton with a charitable concert series.

Louis Vuitton invited hip-hop artist Kanye West to perform this weekend at its Frank Gehry-designed Fondation Louis Vuitton space in Paris. The concerts, scheduled nightly from March 7-10, fit with the conclusion of Paris Fashion Week ([see story](#)).

"With #DestinationSound, we wanted to create an exciting series of events that highlight our partnership as well as showcase musicians in key destinations," Ms. Atkinson said. "We do plan to continue the series, featuring different Mandarin Oriental properties and musicians from around the world."

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