

TRAVEL AND HOSPITALITY

Ritz-Carlton joins with British Vogue, GQ for theatrical experience

July 29, 2016



The Ritz-Carlton's Room No.8 in partnership with British Vogue and British GQ

By STAFF REPORTS

The Ritz-Carlton is painting a sensory picture of the boundless possibilities accessible at its properties with help from two Cond Nast publications.

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

Titled Room No.8, a sensory experience was held in London in partnership with British Vogue and British GQ, during which guests were immersed in a series of audiovisual displays, performance art and theater. Taking the experience beyond the singular event, Ritz-Carlton is using footage from Room No. 8 in a creative campaign running on both of the titles.

Art of hospitality

The Ritz-Carlton's Room No.8 was staged at the White Space Gallery in London at the end of June.

Lighting installations transported consumers into the ocean or placed them in the middle of a city. Actors helped bring true guest stories to life.

To involve all of the senses, consumers were also treated to food and cocktails.

Nick Teare, senior director, brand & field marketing at The Ritz-Carlton, said in a statement, "One of our opportunities in marketing is to bring to life the magical experiences created by the ladies and gentlemen at our hotels through media channels. With Room No.8, Cond Nast, U.K. has worked with our brand to create a beautiful, highly sensory journey, which is designed to further levels of engagement and interest in our hotels worldwide."

The Ritz-Carlton Room No.8

As marketers look to effectively appeal to consumers, a strategy that takes all five senses into consideration is the best approach, according to a new report by Shullman Research Center.

Sight may be the most important sense, ranked highest by 84 percent of consumers, but the other four also play a major role in consumers' purchasing decisions and perception of a brand. Luxury brands in particular should take note of the senses outside of sight, as luxury buyers have less of a focus on sight than those who do not indulge in luxury ([see story](#)).

As ad blocker use rises among consumers, brands are finding inventive ways to reach their audience via media with creative content.

"We are thrilled to have worked with The Ritz-Carlton on this exciting project, which is a first for all involved," said Malcolm Attwells, commercial director, Cond Nast Digital. "We very much enjoyed experiencing Room No.8 and the resulting campaign on GQ.co.uk and Vogue.com is fantastic."

© 2020 Napean LLC. All rights reserved.

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