

TRAVEL AND HOSPITALITY

## Ritz-Carlton, Cleveland expresses civic pride as hotel reopens

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*The Ritz-Carlton, Cleveland opened in 1990. Image credit: Ritz-Carlton*

By STAFF REPORTS

The Ritz-Carlton is demonstrating its longstanding relationship with Cleveland as the hotel relaunches following an 18-month renovation.

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Working with brand agency Team One, Ritz-Carlton, Cleveland created an integrated campaign featuring local attractions. The campaign creative, which will run in out of home, digital and across social media, was drawn by British artist Michael Arnold, who created custom illustrations and marketing materials to support the hotelier's long awaited reopening.

Proud to be a Clevelander

Mr. Arnold's illustrations for the Ritz-Carlton, Cleveland include local landmarks such as Progressive Field and the Quicken Loans Arena, home to the city's professional baseball and basketball teams, respectively.

Other illustrations include Jack Casino and Playhouse Square and the Ritz-Carlton hotel as well as its fitness club and TURN Bar + Kitchen.

Each illustration helps guests visualize its proximity to the Ritz-Carlton in cheeky units of measurements such as "only 88 stages away from total drama" for the theater. The civic pride campaign also includes tags such as "Our city dunks here" or "Our city finds inspiration here."

Some versions of the illustrations have been animated.

29,568 pierogis away  
from West Side Market.



OUR CITY INDULGES HERE



THE RITZ-CARLTON  
CLEVELAND

*The Ritz-Carlton, Cleveland's illustration for the West Side Market. Image credit: The Ritz-Carlton, illustration by Michael Arnold*

The Ritz-Carlton also commissioned a set of notecards for guests, which are kept in a custom box with the hotelier's logo. For the boxset, additional illustrations were created for the West Side Market, The Museum of Art and the Ritz-Carlton itself.

The card backs were left blank for writing purposes and include a small logo and "Proud to be a Clevelander."

Mr. Arnold also created a city map of Cleveland where custom icons pinpoint landmarks and civic centers. The map will be given to guests of the Ritz-Carlton and will also be featured on the hotel's Web site.

The Ritz-Carlton, Cleveland first opened its doors in 1990 and has undergone a massive 18-month overhaul of its 206 guest rooms and public spaces in an effort led by Detroit-based developer Bedrock.

Many brands express civic pride as a way to share their positioning with consumers.

For instance, British menswear and leather goods brand Alfred Dunhill celebrated the city of its birth, London, with four short films chronicling the lives of four local men. Each short film delved into the men's lives in London and how dunhill fits in with their aesthetic ([see story](#)).