

TRAVEL AND HOSPITALITY

Ritz-Carlton gives aspiring filmmakers the chance to collaborate

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The Ritz-Carlton's contest will select five filmmakers. Image credit: Ritz-Carlton

By STAFF REPORTS

The Ritz-Carlton is working with Hearst Magazines to find the next big filmmaking talents to develop promotional short videos for the hospitality brand.

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Over the next few months, a panel of judges made up of film experts from Ritz-Carlton, Hearst, YouTube and Hollywood will judge submissions from up-and-coming filmmakers who will have the chance to make short films for Ritz-Carlton. The contest is a way for the brand to support the arts while also developing its own messaging.

"We are thrilled to collaborate with Hearst Magazines Digital Media to showcase The Ritz-Carlton experience through the lens of five different writers and directors," said Lisa Holladay, global brand leader at The Ritz-Carlton, in a statement. "By selecting up-and-coming talent, we hope to create a unique platform to showcase their art, as well as new and interesting perspectives of a stay with The Ritz-Carlton.

"We look forward to working with Hearst to capture The Ritz-Carlton experience on film, from our signature design to the legendary service provided by our ladies and gentlemen."

The Stay

The Ritz-Carlton is looking for the next big talent in filmmaking as part of a new initiative called The Stay.

This effort is meant to be a series of five short films that explore the possibilities of staying at The Ritz-Carlton. The twist is that these short films have not yet been made.

Instead, the brand is looking for inspired young filmmakers to come work with the brand and make these short films a reality. A panel of five judges, including Academy Award-nominated writer/director Mike Figgis, YouTube's head of content for the EMEA region Luke Hyams, Harper's Bazaar UK digital editor Sarah Karmali, Esquire.com culture editor Tyler Coates and Ms. Holladay of The Ritz-Carlton, will judge the submissions and select the winners, who will each create a short film at one of five different Ritz-Carlton locations throughout the world.

Other travel brands have also turned to video recently as a way of engaging with potential customers. Hilton's Waldorf Astoria Hotels & Resorts has launched its first digital-led campaign motivated by consumer insight data as

rapidly-changing luxury travel trends shift how travel brands need to cater to affluent guests.



Waldorf Astoria released its first digital-led campaign. Image credit: Waldorf Astoria

The "Live Unforgettable" campaign playfully highlights Waldorf Astoria's commitment to service in three 15-second spots, with each storyline featuring the concierge helping to fulfill customers' offbeat requests. Waldorf's commitment to evolving its strategy around consumer insight with this campaign exhibits the necessity to adapt to the new normal for luxury travel brands, and using data to do so ([see story](#)).

"We are excited to align the distinct voices of our brands, including Esquire and Harper's Bazaar, with a brand as illustrious as The Ritz-Carlton to launch this ground-breaking creative program," said Todd Haskell, senior vice president and chief revenue officer at Hearst Magazines Digital Media, in a statement. "It is our firm belief that 'The Stay' will showcase the breadth of what can be achieved within a luxury, brand-safe environment with a campaign that is as exciting as it is unique."

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