

TRAVEL AND HOSPITALITY

Dorchester Collection campaign inspires guests to create their own moments

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Image Credit: Dorchester Collection.

By SARAH RAMIREZ

Hotel brand The Dorchester Collection is highlighting its amenities and commitment to service in an effort that touches on the different ways guests can enjoy their stays.

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With its video series "Perfection just happens," the Dorchester Collection is bringing to life different experiences its guests may have at its hotels. Three parts of the series have been released so far: Romance, Occasions and Sanctuary, with more on the way.

"Dorchester Collection's reputation for excellence lives in its attention to detail," said A. Taylor Rains, managing partner [Flugel Consulting](#), Charleston, SC. "This campaign demonstrates how Dorchester Collection arrives at that perfection.

"Little elements you, as the guest, may not even be aware of but that ultimately come together to make your stay memorable," he said.

Mr. Rains is not affiliated with the Dorchester Collection, but agreed to comment as an industry expert. [The Dorchester Collection](#) was reached for comment.

Experience and service

Each chapter of the "Perfection" series includes a short vignette, as well as a longer accompanying piece that goes more behind-the-scenes detail at the hotels. Department heads lend their voices to each video, adding a more personal touch.

In "The Perfect Romance," a young couple is seen preparing for a romantic evening at Dorchester Collection's Paris location. The camera lingers on the details, from the flower arrangements to the suite's balcony.

"The Perfect Romance" is the first video in The Dorchester Collection's campaign that focuses on experiences and services

"We strive to get to know all our guests and to personalize their time with us," says Louise Prevost, director of guest services at the Dorchester Collection, as she narrates "Romance."

An intimate family gathering is portrayed in "The Perfect Occasion." Everyone is seen enjoying themselves, from children to grandparents, as a staff members serve cake.

"We're not just hosting events and occasions we're making lasting memories," emphasizes narrator Joe Flattery, events operations manager at the Dorchester Collection.

"Your Sanctuary" emphasizes the moments of tranquility and indulgence, as an older man checks into a Dorchester Collection hotel. Once he enters his elegant but masculine suite, he unwinds with a glass of cognac.



Each "chapter" has two parts: a vignette and a behind-the-scenes look at the staff's efforts. Image credit: The Dorchester Collection.

Again, service is emphasized in the accompanying craftsmanship short.

"We're always trying to stay one step ahead of them," says Nicholas Henry, deputy executive housekeeper at the Dorchester Collection. "Whether that's by adjusting the temperature, putting extra hangers in the wardrobe or making up an extra bed if we know they have children."

By showing different staff members throughout the series, and even using the word "we," the Dorchester Collection emphasizes their commitment to teamwork and service from top to bottom.

"It's unique for a luxury brand to give a peak behind the curtain with a campaign like this," Flugel Consulting's Mr. Rains said. "Typically, hotels focus primarily on the end result the experience presented to the customer and what makes it unique.

"The campaign focuses on the details and skills honed by the property's expert employees to craft the perfect stay for a customer, regardless of what experience they might be looking for."

In the details

Luxury hospitality brands continue to search for fresh ways to capture travelers' attention.

Earlier this summer, Hilton's Waldorf Astoria Hotels & Resorts launched its first digital-led campaign "Live Unforgettable," as rapidly-changing luxury travel trends shift how travel brands need to cater to affluent guests. All of the videos emphasize face-to-face interactions, a conscious choice made based on consumer data ([see story](#)).

More recently, Taj Hotels went in a different marketing direction. A new video campaign shows scenes from family vacations and girls' trips, urging travelers to get away for some #WeTime a play on the popular phrase "me time." Instead of emphasizing its hotels' services or amenities, the campaign focuses on experiences as a whole ([see story](#)).

"Other brands are focusing on the big picture," Mr. Rains said. "Dorchester Collection is taking a different approach by focusing on the details and, in doing so, is perfectly showcasing its unique value to the guest."