

TRAVEL AND HOSPITALITY

## Four Seasons to enlist envoys for branded content creation

November 1, 2018



*Envoy by Four Seasons will combine art patronage and influencer marketing. Image credit: Four Seasons*

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By SARAH RAMIREZ

Hospitality group Four Seasons Hotels and Resorts is putting a spotlight on original storytelling with a new influencer program.

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Through Envoy by Four Seasons, the hotelier will recruit a select number of artists and storytellers to create work based on their experiences at a Four Seasons destination. A growing number of hospitality brands are turning to influencers to create more engaging content that appeals to a wide scope of guests.

### Envoy experience

Four Seasons will fund each artistic collaboration, including travel, starting with the first Envoy in early 2019. An online application is now available for those interested in the project.

To ensure the project is mutually beneficial, Four Seasons will make sure each Envoy visits a location that reflects his or her passions and artistic sensibilities.



[View this post on Instagram](#)

Take off towards an extraordinary experience with @FSMilan. Travel along Italy's iconic Lake Como towards Villa Giuseppina, a 19th-century art nouveau landmark, where you will spend the day among the finest culinary flavours, wine cellars, and serene mountain-rimmed landscapes of Italy's greatest lake. Visit the link in our profile to learn more. #FourSeasons #ExperienceFS

A post shared by Four Seasons Hotels | Resorts (@fourseasons) on Oct 20, 2018 at 1:20pm PDT

### *Instagram post from Four Seasons*

The Envoy projects, which can include pictures, words, video and other media, will be shared on social media as well, reaching Four Season's more than 10 million followers.

For added credibility, Four Seasons is also working with Emmy Award-winning film studio Muse Storytelling and spoken word artist Marshall Davis Jones.



*Artist Marshall Davis Jones was inspired by a visit to Four Seasons Resort Hualalai. Image credit: Four Seasons*

Muse Storytelling will put its professional glean on the social content, while Mr. Jones inaugurated Envoy by Four Seasons with a poem inspired by a stay at Four Seasons Resort Hualalai in Hawaii.

Fans of Four Seasons can also follow the project with the #FSEnvoy hashtag on social media.

### Artistic influences

In addition to Four Seasons, other hospitality brands have also looked for creative ways to involve influencers.

Hotel brand The Dorchester Collection is looking to help guests create and capture memories of their trips by launching a collection of city guides.

Curated by a select group of influencers, the #DCmoments City Guides are designed to inspire people to explore and

share their favorite places on social media. Each guide was created by a local photographer with tens to hundreds of thousands of Instagram followers, adding an extra touch of personality and relevancy ([see story](#)).

Outside of the travel industry, other luxury brands are also public with their support of artistic collaborations.

Through the Porsche Talent Project and other marketing initiatives, Porsche is building a reputation as an automaker that supports the arts.

In honor of its 70th anniversary, the brand enlisted Peter Lindbergh to photograph the 911 sports car and the Mission E, Porsche's first fully electric vehicle. Previously, the Porsche Talent Project gave six up-and-coming designers the opportunity to design their own scarf with German clothing label lala Berlin ([see story](#)).

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