

MOBILE

Fontainebleau uses QR codes, Instagram to boost pool party interaction

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By RACHEL LAMB

Fontainebleau Miami Beach is upping the engagement level at its Ultimate Pool Party this weekend through interactive mobile elements including QR codes and Instagram.

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Luxury Daily

In partnership with iHeartRadio, the Fontainebleau Ultimate Pool Party is part of the BleuLive concert series and will include musical guests Maroon 5, Flo Rida, Gym Class Heroes and Calvin Harris, as well as a special guest appearance by Enrique Iglesias. To promote the event, a variety of multichannel marketing platforms were set in place including mobile, radio and social media.

"The iHeartRadio Ultimate Pool Party: Fontainebleau Miami Beach is a continuation of BleuLive, the resort's newly-launched performance series, created to make Fontainebleau once again synonymous with a fusion of entertainment and glamour by bringing modern, unique, money-can't-buy vacation experiences to resort guests," said Phil Goldfarb, president and chief operating officer of Fontainebleau Miami Beach.

"The QR codes are deployed for the surprise-and-delight effect that we believe guests expect from Fontainebleau," he said. "We are a cutting-edge brand and we want to make

sure our guests have the ability to try out new technologies in a fun and engaging environment."

IHeartRadio is owned by Clear Channel Media.

Setting the bar

The two-day musical weekend July 29-30 takes place right at the Fontainebleau.

Likely in an attempt to reach a mobile, tech-savvy audience, Fontainebleau is using QR codes and Instagram to add engagement.

Servers will be wearing QR codes that consumers can scan. Coincidentally, Fontainebleau offers a bar code scanner to download on its mobile site.

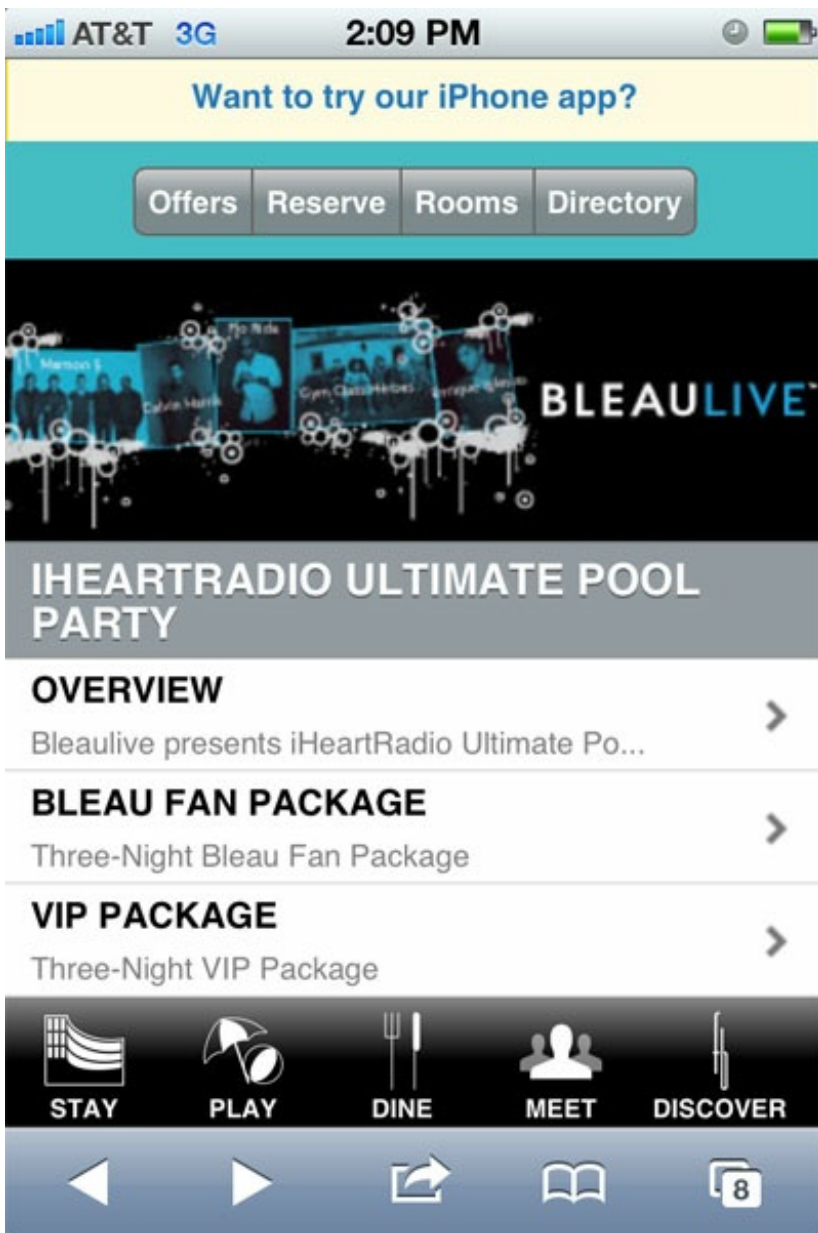


Fontainebleau pool

In addition, Pedro Luis will act as the official Instagram photographer after winning a contest on Facebook. Mr. Luis will be on-property all weekend.

In addition to the mobile efforts at the event, consumers have the option to plan ahead of time on the Fontainebleau mobile site.

On the homepage, there is a link to the pool party page where consumers can look at the event and check out two more packages.



Fontainebleau mobile site

One is the Bleau fan package that includes an oceanview guest room, two passes to the pool party and open bar, access to the welcome party, daytime pool party and the Absolut private lounge. It costs \$300.

The other option is the VIP package, which includes oceanview accommodations, VIP passes to the pool party, access to the welcome party, access to the daytime pool party, VIP welcome amenity, late checkout and complimentary valet parking. It is \$600 per night.

Consumers can book tickets right on the site.

"BleauLive moves beyond the traditional concert series by partnering with leaders in the music industry to craft a fully immersive weekend where, in addition to attending a performance, guests will be offered a number of surprise moments including special events in the resort's world renowned entertainment venues with special opportunities for exclusive interaction with the featured artist," Mr. Goldfarb said.

Absolut party

To market the event, iHeartRadio launched national on-air and online promotions across

its mainstream contemporary hit radio stations.

In addition, 10 winners were chosen each weekday through May 18 to receive 300 packages to the party.

The package included roundtrip airfare, two-night hotel accommodations and all of the weekend events.

One grand-prize winner won an all-access VIP package for six friends including transportation in a private jet, hotel accommodations in the Fontainebleau's Presidential Suite, a pool cabana, private yacht excursion and a chance to meet one of the performers.

Through the use of mobile and social media, it seems that Fontainebleau is targeting an audience of young, trendy individuals in the height of the summer travel season. It also could be to entice U.S. consumers down to the beach before Independence Day.

Many hotels are marketing their packages via social media, but not many are using mobile.

"Our customer base is made up of early adopters who want the ability to interact with our brand in the channels they love," Mr. Goldfarb said. "With the explosion of social media, we have channels where we can interact directly with our customers and build one-to-one relationships like never before.

"If you look at today's customers, they are becoming untethered from the desktop and they are increasingly wanting to consume and publish content on the go through mobile devices," he said. "With mobile and social, we can showcase parts of the resort like never before.

Final Take

Rachel Lamb, associate reporter on Luxury Daily, New York