

MULTICHANNEL

## Peninsula jump-starts fall season via expansive multichannel campaign efforts

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By RACHEL LAMB

The Peninsula Hotels is drawing attention to itself and upping customer engagement through three global efforts: the launch of Peninsula Moments brand campaign, PenCities online travel journal and renovation of flagship hotel The Peninsula Hong Kong.

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**Luxury Daily**

Peninsula Moments is a print, mobile and online campaign featuring the hotel company's commitment to customer service and PenCities is an online travel journal to create a lifestyle aspect. To add to that, the Peninsula Hong Kong underwent a \$58 million renovation featuring advanced in-room technology meant to set new guest personalization standards.

"The aim of Peninsula Moments is to showcase how Peninsula hotels bring the very best aspects of each destination to guests with style, sophistication and elegance," said Robert Cheng, vice president of marketing for [The Peninsula Hotels](#), Hong Kong.

"Conceived and developed in-house using compelling photography and short films, the campaign captures authentic moments at our hotels and features some of the staff members who make each Peninsula property unique," he said. "Peninsula icons

throughout the hotels showcase Peninsula's brand heritage, personal service and the staff's commitment to inspire, surprise and delight."

#### Launch point

The cornerstone of the Peninsula Moments campaign focuses on short films and photography meant to tell stories. The campaign will be available in print, online and tablet versions of luxury, lifestyle, travel and business magazines launching in September.

These include moments and memories to remember, each reflecting a sense of destination and are brought to life with images of architecture, thoughtful service and customer service from the Peninsula staff.

The first in the series of ten 90-second videos was unveiled earlier last week on YouTube featuring the flagship hotel in Hong Kong.

Embedded Video: [http://www.youtube-nocookie.com/embed/cZCj8kYFBGk?list=UUXeHujCjwZ2rpharrzFJSSw&hl=en\\_US](http://www.youtube-nocookie.com/embed/cZCj8kYFBGk?list=UUXeHujCjwZ2rpharrzFJSSw&hl=en_US)

#### *Peninsula Moments video*

They will be released Sept. 2012 – March 2013 and each will focus on the nine cities where Peninsula has hotels.

Photography for the campaign was done by Singapore-based Russel Wong. Also, the films were produced by Ridley Scott Associates and directed by Jean-Claude Thibaut and Antony Crook.

Consumers can go behind-the-scenes at <http://www.peninsula.com/moments>, its YouTube account at <http://www.youtube.com/user/ThePeninsulaHotels> and its Facebook page <https://www.facebook.com/ThePeninsulaHongKong>. They can see photos, videos and interviews that highlight the uniqueness of each Peninsula property.

Meanwhile, Peninsula launched the PenCities online travel journal. Hosted on the Peninsula Web site, PenCities presents a selection of insider recommendations covering restaurant openings, galleries, bars, classic favorites, special events and seasonal celebrations in each of Peninsula cities.

The journal also has new luxury lifestyle and travel trends. It was developed by Luxe City Guides.



## *PenCities city guide for Hong Kong*

“The Peninsula’s campaign is appealing because it draws on the senses,” said Tiffany Dowd, a Boston-based luxury hotel inspector and president of **Luxe Social Media**. “You are visually drawn in by the scenery, moved by the sounds, and captivated by the glamour – it’s an emotional experience.

“Luxury is never complacent,” she said. “Guests continuously seek customized experiences and hotels must use creative communication platforms such as video and social media to remain ever-present in the minds of guests.”

Tech-savvy

To complement its new campaigning efforts, Peninsula’s Hong Kong flagship underwent a major renovation.

The renovation includes both a new interior design and bolstered guest technology.

The new rooms and suites will feature a bespoke luxury aesthetic that references the glamour of private yachts, motorcars and jets.

Meanwhile, the in-room technology will enable new standards of guest personalization.

Interactive touch-screen tablets pre-set in one of five languages including English, French, traditional and simplified Chinese and Japanese, allowing guests to personalize room controls, signage and information.

There will also be full control of all in-room functions via bedside and desk tablets and wall panels, enabling access to the guest compendium of in-room dining menus, hotel services, streaming television, Internet TV and radio, mood lighting, curtains and temperature.

Guests can also access complimentary long-distance VOIP phone calls from guest rooms and from the hotel’s Rolls-Royce fleet.

The new technology also includes an advanced audio-visual center in each guest room featuring a 46-inch flat-screen, Blu-Ray LED TV, Internet, iPod/iPad docking station, memory-card reader and soundbar speaker.

The technology also includes wireless connection to personal electronic devices and the all-in-one printer/photocopier/scanner/fax.

Lastly, there are signature marble bathrooms and LED touch-screen panels located on the wall and bath-side enable viewing of terrestrial and Internet TV and radio and spa button delivering a light and sound experience, according to Peninsula.

The new technological innovations will likely increase buzz to the hotel, as well as ultimately increase the experience at the hotel. This will likely lead to loyalty.

“The renovation of the flagship hotel will create buzz among the group’s past clients, the travel trade and travel-oriented media,” said Ron Kurtz, president of [American Affluence Research Center](#), Atlanta.

“This, plus the enhancement of the experience produced by the changes, will add value to the Peninsula brand,” he said. “The promotional campaign, depending on how and where it is used and with what budget, may increase awareness of the PG.

“If it is limited to digital media and largely focused on past clients, the increased awareness among the target market may be limited.”

Final Take

*Rachel Lamb, associate reporter on Luxury Daily, New York*