

MULTICHANNEL

## Four Seasons Toronto triggers month-long birthday celebration with biggest social contest

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By JOE MCCARTHY

Four Seasons Toronto is beginning a month-long birthday campaign with a social media contest that asks fans and followers to post celebratory images for a chance to win a Toronto and New York trip for two.

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**Luxury Daily**

The #FSCelebrate campaign commemorates the reopening of the property last October and will involve a host of events for guests throughout this month. Although many of Four Seasons' social media contests involve numerous areas and properties, they are generally triggered by an individual hotel's gumption.

"Social media has always been a strategic tool we use to communicate with our guests, fans and followers, so it was the perfect fit for us," said Halla Rafati, director of public relations for [Four Seasons Toronto](#), Toronto.

"Moving the #FScelebrate photo sharing competition online allows us to reach a broader audience with something fun, engaging and interactive," she said.

Celebrate the celebration

The #FSCelebrate contest runs Oct.1-31 and calls for images of what celebration means to fans and followers of Four Seasons. To be automatically entered, fans must post an image of celebration with the #FSCelebrate hashtag using Facebook, Instagram or Twitter.

Four Seasons Toronto is rewarding the best images with 10 prizes that are referred to as "Four Seasons Favourite Things."



*Four Seasons Hotel Toronto*

The number one "Favourite Thing" includes two-nights at Four Seasons Hotel Toronto, dinner for two at Cafe Boulud Toronto, two nights at Four Seasons New York and dinner for two at Cafe Boulud New York. Airfare is also included.

Some other prizes include tickets to a Canadian Opera Company performance, one night in the royal suite for two and a Four Seasons signature bed.

Anticipation for the campaign was built up on the property's social media pages by declaring the contest as its "biggest social media competition ever."

**IT'S ALREADY BEEN FOUR SEASONS!**

Join us in celebrating our *one year anniversary* with a chance to win one of "Four Seasons Favourite Things". Follow us on Facebook, Twitter or Instagram then share a photo of what celebration means to you using **#FSCelebrate** for a chance to win!\*

**FOUR SEASONS FAVOURITE THINGS**

1  <b>GRAND PRIZE</b> 2 nights at Four Seasons Hotel Toronto Dinner for 2 at Cafe Boulud Toronto Round trip airfare for 2 (Toronto-Newark) on Porter Airlines	4  Private dinner for 10 with Executive Chef, Thomas Bellec inside the hotel
2  A Canadian Opera Company performance in the General Director's Box and a private backstage tour after the show. (show depending on availability)	5  Four Seasons signature bed
3  1 night in the Royal Suite for two, including breakfast	6  Set of 6 Artimal prints by Art2
	7  Cultural Mosaic of Canada Spa Retreat at our Spa
	8  Yoga Series from 689 Yoga
	9  A Set of Products from our Spa
	10  Fomaselli Candle from our Boutique

**FOUR SEASONS HOTEL TORONTO** We know you like us but let's make it official. Choose your addition:  
f /FourSeasonsHotelToronto t @FSToronto i @FSToronto

\*Contest rules and restrictions apply.

*#FSCelebrate promotion on FS Toronto Facebook page*

Carrying tradition

Four Seasons Hotels and Resorts had raised awareness for the reopening of its Toronto property at a new location by holding a contest via the Instagram mobile application for the chance to win a \$1,000 Four Seasons gift card.

The #UncoverToronto contest was hosted by the hotel brand's Tumblr blog Four Seasons Fotog. Four Seasons looked to capture what its home city means to past and prospective guests while leading up to the hotel's opening ([see story](#)).

Four Seasons frequently leverages Instagram's ability to reach far-flung audiences and has become adept at crafting effective campaigns.

Executives from Bergdorf Goodman and Four Seasons Hotels and Resorts shared Instagram approaches that involve adapting to the abundance of consumer-generated content and creating lifestyle-oriented campaigns.

Both executives discussed ways that Instagram can drive ecommerce by tracking products that are heavily photographed by fans. Instagram's high-engagement levels and its capacity for narratives makes it a social media platform that requires a well-crafted strategy ([see story](#)).

Although Four Seasons Toronto had the benefit of reinventing itself during the advent of Instagram, the property sees its commitment to social media as no different than the rest of the brand's properties.

"Though the new Four Seasons Hotel Toronto is one year old, this city is where Four Seasons Hotels and Resorts was founded by Isadore Sharp back in 1961 and we continue to be headquartered here," Ms. Rafati said.

"This is the fifth Four Seasons property in the city, and the first one purposely built to be the flagship," she said.

"As a global brand, we have embraced social media for years and it would be worthwhile for any brand, new or old, to do the same."

Final take

*Joe McCarthy, editorial assistant on Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/yl18Nv-pK2Q](https://www.youtube.com/embed/yl18Nv-pK2Q)

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