



THE RITZ-CARLTON®

Make the Leap From Online Communications to Online Storytelling

Allison Sitch
Vice President, Global Public Relations

@RitzCarlton

@LuxPRLady

#PRBootCamp





Davide Grasso
VP Global Brand Marketing
Nike

"Brand storytelling is both an art and a science. If you've [delivered relevant, authentic experiences], your story can end up being the one that people love and more importantly remember."

Stages of storytelling

Authenticity

Humanize. Show some of your personality. Stories involving people are more likely to influence.

Interest in audience

Advocates will pay your story forward. How willing are you to share their content?

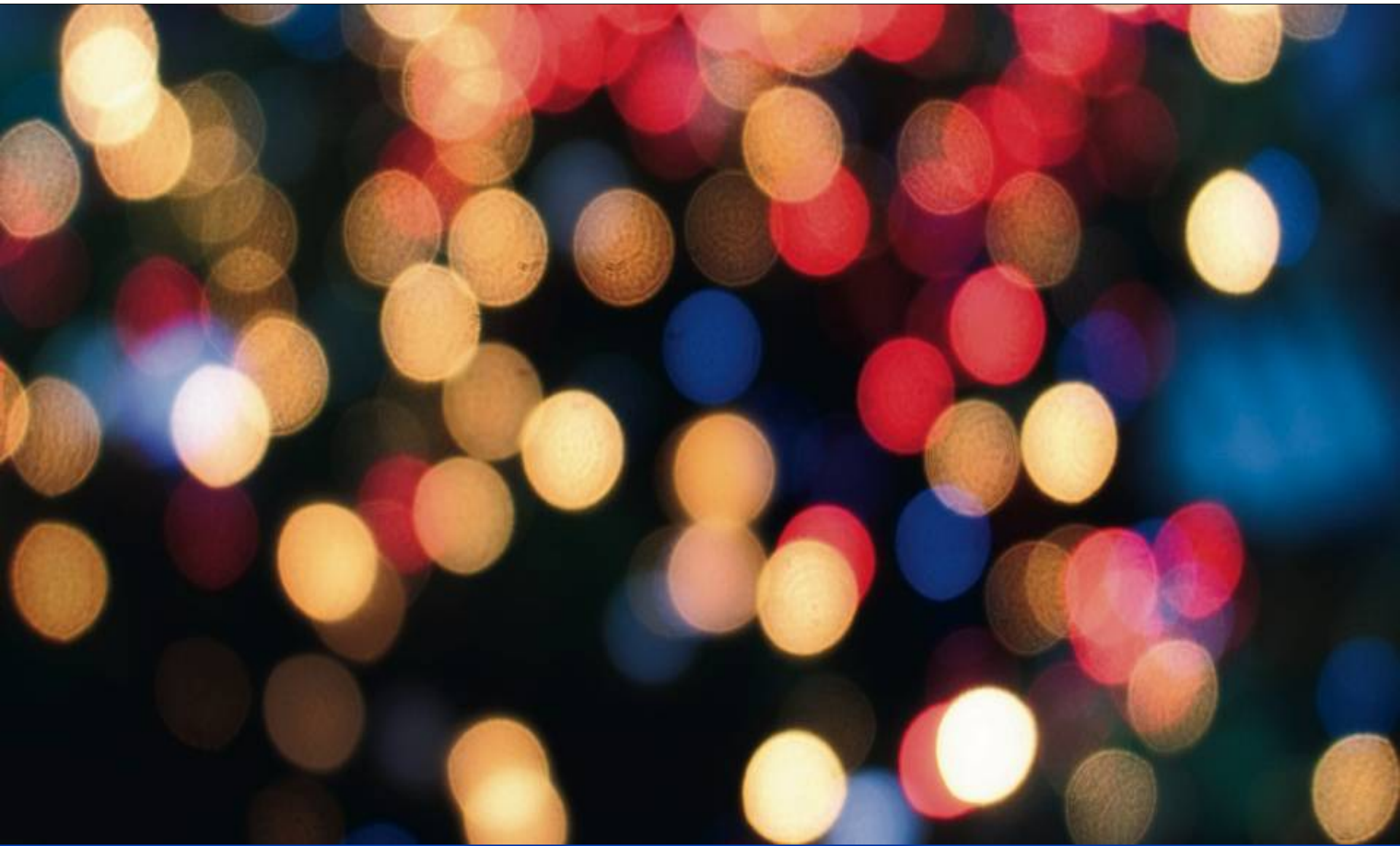
Have a goal

Audience needs to know where the story is going to lead and that you have a point of view.

Be interactive

Best storytellers are equally interested in participation of audience. Link engaging experiences both on and offline.

Find the story



Tell your story at the right time



Do the heavy lifting - Cisco

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Be transparent - Boeing

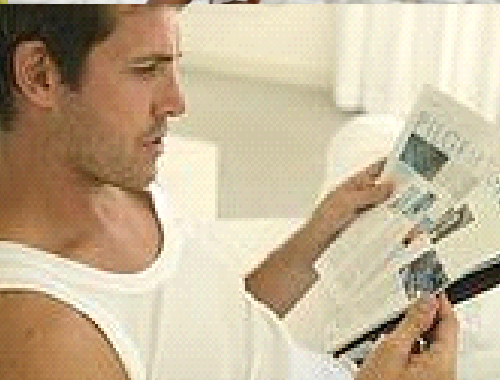


- Stories on website
- Reveals how it tests and builds products
- Storytelling that grips and engages.

Include a visual



Know your audience



Involve your best ambassadors - Intel



- Content curation
- Algorithm to identify the content employees are consuming
- Result is a media arm that curates based on Intel's own employees



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Dell joins the mobile computing revolution with our first laptop, the 316LT. It weighs in at nearly 15 pounds with the battery, giving on-the-go fans quite the workout. (Hey, "light" was a subjective term back then.)

1989



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Stories That Stay With You: Beijing, Financial Street

Unique and Memorable Moments from the Ladies and Gentlemen of The Ritz-Carlton September 28, 2011



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THE NEW YORK TIMES BUSINESS WEDNESDAY, SEPTEMBER 14, 2011

ADVERTISING

Luxury Hotels Market the Memories They Can Make

By STUART ELLIOTT

SINCE the financial crisis began, millions of wealthy consumers have decided to play down the joy of accumulating things in favor of the pleasure of accumulating experiences. As a result, purveyors of premium-priced products and services are embracing the notion that they provide customers with moments to remember rather than with more stuff that needs dusting (by the help, most likely).

A case in point is the Ritz-Carlton Hotel Company division of Marriott International, which is expressing that sentiment as the theme of a campaign scheduled to begin on Thursday: "Let us stay with you."

The switch, replacing the usual hotel-chain request to "Please stay with us," is intended to convey that the memories of a visit to a Ritz-Carlton luxury property will last longer than another fluff

Worldwide portfolio, and Four Seasons Hotels and Resorts.

"Our business volumes are currently ahead of the same time last year and our future bookings are ahead of the same time last year," said Chris Gahaldon, chief sales and marketing officer at Ritz-Carlton.

"I say that with caution," he added, because "the economy is still very much in the early stages of a fragile recovery." Still, "the one area the affluent consumer is likely to spend money on is travel," Mr. Gahaldon said. "It's almost like rewarding yourself for making it through difficult times."

His counterpart at Orient-Express, David Williams, chief marketing officer, echoed that assessment. "At this point in time, revenue is about 40 to 50 percent up from last year," Mr. Williams said, "and our booking trends are still very positive."

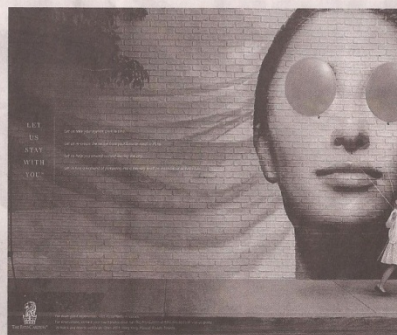
"We don't have our eyes closed," he added, "but our clients have been resilient."

Still, encouraging even the rich to spend now is no walk on a private beach. "Luxury is not a necessity," said Mark Miller, chief strategic officer at the Ritz-Carlton creative agency, Team One Advertising in El Segundo, Calif., part of the Saatchi & Saatchi division of the Publicis Groupe.

So the new campaign takes an emotional tack, Mr. Miller said, to encourage travelers to evolve from "measuring a stay in the number of days" to "measuring a stay in the number of memories, so you get your memory's worth, not just your money's worth."

The ads just ways that guests can ask ite meal in Paris" and "Let us make you captain of your very own ship."

they travel and stay at properties like the Copacabana Palace in Rio de Janeiro.



An ad in the Ritz-Carlton campaign. Current and future bookings have risen compared with



A scene from a video advertising Orient-Express Hotels, where revenue has increased 40 to 50 percent over this time last year.

"talk about a service "This had to be a cinematic" than trs campaigns, he add periences, the expe journey."

To help the ads a consumers, both co extensive presence Facebook, Foursga Twitter as well as a orient-express.com and ritzcarlton.com Orient-Express v 29-year-old investa Christiansen said, i customers who are The goal is to dig stuffy old hotel." In little sexiness back The budget of the paign is estimated

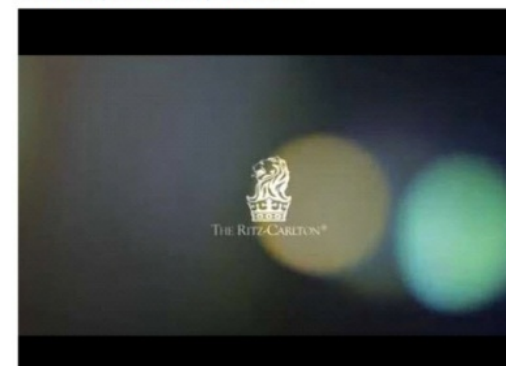
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09.15.11

The Ritz-Carlton Wants to Stay with Me

By Rich Beattie | Hotels + Resorts | Comments



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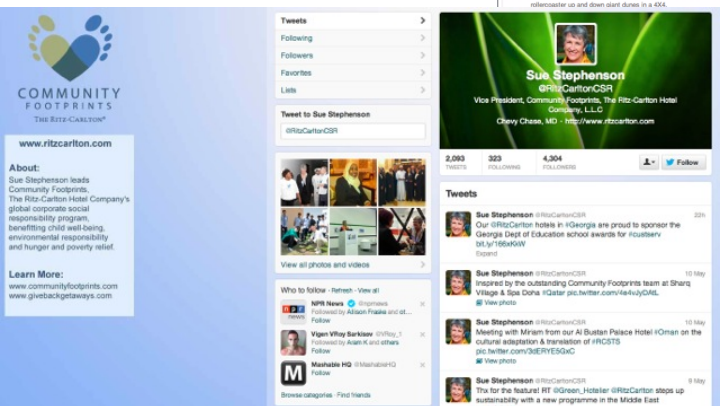
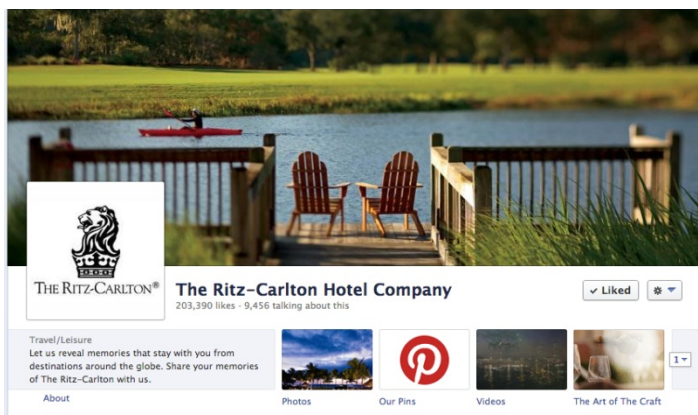
A Collection of Exceptional Stories, Tips, Recipes, and Memorable Moments from the Ladies and Gentlemen at The Ritz-Carlton



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(THE ART OF THE CRAFT) food



Joshie the Giraffe

By The Ritz-Carlton Hotel Company (Albums) · Updated about a month ago · Taken at The Ritz-Carlton, Amelia Island · [Edit Album](#)



Joshie arrived with his family, but he snuck in an extended stay. Read the full story at <http://huff.to/KpqNdx>

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Mercantile Capital Corporation: Joshie at the Ritz-Carlton -- An Extraordinary Customer Experience.

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Published on May 8, 2012 by 504LoanExperts
<http://www.504Experts.com> Chris Hum, the SBA 504 Expert, recently had an outstanding customer experience with the Ritz-Carlton which can serve as a

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