

## CASE STUDY



### **Mandarin Oriental Hotels**

World's premier luxury hotel proudly opens its doors to Washington, DC.

### **Client**

Mandarin Oriental Hotels

### **Project**

Promote the opening of the grandest of all the luxury hotels in the nation's capital.

### **Approach**

Our first task was to begin filming of the Presidential Suite in high-definition video for the Hotel's 2004 inauguration week gala. Sweeping panoramas of the 3,500 sq/ft suite showed off the high-lights of this one-of-a-kind residence. With stunning views of the Monuments from the giant infinity bath tub, to the dining room staffed with one's own personal chef, to the 9 high-definition televisions, the Mandarin's Presidential Suite was beyond compare in Washington, DC. Along with the fabulous rooms, guests were treated to the most luxurious of spa experiences. After an on-location photo shoot, and an in depth interview with the spa manager, we created a direct mail brochure that was aimed at the prestigious households and embassies of upper Northwest Washington.

### **Result**

The Mandarin Oriental Hotel opened to rave reviews by the local press, and its 3 lounges became the newest hot spots in town. Having the largest amount of meeting space in the city, the Mandarin quickly reached its booking goal within the first 3 months of operation.