

Brand Strategy



MANDARIN ORIENTAL

THE HOTEL GROUP

A 300-page brand document ensuring brand

consistency at all locations

worldwide?! Yes please!

THE ASK

Create a social media brand bible for their global chain of hotels to educate the local teams on having a cohesive message and accomplishing set goals. This ranged from content calendars to community management, tracking and analytics, paid advertising spend; Mini audits of each global chain's social channels; Summary versions to share with stakeholders in Hong Kong about changing their digital strategy and budgets.



THE RESULT



- 300-page document that encompassed education on social media, global (and local) strategy and a how-to guide on accomplishing ROI.
- 100-page audit document to give an overview of each hotel's social channels.
- Two 30-page summary documents (one heavily being visual) to present to stakeholders in Hong Kong.



we've worked with... *Ingrid & Isabel.*



MANDARIN ORIENTAL
THE HOTEL GROUP

vivvi

trèStique



HYATT

kidd & coe

THE YEARS PROJECT

the PRNet



VICEROY



TULERIE

goop

Tripadvisor

LA MAISON DU CHOCOLAT
PARIS



QUI



HEYMAMA

afterpay

PRVT

WWW.FLYPRVT.COM

JUST WOMEN'S SPORTS



ahimsa.

LAKE & SKYE

Fairmont
HOTELS & RESORTS

Indagare

NANTUCKET
ISLAND RESORTS

ARTFULLY WALLS



B CELLARS
vineyards and winery
NAPA VALLEY

RESCUING FOOD FOR
NEW YORK'S HUNGRY
CITY HARVEST



ERICA HANKS

Full-Time
TRAVEL



SWEARBY

PROOF
OLD FASHIONED COCKTAIL SYRUP



HIDDEN DOORWAYS
A KAA TRAVEL COLLECTION

SURFACE

Jetdoc
Your fastest doctor visit ever.

THE FINE LINE

PAUSE
well-aging

The Upside

kickoff

We come from...

Time Inc.

**TRAVEL+
LEISURE**

B BEAUTIFUL
DESTINATIONS

CONDÉ NAST

H E A R S T

CHANEL

**AMERICAN
EXPRESS**

CAA
CreativeArtistsAgency

Full-Time
TRAVEL

B
CUISINES

**NORTH
&WARREN**

FOOD&WINE



THANK YOU!

