Brand Strategy



MANDARIN ORIENTAL
THE HOTEL GROUP

A 300-page brand document ensuring brand

consistency at all locations

worldwide?! Vesplease!

## THE ASK

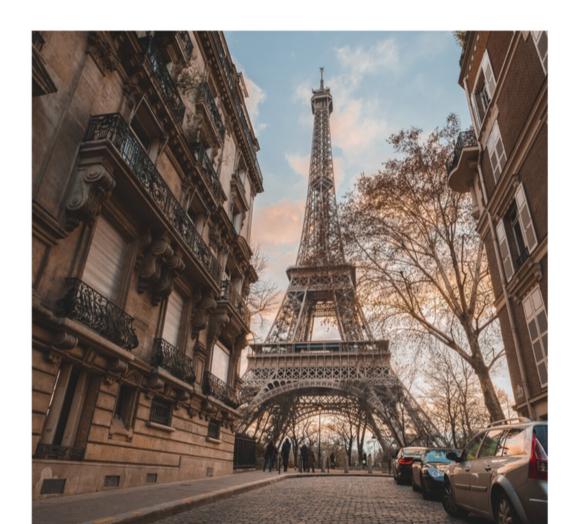
Create a social media brand bible for their global chain of hotels to educate the local teams on having a cohesive message and accomplishing set goals. This ranged from content calendars to community management, tracking and analytics, paid advertising spend; Mini audits of each global chain's social 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...



















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