

Press Release

February 2018

Perfection just happens at Dorchester Collection



Dorchester Collection is launching *Perfection just happens*, a new campaign created in collaboration with McCann Enterprise and supported by R/GA London.

Perfection just happens captures the spirit of Dorchester Collection's relentless pursuit of excellence. With perspectives from both guests and employees, the campaign reveals the craftsmanship and team work that seems effortlessly woven into every guest's stay at each hotel within the portfolio.

Conceived by McCann Enterprise, the creative campaign is seen from the guests' point of view, for whom the choreography of each moment appears seamless, leaving them with a setting where perfect moments "just happen" and they are free to be their spontaneous selves. Images and videos for the campaign, directed and shot by award-winning filmmaker and photographer Michel Comte, bring to life six moments of *perfection*: a family gathering; a group of business friends

The Dorchester, London | 45 Park Lane, London | Coworth Park, Ascot | Le Meurice, Paris | Hôtel Plaza Athénée, Paris
Hotel Principe di Savoia, Milan | Hotel Eden, Rome | The Beverly Hills Hotel, Beverly Hills | Hotel Bel Air, Los Angeles

dorchestercollection.com

Facebook: DC.Luxuryhotels **Twitter:** DC_LuxuryHotels **Instagram:** DorchesterCollection #DCmoments

)(Dorchester Collection

celebrating with a dinner; a romantic stay; a parent and child spending precious time together; two friends reuniting at a bar, and a tranquil moment enjoyed by an executive in one of the hotels' signature suites.

Thanks to the collaboration between R/GA London and Dorchester Collection, the campaign will also reveal how *perfection* is achieved from the perspective of Dorchester Collection's employees via a further six films shot across its international properties. The tireless dedication to mastering their art and the drive to deliver excellence is appreciated and recognised as what makes each guest experience seem smooth and flawless. The transformative digital strategy of the campaign is based around the question of "How does perfection just happen?" and shines a light on the crafts of people working at all levels at Dorchester Collection properties globally.

For the next 12 months, *Perfection just happens*, an integrated campaign with bespoke website, will run across Dorchester Collection's digital, social and CRM platforms. In partnership with Initiative, *Perfection just happens* will be amplified throughout the year across carefully selected global print and digital publications to tell the evolving story. As part of this activity, the campaign will be expanded through a bespoke global media partnership to create original content that deepens the story.

Additionally, Initiative will support *Perfection just happens* by a digital campaign encompassing five different tactics spread across all Dorchester Collection properties to drive email sign up, raise awareness and educate consumers that Dorchester Collection has multiple properties around the world.

Helen Smith, chief guest experience officer, Dorchester Collection, said: "The campaign showcases the effortless moments where *Perfection just happens* for our guests. Of course, it doesn't just happen: it takes a huge amount of energy and craftsmanship by our employees, and brilliant teamwork."

Christopher Cowdray, chief executive officer, Dorchester Collection, said: "We are immensely proud of the team who at all times work tirelessly across all our hotels to provide our guests with an unforgettable experience. Their dedication is crucial to the success of all our properties."

-Ends-

The Dorchester, London | 45 Park Lane, London | Coworth Park, Ascot | Le Meurice, Paris | Hôtel Plaza Athénée, Paris
Hotel Principe di Savoia, Milan | Hotel Eden, Rome | The Beverly Hills Hotel, Beverly Hills | Hotel Bel Air, Los Angeles

dorchestercollection.com

Facebook: DC.Luxuryhotels **Twitter:** DC_LuxuryHotels **Instagram:** DorchesterCollection #DCmoments

)(*Dorchester Collection*

For more press information about Dorchester Collection, please contact:

Victoria Henson
Group Account Director
Peretti Communications Ltd
Tel: +44(0) 207 244 1941
victoria.h@peretti.com

Francesca Lindberg
Account Manager
Peretti Communications Ltd
Tel: +44(0) 207 244 1939
francesca.l@peretti.com

Notes to editors

About Dorchester Collection

Dorchester Collection is a portfolio of the world's foremost luxury hotels in Europe and the US, each of which reflects the distinctive culture of its destination. By applying its unrivalled experience and capability in owning and operating some of the greatest individual hotels, the company's mission is to develop an impeccable group of the finest landmark hotels through acquisition as well as management of wholly-owned and part-owned hotels, and to enter into management agreements.

The current portfolio includes the following hotels: **The Dorchester**, London; **45 Park Lane**, London; **Coworth Park**, Ascot, UK; **Le Meurice**, Paris; **Hôtel Plaza Athénée**, Paris; **Hotel Principe di Savoia**, Milan; **Hotel Eden**, Rome; **The Beverly Hills Hotel**, Beverly Hills and **Hotel Bel-Air**, Los Angeles.
dorchestercollection.com

About McCann Enterprise

McCann Enterprise is part of McCann Worldgroup, the UK's largest communications group.
mccannenterprise.com

About R/GA

R/GA is connected by design. An innovation leader for more than 40 years, R/GA has expanded to offer consulting, ventures, technology, marketing, architecture, and IP development services in addition to its award-winning design practice. Its work spans web, mobile, and social communications, retail and e-commerce, product innovation, brand development, and business transformation. The company has more than 2,000 employees globally with 19 offices across the United States, Europe, South America, and Asia-Pacific. R/GA is part of the Interpublic Group of Companies (NYSE:IPG), one of the world's largest advertising and marketing services organisations. For more information about R/GA, please visit rga.com and on Facebook and Twitter.

About Initiative

Initiative is a full service, culturally driven global media agency within the IPG Mediabrands network, the media innovation and investment arm of Interpublic Group. Initiative understands that advertising avoidance behaviour will continue to spread, fueled by new technologies and platforms. This means brands must find new ways to connect with audiences through culture.

Operating in over 80 countries, Initiative employs 3,200 of the smartest and most diverse talent in the industry. With almost \$16 billion in billings annually, Initiative services numerous best-in-class clients such as Canada Goose, Carlsberg, M&G Investments and Lego. initiative.co.uk

The Dorchester, London | 45 Park Lane, London | Coworth Park, Ascot | Le Meurice, Paris | Hôtel Plaza Athénée, Paris
Hotel Principe di Savoia, Milan | Hotel Eden, Rome | The Beverly Hills Hotel, Beverly Hills | Hotel Bel Air, Los Angeles

dorchestercollection.com

Facebook: DC.Luxuryhotels **Twitter:** DC_LuxuryHotels **Instagram:** DorchesterCollection #DCmoments