



OBJECTIVES

1. Drive awareness of the brand leadership in Michelin-starred led signature dining experiences across Asia Pacific

+

2. Reinforce the reputation of The Ritz-Carlton as the leading luxury brand in Asia Pacific

LONG TERM:

A story that is ownable and keeps the momentum by driving the reputation of the brand and dining experiences

CONCEPT DIRECTION

A Celestial Feast

The teams of Michelin Stars are compared to constellations, like rare cosmic events, they can be awe-inspiring, celebrated and...recurrent! Each "constellation" can be themed, geographically mapped onto the night sky that symbolically represents the galaxy of Ritz-Carlton. Our guests are promised a feast of other-worldly sensations, and like hungry star-gazers, will anticipate the prediction, relish the chance to share the wondrous experience and will eagerly await its next occurrence.

STELLAR DINING SERIES BY THE RITZ-CARLTON

A RARE ALIGNMENT OF MICHELIN STARS

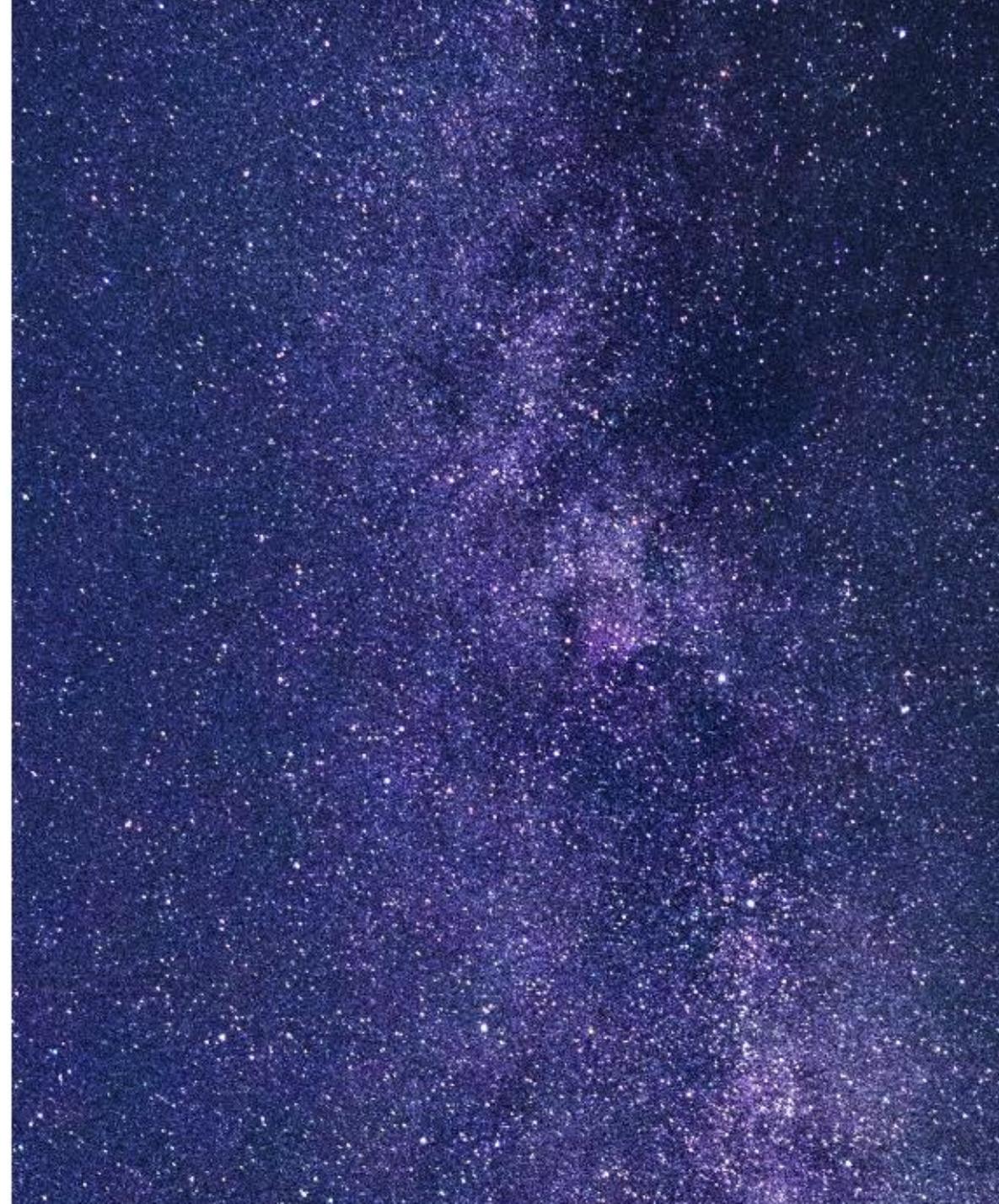
A brand-new concept first launched in 2018 highlighting the rare star alignments which can be experienced for a limited time and at a specific location only. A series of awe-inspiring culinary experiences curated by Michelin-starred chefs, pâtissiers, and mixologists of The Ritz-Carlton, as well as collaborating with each other to create new exclusive dishes in a series of special dining events. It's a journey that we are bringing the rare experiences to different destinations, and continue at our signature Michelin-starred restaurants.



Creative Strategy

Leverage storytelling and engaging content with several phrases of creative execution to drive awareness of the new concept and penetrate the message that highlight:

- **Rare star alignments** which can be experienced for a limited time and at a specific location only, to build excitement and anticipation from our guests.
- **A series of “rare cosmic events”** which are **awe-inspiring and celebrated, to stimulate the urge to record**
- An unforgettable journey that we bring to our guests with **extraordinary dining experiences**



Media Strategy

We developed an integrated marketing strategy across the consumers funnels, to drive awareness, interest and further amplify to drive bookings. We directed traffic to a dedicated Stellar Dining Series

website, with inspirational content and event details. There is no one size fits all in all the markets and **different media channels had their own distinct impact in each market.**

Campaign website: www.ritzcarlton-stellardining.com

Key source markets: Hong Kong, Singapore, China, Japan



Brining the Concept to Life

We bring our guests a rare culinary journey at gourmet cities Singapore, Osaka, Hong Kong and Beijing in 2018, and keeping the momentum to Tokyo, Kyoto and Guangzhou in 2019. The series will continue and ultimately building The Ritz-Carlton as sought-after gourmet destination.

2018 Stellar Dining Series

2019 Stellar Dining Series

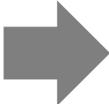


BRAND EXPERIENCES + MARKETING

Create synergy between the concept and marketing messaging

1. CREATE UNIQUE CULINARY EXPERIENCES

For example, 6 hands wine pairing dining with rare alignment of Japanese-inspired French cuisine with Basque influences, curated Afternoon tea and cocktails inspired by the stars, cheese masterclass, vintage Champagne pairing, etc.



2. CONSISTENT AND STORYTELLING CONTENT

Created impactful and inspirational visuals and videos to communicate the Stellar Dining stories with unique branding identity inspired by “cosmic events” & “rare alignment of stars”. Strategically launched the campaign with several creative approach to firstly tell the overall story of Stellar Dining Series, then reinforced with destination event experiences and chef stories to drive consideration and booking.

Consumers touchpoints connected with “Stellar” Dining experiences across pre, during and post

Storytelling content is key

2018 content and creative strategy example



Impactful teaser video & visuals that resonate with campaign concept and experiences

Drive to Stellar Dining Series website



Owned channels FB Collection Influencers Amplification Digital ad Online TV platforms

Stage 1: Consistently leverage key creative to introduce Stellar Dining Series through different media platforms



Influencers Amplification Market-specific creative FB Carousel Market-specific creative FB Collection Lifestyle and premium media - content collaboration

Stage 2: Amplify and penetrate the message through market-specific event message

Integrated Marketing Strategy

2018 & 2019 STELLAR DINING SERIES

Drive awareness and reinforce the reputation of The Ritz-Carlton as the leading luxury brand in Asia Pacific

HONG KONG & SINGAPORE

- Amplified and penetrated the message of Stellar Dining Series through social and content collaboration with key publishers such as Michelin Guide, Tatler HK & SG, Lifestyle Asia
- Engaged with key publications to drive awareness across the key source markets

JAPAN

- Collaborated with key premium media partners' platforms to drive awareness with inspiring content, e.g. Elle Gourmet, Teads
- High focus on social media and digital leveraging paid, owned, earned channels to amplify the message, e.g. LINE, Instagram, Facebook

CHINA

- Created Stellar Dining Series page leveraging Wechat mini app
- Leveraged Tencent platforms to drive traffic online, e.g. OOT, video display
- Collaborated with influencers for amplification
- Strategically leveraged programmatic banners and key OTV channels

1. LOYALTY

- Curated luxury Marriott Bonvoy Moments packages exclusively for members to drive engagements

2. DIGITAL + 3. SOCIAL

- Market-specific digital and social media strategy
- Inspirational content to drive traffic to dedicated website

4. PR

- Built advocacy and awareness for brand in APAC as synonym of "Fine Dining" from influencers, media and food critics through targeted outreach

5. ON-PROPERTY

- Property marketing strategy across all APAC hotels
- Creatively promoted through on-property touch points

CONTENT

- Amplified the message of Stellar Dining Series concept "A Rare Alignment of Michelin Stars" and the continuity of the luxury dining journey
 - Supported by rich and elevated content assets including images, videos, and collaterals

Pre
During
Post

2018 STELLAR DINING SERIES

BY THE RITZ-CARLTON

A RARE ALIGNMENT OF MICHELIN STARS

2 Michelin Stars

PAUL LAU

1 Michelin Star

GORDON
GUO

1 Michelin Star

SIU KONG
CHEUNG

SINGAPORE

NOV 01 - NOV 04

1 Michelin Star

CHRISTOPHE
GIBERT

1 Michelin Star

SIU KONG
CHEUNG

BEIJING

NOV 29 - DEC 01

1 Michelin Star

CHRISTOPHE
GIBERT

1 Michelin Star

KENJI
FUJIMOTO

1 Michelin Star

SIU KONG
CHEUNG

1 Michelin Star

SHINTARO
MIYAZAKI

OSAKA

NOV 08 - NOV 10

1 Michelin Star

SHINTARO
MIYAZAKI

2 Michelin Stars

PAUL LAU

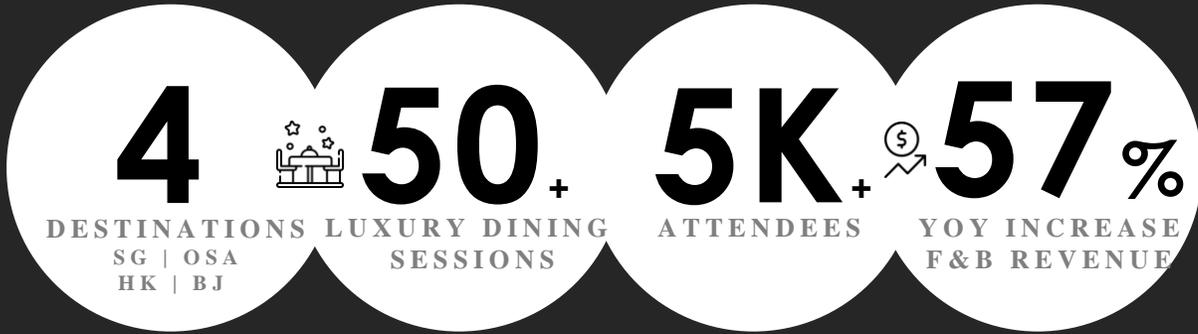
HONG KONG

NOV 22 - NOV 25

STELLAR DINING SERIES

BY THE RITZ-CARLTON

A RARE ALIGNMENT OF MICHELIN STARS



DIGITAL & SOCIAL MEDIA

78,000,000+
DIGITAL & SOCIAL MEDIA IMPRESSIONS

0.45%
AVERAGE CTR (3 TIMES VS BENCHMARK)

2,000,000+
SOCIAL MEDIA ENGAGEMENT

PR

749,000,000+
PR IMPRESSIONS

112
MEDIA ATTENDED

170+
PRESS CLIPS

MICHELIN GUIDE VOGUE
iQIYI 爱奇艺 悦游traveler 界面 JIEMIAN.COM

F&B REVENUE

US\$503,000+
TOTAL F&B REVENUE

LOYALTY

455K POINTS REDEEMED

“It’s a moveable feast, which showcasing Ritz Carlton’s signature service standards, expressed creatively through epicurean artisanship, creative mixology and handcrafted dining experiences.”

– *Michelin Guide*

“Such an exclusive experience! Collaboration across different types of dishes were so amazing.”

– *Precious.jp*

“Stellar Dining Series is setting the brand as the leader of luxury dining”

– *Conde Nast Traveler*

“Exquisite food and wine, elaborate setting, wonderful people. The concept is brilliant and experience was magical. We still chat about the event every now and then.”

– *Bernice & Bryan, loyalty members*

STELLAR DINING SERIES

BY THE RITZ-CARLTON



SINGAPORE

NOV 1-4

Total Revenue: **US\$149,131**
Total guests participated: 1,551



OSAKA

NOV 8-10

Total Revenue: **US\$105,546**
Total guests participated: 447



HONG KONG

NOV 22-25

Total Revenue: **US\$185,128**
Total guests participated: 2,991



BEIJING

NOV 29 – DEC 1

Total Revenue: **US\$63,273**
Total guests participated: 473



DIGITAL & SOCIAL MEDIA | STORYTELLING CONTENT



HONG KONG TATLER SINGAPORE TATLER



STRATEGY:

Leverage multi-media creatives and targeted platforms to engage with the Global Affluent Tribe in pre, during and post campaign period through paid, owned and social influencers' channels.

DIGITAL CAMPAIGN PERIOD:
28 Sep – 14 Dec, 2018

HIGHLIGHTS:

Delivered above expected KPIs across the channels. There is no one size fits all in all the markets and different components of the plan had their own distinct impact in each market.

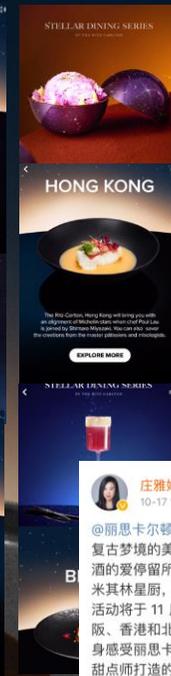
78,000,000+

DIGITAL AND SOCIAL IMPRESSIONS

0.45%

AVERAGE CTR:

(3 TIMES VS BENCHMARK)



PR BUZZ

Society's Luxury Authority
PRESTIGE

VOGUE

Esquire

Robb Report
SINGAPORE

IQIYI 爱奇艺
悦享品质

界面
JIEMIAN.COM

MICHELIN GUIDE

悦游 Condé Nast
Traveler

GQ

THE BUSINESS TIMES

men's uno

LEON

South China Morning Post

STRATEGY:

Drive advocacy and positive WOM for The Ritz-Carlton as the leader of luxury dining space from media, influencers and industry professionals through impactful engagement and targeted reach.

HIGHLIGHTS:

112 MEDIA

from Singapore, Japan, Hong Kong and China attended Stellar Dining Series.

170 clippings have been generated with estimated
749,000,000+
PR IMPRESSIONS

When The Stars Align
Six chefs from the Michelin-starred restaurants of The Ritz-Carlton's group of hotels align brightly as they embark on a journey to four Asian cities to collaborate with their peers.
30 November 2018

Ritz-Carlton's Stellar Dining Series to arrive in Beijing
Source: Global Times Published: 2018/11/13 10:43:59

你与米其林只差了一餐美食的距离
北京 首席厨师 郭伟 设计 Vicky
美食让生活更美好。米其林星级餐厅，米其林发布了第三版的上海米其林指南，人们纷纷用手机扫码获取上海版的官方米其林指南。想要亲身体验米其林级别的精美佳肴，如醉如痴在上海，也不妨静下心来与米其林星级厨师，面对面交流厨艺心得。他们追求美食的激情，

北京 米其林 X “星级之旅”
11月13日(周四)至11月15日(周六)在丽思卡尔顿酒店举办「星级之旅」活动。届时将邀请来自世界各地的米其林星级厨师，共同探讨美食的奥秘。活动将包括米其林星级厨师的现场烹饪演示、米其林星级厨师的现场烹饪演示、米其林星级厨师的现场烹饪演示。

Seeing stars: The Ritz-Carlton Stellar Dining Series
epicure

VOGUE
Fashion Celebrity Beauty Lifestyle Collection Home
ニュース 時評 カルチャー トピックス 音楽 イベント デジタル アムステルダム

Lifestyle/News
OCTOBER 19, 2018
ミシュランスターシェフと食の旅へ。「ステラダイニングシリーズ」星の饗宴 by The Ritz-Carlton が初開催。

11月1日(木)から12月1日(土)まで、アジア太平洋地域で最も有名なグルメメディア「フォーブス」が「ステラダイニングシリーズ」(Stellar Dining Series)の初開催 by The Ritz-Carlton を初開催。ミシュランスターシェフが各自が得意とした食の旅へと送り出す。

DINING WITH THE STARS
The Ritz-Carlton Osaka paved the way for more good things to come in the hotel group's Stellar Dining series

「DINING WITH THE STARS」の開催に際して、Ritz-Carlton Osaka は、日本初の「Dining with the Stars」を開催し、世界中の著名なシェフが集結して、大阪のRitz-Carltonで「Dining with the Stars」を開催しました。このイベントは、世界中の著名なシェフが集結して、大阪のRitz-Carltonで「Dining with the Stars」を開催しました。このイベントは、世界中の著名なシェフが集結して、大阪のRitz-Carltonで「Dining with the Stars」を開催しました。

FOR THE LUXURY CUSTOMER IN ASIA PACIFIC, WHEN THEY SEE AND FEEL THAT EXTRAORDINARY EXPERIENCE, THEY KNOW THAT WE AS A BRAND CAN DELIVER LUXURY AND THEY STAY WITH US.

“WE’RE NOT ABOUT HIRING RIGHT TALENT. WE’RE ABOUT DEVELOPING THE BEST TALENT AND THAT’S DIFFERENTIATED TO OTHER BRANDS.”

DINING WITH THE STARS
The Ritz-Carlton Osaka paved the way for more good things to come in the hotel group's Stellar Dining series

「DINING WITH THE STARS」の開催に際して、Ritz-Carlton Osaka は、日本初の「Dining with the Stars」を開催し、世界中の著名なシェフが集結して、大阪のRitz-Carltonで「Dining with the Stars」を開催しました。このイベントは、世界中の著名なシェフが集結して、大阪のRitz-Carltonで「Dining with the Stars」を開催しました。このイベントは、世界中の著名なシェフが集結して、大阪のRitz-Carltonで「Dining with the Stars」を開催しました。

DINING WITH THE STARS
The Ritz-Carlton Osaka paved the way for more good things to come in the hotel group's Stellar Dining series

「DINING WITH THE STARS」の開催に際して、Ritz-Carlton Osaka は、日本初の「Dining with the Stars」を開催し、世界中の著名なシェフが集結して、大阪のRitz-Carltonで「Dining with the Stars」を開催しました。このイベントは、世界中の著名なシェフが集結して、大阪のRitz-Carltonで「Dining with the Stars」を開催しました。このイベントは、世界中の著名なシェフが集結して、大阪のRitz-Carltonで「Dining with the Stars」を開催しました。

DINING WITH THE STARS
The Ritz-Carlton Osaka paved the way for more good things to come in the hotel group's Stellar Dining series

「DINING WITH THE STARS」の開催に際して、Ritz-Carlton Osaka は、日本初の「Dining with the Stars」を開催し、世界中の著名なシェフが集結して、大阪のRitz-Carltonで「Dining with the Stars」を開催しました。このイベントは、世界中の著名なシェフが集結して、大阪のRitz-Carltonで「Dining with the Stars」を開催しました。このイベントは、世界中の著名なシェフが集結して、大阪のRitz-Carltonで「Dining with the Stars」を開催しました。



LOYALTY ENGAGEMENT STRATEGY:

Moments packages across 4 event destinations. Leverage Stellar Dining Series events to provide an exclusive access and benefits to members for one-of-a-kind luxury culinary experience and drive awareness through various loyalty owned channels and Moments platform

455,000 POINTS REDEEMED



The Ritz-Carlton Rewards, Marriott Rewards and SPG members can enjoy an exclusive early booking privilege to reserve outstanding dining experiences. Stellar Dining Series by The Ritz-Carlton.
 From 19 November to 17 December 2018, in partnership with the Michelin-starred chefs in a cosmic collaboration Unleash your unforgettable journey for the series.
 The Stellar Dining Series will roll through four destinations, stopping for a limited time in each.



STELLAR DINING SERIES BY THE RITZ-CARLTON
 A RARE ALIGNMENT OF MICH-LIN STARS
 From 19 November to 17 December 2018, in partnership with the Michelin-starred chefs in a cosmic collaboration Unleash your unforgettable journey for the series.
 The Stellar Dining Series will roll through four destinations, stopping for a limited time in each.



A RARE ALIGNMENT OF STARS INVITE YOU TO DINE
 From 19 November to 17 December 2018, in partnership with the Michelin-starred chefs in a cosmic collaboration Unleash your unforgettable journey for the series.
 The Stellar Dining Series will roll through four destinations, stopping for a limited time in each.



STELLAR DINING SERIES BY THE RITZ-CARLTON
 A RARE ALIGNMENT OF MICH-LIN STARS
 From 19 November to 17 December 2018, in partnership with the Michelin-starred chefs in a cosmic collaboration Unleash your unforgettable journey for the series.
 The Stellar Dining Series will roll through four destinations, stopping for a limited time in each.

OWNED CHANNELS AMPLIFICATION

STRATEGY:

Leveraged all The Ritz-Carlton hotels to promote across all the owned channels and on-property touchpoints.

HIGHLIGHTS:

24 HOTELS
ACTIVATED ON
THEIR OWNED
CHANNELS



From November 1st to the 4th, The Ritz-Carlton, Millenia Singapore will be the setting of a cosmic collaboration between Michelin-starred chefs Paul Lau, Gordon Gus and Cheung Siu Kong. The star line-up will include an exclusive afternoon tea menu crafted by patissier Richard Long and cocktail experiences by mixologist Oscar Meria.



6 HANDS MICHELIN DINNER
The three Michelin-starred chefs Paul Lau, Siu Kong (Gus), and Cheung Siu Kong align to bring their mastery of Cantonese cuisine through a handcrafted set dinner menu.



MICHELIN BRUNCH
Michelin-starred chefs Paul Lau and Gordon Siu will helm a five station each at Colony featuring their handcrafted Cantonese specialties.



HANDCRAFTED COCKTAILS
Indulge in innovative cocktails by star mixologist Oscar Meria, featuring a combination of traditional and cutting-edge ingredients.



CELESTIAL AFTERNOON TEA
Experience a celestial eight-course afternoon tea, savouring new creations exclusively handcrafted by master patissier Richard Long from The Ritz-Carlton, Hong Kong.

The Stellar Dining Series will orbit through Singapore, Osaka, Hong Kong and Beijing, stopping for a limited time in each city.

EXPLORE MORE





THANK
YOU