


SUMMIT
One Vanderbilt

INTRODUCTION

In 2021, BerlinRosen was brought on to oversee an integrated communications strategy for SUMMIT One Vanderbilt, a destination unlike anything else.

It boasts thrill experiences, world-class culinary offerings, and an outdoor terrace featuring ASCENT, all glass elevators that scales the exterior of the tower to a 1,210-foot peak above 42nd Street. At the heart of the experience is “Air,” a story-driven immersive art installation, designed by Kenzo Digital.



An aerial view of New York City, showing a dense urban landscape with numerous skyscrapers. In the foreground, two people are standing on a glass balcony of a very tall building, looking out over the city. The woman on the left is wearing a blue top and shorts, and the man on the right is wearing a green shirt and jeans. Both have their arms raised. The background shows the Hudson River and the New York City skyline under a cloudy sky.

RESULTS

1,000+

Stories

300+

Visits from influencers
and celebrities

1 Billion

People reached in
62 countries

65 million+

Engagements

EARNED MEDIA

SUMMIT One Vanderbilt opened within the most crowded and competitive landscape for entertainment attractions in New York's history. Over the past five years, we've seen a sharp increase in both observation decks as well as immersive art experiences, resulting in a more discerning media base and general public.

To ensure SUMMIT stood out, we created a robust media campaign designed to build momentum and sustain a drumbeat. In the months leading up to the grand opening, we brought hundreds of national and international media through the space, including writers, editors and producers on behalf of outlets ranging from The New York Times to CNN to Good Morning America, resulting in 600+ stories before the opening.

RESULTS

13.6 Billion

Overall Earned Audience
Reached to Date

1,000+

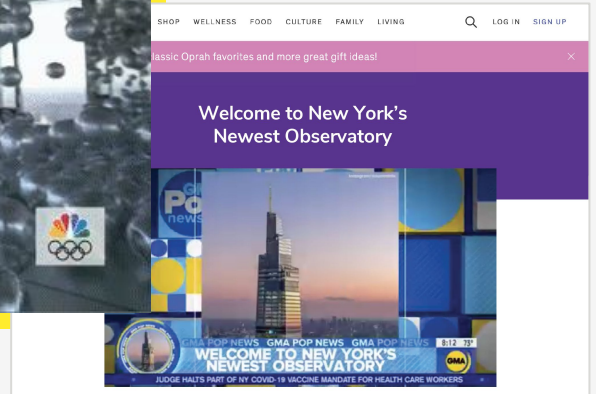
Overall
Placement Count

PRESS QUOTES

The New York Times

From Graffiti in the Shadows to Designing an Observation Deck in the Clouds

By Alyson Krueger



PRESS QUOTES

“If you’ve ever wondered what it is like to stare down Madison Avenue from Spider Man’s vantage point, this is your chance.”

Thrillist

“Ready for your next sky-high adventure?”

PIX11
NEW YORK'S VERY OWN

“Arguably the best observatory in all of Manhattan.”

ShermansTravel

“Summit excites your imagination about New York City — and makes you fall in love with the place all over again.”

NEW YORK POST

“You don’t know what’s real and what’s not!”

SPECTRUM NEWS NY 13

“Why settle for one sky-high attraction when you can have three inside one building?”

CNN travel

“A stunning perspective of the NYC skyline.”


TRAVEL+LEISURE

“An all glass elevator with a transparent floor... think Charlie and the Chocolate Factory.”

SPECTRUM NEWS NY 13


The New York Times

From Graffiti in the Shadows to Designing an Observation Deck in the Clouds
By Alyson Krueger




CNN travel

Dizzying glass box observatory to open high above New York
By Tamara Hardingham-Gill



4 NEW YORK


Such Great Heights: Experience never before seen views of NYC at SUMMIT One Vanderbilt



SUCH GREAT HEIGHTS
EXPERIENCE NEVER-BEFORE-SEEN VIEWS OF NYC AT SUMMIT ONE VANDERBILT
#SUCHGREATHEIGHTS @SUMMITONEVANDERBILT

Forbes

A Unique, Dramatic Observatory Experience Is Opening In New York
By Laurie Werner



TRAVEL+LEISURE

This Mirrored Room 1,000 Feet Above Grand Central Offers a Stunning Perspective of the NYC Skyline
By Rachel Chang



INFLUENCERS

To amplify and build excitement ahead of SUMMIT One Vanderbilt's public opening, we developed an influencer strategy that was synergistic with the PR team's. In months leading up to the opening, we brought hundreds of influencers across a variety of verticals into the space, lifestyle, travel, NYC-culture, fashion, content creators, foodies, and family for a private tour and the opportunity to create thumb-stopping content that would sustain a drumbeat of awareness and drive ticket sales.

Paid partnerships were executed strategically with the intention of working with New York's top culture makers, NY Bucketlist and Secret NYC. In addition to drawing attention from international thrill seekers through @Wonderful_Places Instagram page and organically through @BeautifulDesinations.

RESULTS

53.6 Million

Social media views

53.6 Million

Instagram Views

10.4 Million

Tiktok Views

210,300

Youtube Views

INFLUENCERS


Additionally, we hosted a **300+ content creators night** which allowed an exclusive chance for influencers to experience SUMMIT ahead of the public opening, which as a result, create a digital splash that was hard to miss following the event and for weeks to come.




INFLUENCERS



@willywonkatiktok
20.5M TikTok followers



@taylorfrankiepaul
2.6M TikTok followers



@newyorkcity
1.6M Instagram followers



@ryanserhant
1.6M Instagram followers




@chippgirlthere
1.4M TikTok followers



@lyss
1.5M Instagram followers



@kcstauffer
3.4M Instagram followers




@nyc_
789K Instagram followers



@tourdelust_
489K Instagram followers



@brettconti
387K YouTube subscribers




Jennifer Hudson
3.3M followers | 14K likes




Floyd Mayweather
27.3M followers | 439K likes




Ryan Serhant
1.6M followers | 24K likes



Rich Roll
445K followers | 6.3K likes



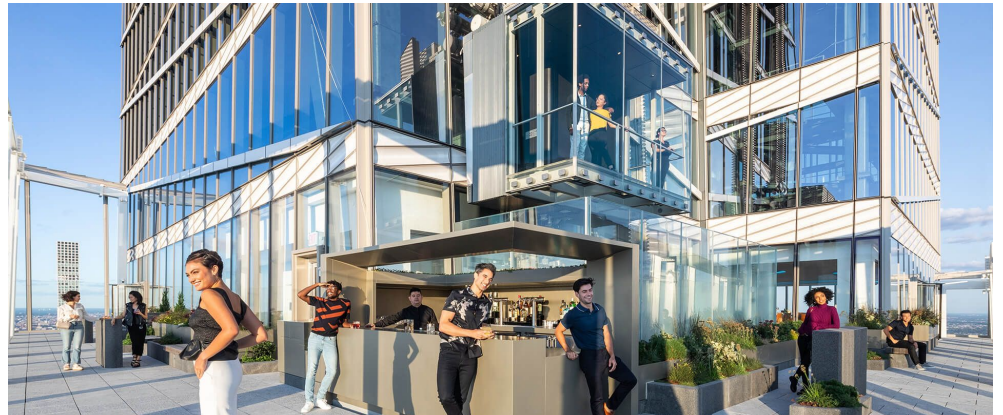
Dale Moss
697K followers | 9.3K views



Current Cast of Hamilton
1.7M followers

F&B | APRÈS

Further adding to the experience and storytelling opportunities, the team leveraged a culinary angle via the partnership with Danny Meyer's Union Square Events for APRÈS, an inventive cafe, bar and collection of food kiosks located at the top of SUMMIT One Vanderbilt. APRÈS consists of multiple bars, an all-day indoor cafe, and various stands on the outdoor terrace for visitors to grab elevated snacks and cocktails, high above Manhattan with sweeping views of the skyline. Created by Executive Chef of Union Square Events and James Beard Award Winner, Patrick Connolly, APRÈS' menu combines global flavors with New York City influences along with added imaginative elements making the perfect addition to the SUMMIT One Vanderbilt experience for New Yorkers and all visitors to New York. We hosted a media menu unveiling to generate stories and pitched the culinary delights which garnered several impressive placements including hosting Lauren Scala from NBC New York's New York Live.



F&B | APRÈS



Thank you

Berlin Rosen

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