



Berlin Rosen

A 360 DEGREE APPROACH TO


Launching an iconic destination

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

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



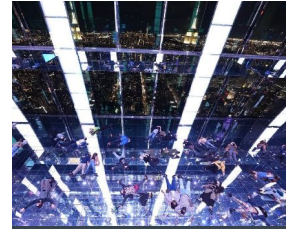
Ryan Serhant
1.6M followers | 24K likes



Rich Roll
445K followers | 6.3K likes



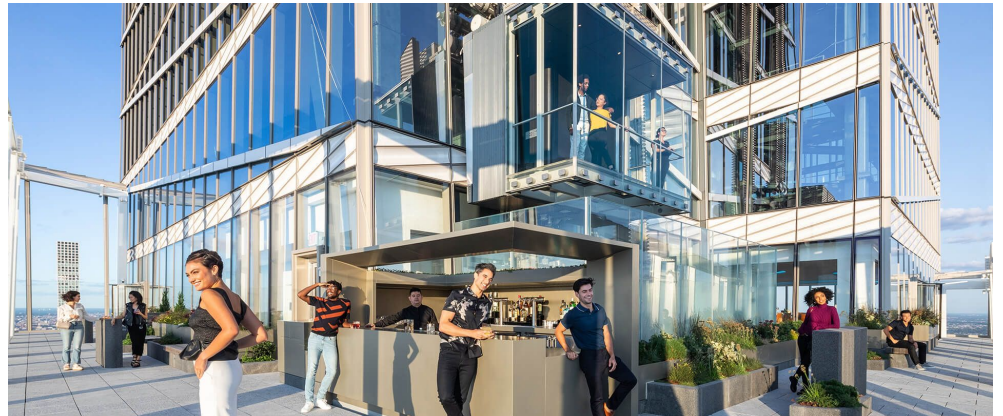
Dale Moss
697K followers | 9.3K views



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

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