

Live Event Coordination and 50 Placements in High-Profile Media Properties Including the NBC and ABC Networks

Location: South Carolina

Market: B2C

Industry: Dining and Hospitality

Challenge:

Interdependence was tasked with helping enhance the profile of a historic resort property as a leader and cultural innovator in the culinary space. The client sought to encourage heightened focus on its restaurant offerings and ultimately increase bookings. The resort is nationally renowned as being among the most luxurious hotels in the nation, providing guests with a culturally rich experience rooted in the founders' pride in their heritage.

Solution:

The Interdependence team focused on providing press outreach and unique editorial content that highlighted the resort's diverse dining experiences and connections to respected local chefs. The project managers deployed targeted content placements in high-profile lifestyle publications that featured the profiles of the culinary team and explored the resort's renovated décor and new spa features. The public relations strategy also included the coordination of numerous promotional events, including press events, a city-wide restaurant festival, and the launch of the resort's signature microbrew. The Interdependence team also invited several noteworthy influencers to participate in the resort's promotions and introduced them to the numerous features and experiences available.

Results:

The resulting blogs, articles, and social media posts significantly enhanced the resort's profile and sparked considerable interest in the resort's dining options. The campaign yielded placements in 50 media outlets, including the NBC and ABC networks.