

INSIDE THE MIX

InterContinental Miami drives local buzz with image refresh

By Lindsay Stein

Company:	InterContinental Miami
Campaign:	InterContinental Miami Redesign
Agency Mix:	Schwartz Media Strategies (PR lead); BCV Evolve (social media); Brustman Carrino Public Relations (food and beverage PR); Susan Magrino (luxury lifestyle PR)
In-House Team:	Aurelia Vasquez, director of PR and communications; Mandy Baca, marketing and communications coordinator
Budget:	About \$200,000



The hotel plans to target new consumers as part of its refresh.

The InterContinental Miami unveiled its \$30 million renovations in October 2012, and along with the edgy redesigns, the hotel launched a two-tier communications campaign.

Aurelia Vasquez, director of PR and communications at Inter-Continental Miami, says the brand never had a comprehensive PR initiative and "saw the need to get the word out about what's happening at the hotel."

While the hotel has always had a steady stream of business, Vasquez says it wants to attract consumers to come in for its drinks, food, and entertainment. "One of the goals of the renovation was to realign ourselves with downtown Miami, which is truly brimming with life," she adds.

For the first phase, Vasquez says the objective was to raise awareness of the hotel's renovations, such as its exterior 19-story digital canvas that features changing colors and moving images.

Schwartz Media Strategies was brought on to manage PR efforts. Schwartz worked along-side social media agency BCV Evolve and helped lead the other PR firms hired - Brustman Carrino Public Relations and Susan Magrino.

Alisha Marks, VP at Schwartz, says the agency held launch parties and invited consumers and the media to see the technologies and experience the restaurants. Press coverage included USA Today, The Miami Herald, and The New York Post.

For 2013, the agency is tasked with "building upon the momentum" of phase one, notes Marks. Schwartz, with help from Brustman Carrino, will target the brand's top feeder markets to engage more audiences throughout spring and summer including Chicago, New York, Atlanta, New Orleans, and Brazil. Vasquez says the brand is creating an art program to leverage its interior screens and digital canvas. The program will showcase local and national art from animators and graphic designers.

In social media, the hotel will partner with other companies in 2013 to create contests.