



FOUR SEASONS PB X
DOM PÉRIGNON
PR Campaign

Micaela Dongo



Four Seasons PB & Dom Pérignon

- Four Seasons Palm Beach: globally recognized, luxury resort, exceptional customer service (Four Seasons, 2024).
- Dom Pérignon: vintage champagne, icon of sophistication, exceptional quality and rich taste (Wine and Champagne Gifts, 2024).



Uniting Luxury: Four Seasons Palm Beach & Dom Pérignon Collaboration



- We want to welcome our customers to an exceptional world where the Four Seasons Palm Beach and Dom Pérignon champagne unite to create unforgettable moments. This world is where luxury meets sophistication. This campaign will last three months.
- Objectives: increase brand awareness, boost bookings and revenue for the resort, generate media coverage before and during the campaign and encourage user-generated content and engagement on social media platforms using hashtag #ToastToLuxury.

Elevating Luxury Experiences

- Central message: Invite guests to enjoy a world of luxury at Four Seasons Palm Beach. By combining exceptional hospitality with the excellence of Dom Pérignon, we aim to elevate every aspect of their experience.
- Through curated and personalized events and exclusive offerings, guests are encouraged to celebrate life's moments in style, surrounded by their partners and best friends.



Target Audience

01

Gen X: 44-59
years old men
and women.

02

Gen X Luxury
Influencers

03

Luxury
travelers from
the area and
globally.

04

Champagne
connoisseurs.

Why Generation X?

Generation X is always looking for highly individualized experiences.

They are likelier to spend money on luxury hotels and fine-dining restaurants.

They're currently in the peak time of their lives regarding spending, as they have established themselves in their professional careers, obtained a steady residence, and started a family.

Advertising

- Facebook Post:
Introducing
the
collaboration
between Four
Seasons Palm
Beach & Dom
Pérignon.



Four Seasons Palm Beach is with Dom Pérignon at
Palm Beach, Florida.
Today at 12:00 p.m. .

🎉 Exciting news! We're thrilled to announce our exclusive collaboration with @DomPérignon for an unforgettable luxury experience at Four Seasons Palm Beach.

✨ Staytuned for details on indulgent champagne tastings, gourmet pairings, and more!

#ToastToLuxury #FourSeasonsPalmBeach



300

247 Comments 75 Shares



Wow



Comment



Share

Advertising

- Instagram:
Collab with
Gen X luxury
travel
influencer,
Carmen
Edelson. She
will promote
the event. And
use the
hashtag.



 **carmensluxurytravel** • Follow
Palm Beach, Florida.

FOUR SEASONS
PALM BEACH
x
Dom Pérignon



Must be 21 or older to consume alcoholic beverages. Please drink responsibly.

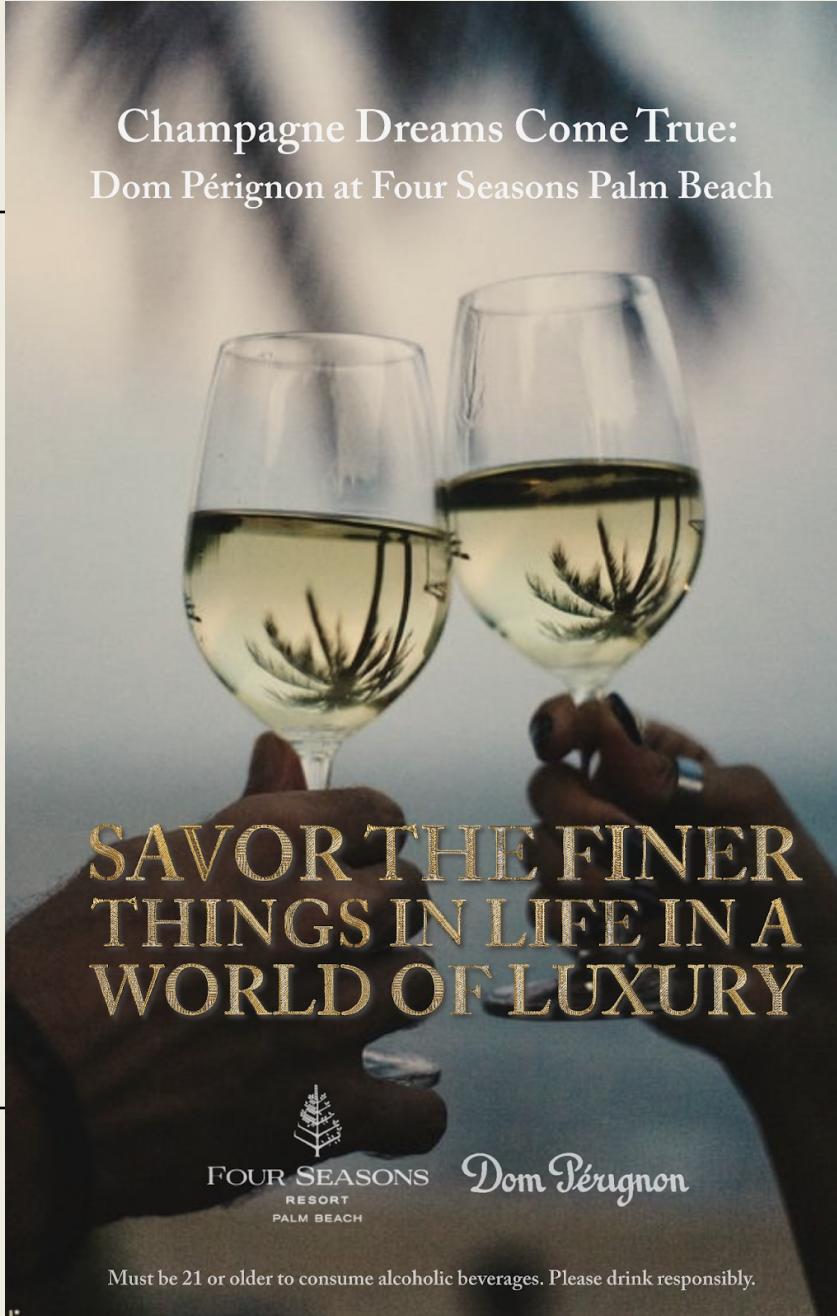
146,934 likes

carmensluxurytravel 🌟 Elevating luxury to new heights at Four Seasons Palm Beach with the exquisite Dom Pérignon experience! 🎉 From indulgent champagne tastings to unforgettable culinary delights, every moment was pure opulence. Thank you, @fspalmbeach and @DomPerignonOfficial, for a night of unparalleled sophistication! 🌟
#Sponsored #ToastToLuxury #LuxuryTravel
#DomPerignonExperience #PalmBeach ... more

[View all 238 comments](#)

Advertising

- Print AD: The poster will be displayed on Worth Avenue, Palm Beach. It will be inviting people to experience luxury and sophistication at its finest.



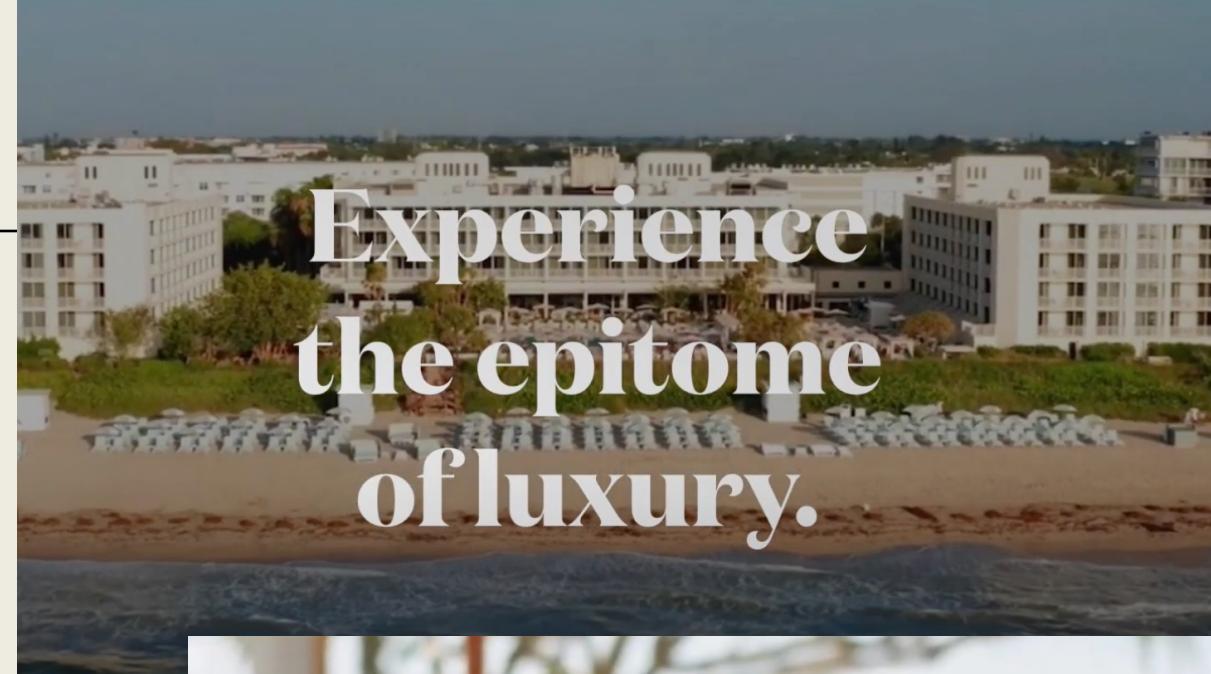
Advertising

- 30 Second YouTube Video AD Introducing Campaign:

<https://youtu.be/yXLJv-D1o6c>

- 1 Minute Promotional Video of Event:

<https://youtu.be/61-4R2S0tzY>



Advertising

- The purpose of the press release for this campaign is to announce and generate media coverage for the exclusive collaboration between Four Seasons Palm Beach and Dom Pérignon. It seeks to inform journalists, industry professionals, and media outlets about the upcoming promotional event, "A Toast to Luxury".

FOR IMMEDIATE RELEASE

Four Seasons Palm Beach Announces Strategic Partnership with Dom Pérignon

Palm Beach, Florida - April 28, 2024 — An evening of sophistication and luxury, Four Seasons Palm Beach announces its exclusive event, "A Toast to Luxury," in collaboration with Dom Pérignon. This will be held at the breathtaking Seaway Dining venue.

This extraordinary event, tailored for luxury travelers, Gen X influencers, and champagne connoisseurs, invites guests to embark on a refined journey through Dom Pérignon's prestigious collection of champagnes. Partnering with Dom Pérignon's culinary team, guests will enjoy spectacular culinary creations, showcasing the perfect harmony of flavors and textures.

"We are thrilled to collaborate with Dom Pérignon for this extraordinary event, offering our guests an unparalleled experience of luxury and refinement," says Mazen Saleh, General Manager of Four Seasons Palm Beach.

Highlights of the event include:

Interactive Culinary Experience: Engage with Dom Pérignon's talented chef as they share insights into the art of gourmet pairings and elevate your palate with exquisite culinary delights.

Champagne Tasting: Delight in a curated selection of Dom Pérignon champagnes, including rare vintages and limited editions, each offering a unique expression of luxury and elegance.

Exclusive Venue: Experience the perfection of elegance at Four Seasons Palm Beach's Seaway Dining venue, with panoramic views of the ocean and lush tropical surroundings, providing the perfect backdrop for an evening of sophistication and indulgence.

Networking Opportunities: Connect with like-minded individuals, develop new connections, and enjoy lively conversations with fellow luxury enthusiasts and influencers in a relaxed and upscale setting.

Personalized Takeaways: Take home branded souvenirs to commemorate this unforgettable evening and cherish the memories of "A Toast to Luxury" at Four Seasons Palm Beach.

Join us for an unparalleled celebration of refined taste, luxury, and friendship.

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A Toast To Luxury: A Dom Pérignon Experience At Four Seasons Palm Beach

- Location: Four Seasons Palm Beach, Seaway Dining.
- Description: Indulge in an evening of sophistication and luxury at Four Seasons Palm Beach as we partner with Dom Pérignon to curate an exceptional experience
- Highlights of event: Champagne tasting, exclusive venue, networking opportunities, personalized takeaways and an interactive culinary experience.



Why will this campaign be successful?

- Deep understanding of the target audience: luxury travelers, Gen X influencers, and champagne connoisseurs.
- Comprehensive campaign strategy: social media, events, advertising, and media coverage.
- Focus on creating unforgettable moments and lasting impressions.
- Reinforcement of Four Seasons Palm Beach as an exclusive destination.
- Utilization of innovative technology and storytelling.
- Integration of user-generated content and hashtag #ToastToLuxury.
- Collaboration with influential partners and influencers.



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