



How we generated \$1,000,000 in advertising value for global luxury hotel chain

Creative content breaks through the noise to drive global coverage and
CSR awareness

Builtvisible.



Client
FRHI Hotels & Resorts

Industry
Price comparison

Services
SEO / Digital PR

FRHI Hotels & Resorts is recognised as one of the world's most luxurious hotel groups, offering memorable experiences and impeccable service through its three leading brands: Fairmont, Swissôtel and Raffles.

Having successfully held the SEO account for Swissôtel since 2012, Builtvisible were awarded the global SEO account for FRHI Hotels & Resorts in January 2015 with the goal of increasing both coverage and hotel bookings via organic search.

The challenge

Our objective has not solely been to gain brand exposure, but to drive relevant referral traffic, increase bookings, and build high-value links to the domain for increased SEO performance.

The solution

Working closely with FRHI's internal marketing team, we researched, produced, and promoted a series of content pieces to engage the luxury hotel company's audience and attract new coverage across a variety of global markets.

Since the start of 2015, our campaign has involved production of long-form content, interviews with key staff, infographics, and more. These content pieces have secured coverage in major publications including The Independent, Mail Online, The Huffington Post, and Buzzfeed.



Content produced includes:

- Decline of Bees – [Fairmont.com](#)
- Confessions of a Savoy Butler – [Mail Online](#)
- Wedding Dresses through Time – [Buzzfeed](#)
- Juicing for Every Type of Holiday – [Tripzilla](#)



The Decline of Bees

DETAILS THAT MAKE THE DIFFERENCE
A Savoy Butler's insight into making life truly extraordinary

A butler's duties often comprise a lot more than what's obvious to the public eye. In order to provide guests with the perfect stay, their role requires great levels of problem-solving skills and a fantastic eye for detail. Their training prepares them for some situations, but others are so extraordinary that you simply cannot plan for them.

Natural instinct can't be taught.

Every day is different in the life of a butler. When they put on their uniform at the beginning of their shift, they never know quite what the day might bring, just like on television.

Becoming a professional butler involves a lot of formal, on-and-off-the-job training. But is that enough for the level of luxury service and personality it takes not just to be a butler, but to excel at the job?

"Whenever possible, we will do anything to cater for a guest's request."
Sean Davoren, Head Butler at the Savoy

This section explores what butlers learn during training and looks at what a butler-to-be needs to bring to the position.

Common tasks include:

- Packing and unpacking.** Some guests will leave their London wardrobe behind, and their butler will have it exactly where they left it when they come back. One guest in
- Personal Shopping,** including Christmas shopping.
- Running baths** – and this is not just about turning two taps on and off. The temperature needs to be just right, and to make it extra special there should be warmed towels.

Details that Make a Difference

JUICING FOR EVERY TYPE OF HOLIDAY

BY **swissôtel**
Hotels & Resorts

OUT AND ABOUT

ALLERGIES
Although the flowers are all in bloom, this can lead to a variety of allergy-related issues such as hay fever. Combat it with the following ingredients:

ACHY JOINTS
As the shorter days disrupt the process of creating melatonin and a potential decrease in Vitamin D production, this can lead to an increase in sensitivity to pain and therefore make those joints feel a little stiff and achy.

SUN AND SAND

DEHYDRATION
As you sweat more, this can lead to chronic dehydration which can lead to headaches, dizziness and tiredness.

SUNBURN
Everyone gets burnt now and then, but this concoction will help to reduce the impact of the sun's harmful rays on your skin.

DEHYDRATION INGREDIENTS:
1 Orange
Lettuce (Romaine) 2 Cups
1/2 Cucumber
Celery - 2 Stalks, Large
2 Medium Apples

SUNBURN INGREDIENTS:
Watermelon
1 Large Wedge
1 Large Tomato
1/2 Lemon

DEHYDRATION BENEFICIAL INGREDIENTS:
Lettuce, Cucumber and Celery all have an extremely high water contents (roughly 90%) and help hydrate you on a cellular level.
High levels of magnesium in apples are thought to help lessen the impacts of headaches associated with dehydration.

SUNBURN BENEFICIAL INGREDIENTS:
Watermelon is rich in lycopene, which is said to improve the skin's ability to protect from the harmful UV rays that cause sunburn.
Studies have found that people who eat a diet rich in tomatoes were seen to have a reduction in skin redness and DNA damage from UV rays.

EYE DAMAGE (FROM SUN)

OVERHEATING

Juicing for Every Type of Holiday

The results

What our content marketing achieved in the first six months of 2015:

- \$1,000,000 in advertising value (AVE)
- 10,000,000 people reached via social
- 172 pieces of editorial coverage gained



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