



Cookerly Gives Starwood Hotels & Resorts the Star Treatment

Overview

One of the largest hospitality companies in the world, Starwood Hotels & Resorts Worldwide, Inc. wanted its family of hotel properties to “stand out” in the Atlanta market and gain market share. Its primary brands in Atlanta included Westin, Sheraton and the W Hotel was the newest brand.

Objectives

With numerous hotels throughout the Atlanta region vying for customers in an increasingly competitive market, Cookerly Public Relations was retained to create and execute public relations and marketing programs for seven Atlanta properties to increase visibility for Starwood and individual brands, position local management as industry experts and enhance visibility/reputation for the Sheraton, Westin and new W brands. Additionally, a major objective was to generate revenue for individual properties as a result of top-of-mind awareness and promotion of hotel programs. Properties represented included: The Westin Peachtree Plaza, The Westin Atlanta North, W Atlanta, Sheraton Buckhead Atlanta, Sheraton Colony Square, Sheraton Suites Galleria and Sheraton Gateway Atlanta Airport. Currently, Cookerly is promoting the Sheraton Gateway Hotel Atlanta Airport and executing a program to target meeting planners, conventions and transient travelers.

Strategy & Tactics

Because of the unique individual/branding needs of diverse properties, Cookerly created customized programs for each hotel which included:

- Media relations - Relationships with area travel and hospitality reporters were cultivated to ensure continuous coverage of the hotels. Hotel news was delivered to consumer and trade media via press releases, press kits, media events and personal meetings/calls.
- Marketing support - The agency developed diverse programs to support hotel marketing plans including: travel packages for weddings, family reunions and leisure getaways; community outreach programs with area public schools and charitable organizations; hotel newsletters; promotional programs targeted to area conventions; a special incentives program for area residential realtors and more.
- Events – Creative media events were well-attended, introducing innovative restaurants/themes at the W Hotel and other properties.
- Support for corporate initiatives – Cookerly executed media and marketing support programs/events for the launch of Westin’s *Heavenly Bed*, the *Heavenly Shower* and the *Heavenly Crib*. Starwood President Ted Darnall hosted a media briefing at Westin’s Peachtree Plaza Hotel for the new product launch.



Highlights

Cookerly spurred placements in the *Atlanta Journal Constitution*, *Atlanta Business Chronicle* plus *USA Today*, *The Wall Street Journal*, *Investor’s Business Daily* and *HospitalityNet.com*

Agency introduced Atlantans to the W Hotel and supported national launches for Westin’s *Heavenly Bed*, *Heavenly Shower* and *Heavenly Crib*.

Results

Consistent press coverage was generated in the local, regional and national media - consumer and trade - as a result of Cookerly's proactive efforts. From June 1999 through September 2000, approximately 100 placements were obtained, with an audience reach of more than 18 million and an advertising equivalency of nearly \$2.25 million. The agency secured placements for hotel programs in *USA Today*, *The Wall Street Journal*, *Wall Street Journal Interactive*, *Investor's Business Daily* and *HospitalityNet.com*, in addition to widespread regional consumer and trade media coverage.

**TABLE FOR FOUR (TAKES A BREAK)
HIP HOT SAVU AT THE TOTALLY COOL W**

Located inside the stylish W Hotel Atlanta at Ponce de Leon, SAVU is a dazzling entry into the metro Atlanta dining scene. The restaurant, named for an island off the coast of Indochina, blends Pan-Asian influences with classic French cooking techniques, resulting in a selection of distinct dishes with Asian flair. The culinary core is Chinese, with Japanese and Thai touches. All dishes are served as they are prepared and invite sharing and experimenting with the various items and seasons the menu offers.

The creative cuisine has style, set not at the expense of substance. The kitchen is staffed by culinary artists who bring master knowledge to the preparation of SAVU's fare. Chef de cuisine William Yu of Shanghai, and Matthew Ouy of Malacca, combine their heritage with talent to produce the restaurant's menu. Signature items include an appetizer of sautéed spicy shrimp with rice paper with sweet peppers and green chili peanut sauce; crackling calamari salad with hot chili, lime and onion; and a Cameroonian sliced steak with caramelized shallots and wasabi marinated potatoes. Guests can end on a sweet note with passionfruit granita with Thai mint and tropical fruit or one of the restaurant's six additional selections. All menu items can be accompanied by one of SAVU's more than 45 wine selections, chosen from the full bar featuring blood orange margaritas and plain wine martinis, or the restaurant's unique sake assortment.

SAVU opened in February 1999 along with the W, after the completion of a \$6 million renovation in the Sheraton Ponce de Leon Hotel and Suites. The interior décor is sleek and simple, with light-stained orange wood surfaces, white tubelights and white

disposed chairs. A mix of footcandle candles adds an eye-level fireplace add warmth, along with more than 300 candles casting an

illuminating glow in the evening. Show white curtains separate SAVU from the W living room, an inviting

lobby area where meals can also be served among the comfortable, minimalist seating area.

The dining room's 21 tables can accommodate up to 56 for inside dining, and a large heated patio can accommodate 40. SAVU is open for lunch Monday through Saturday from 11:30 a.m. to 2:30 p.m. Dinner is served daily from 5:30 to 10:30 p.m., and breakfast is also served daily from 7:00 to 10:30 a.m. on Sunday brunch, featuring many continental items including open-faced sandwiches, frittatas and orange gingerbread-spiced French toast is offered from 11:00 a.m. to 2:00 p.m.

SAVU is located at 111 Ponce de Leon Avenue, Westside the W Atlanta Hotel, one off Ashford-Dunwoody Road in Atlanta. Reservations are accepted and can be made by calling 770-306-6800.



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Reservations accepted.

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For the Westin Heavenly Bed initiative, the agency's press conference and media contact work resulted in more than 10 print and television mentions, including an on-location live segment at The Westin Peachtree Plaza for FOX's *Good Day Atlanta*, the top-rated independent morning show in the country. The agency also secured coverage for Westin's Heavenly Shower and Heavenly Crib in Atlanta.

As a result of establishing a consistent and valid information pipeline to the media, the agency was called on consistently by hospitality industry media to recommend industry experts for trend and background information.