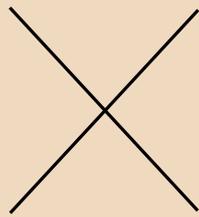


Industry
Live Brief

WSA EXCHANGE



THE DORCHESTER
COLLECTION

Launch
15/02/24

WSA EXCHANGE COLLABORATE

External Partner:
The Dorchester Collection

Launch:
15th February 2024

The Dorchester Collection is collaborating with the Winchester School of Art, University of Southampton, to introduce an exciting knowledge exchange project for WSA students in 2024. This opportunity is available to students at both Masters and Undergraduate levels. This is an opportunity to work in interdisciplinary teams to produce a series of outcomes for the client that encompasses marketing, business, art, gaming, communication and design.

Calum Donoghue, Director of Public Relations at The Dorchester, 45 Park Lane and Coworth Park will visit WSA on 19th of Feb 2024 to launch the brief and provide you with an opportunity to ask any questions. Successful groups will be invited to present their work to the client for feedback and the potential to secure possible future placements or work experiences.

THE DORCHESTER HOTEL - HISTORICAL OVERVIEW:

Built in 1931, The Dorchester stands as an iconic establishment in London, having welcomed a prestigious array of guests, including notable figures such as Prince Philip and Elizabeth Taylor. Situated in the upscale neighborhood of Mayfair, on the intersection of Park Lane and Deanery Street, to the eastern side of Hyde Park, this luxurious five-star hotel boasts 250 opulent rooms adorned with traditional English decor, characterized by floral patterns, high-end textiles, and abundant use of marble. Its lavishness extends not only to its public spaces but also to its guest accommodations. With four distinctive dining options, including the prestigious three-Michelin-starred Alain Ducasse at The Dorchester, it not only offers a deluxe lodging experience but also stands out as a premier culinary destination. The hotel also features a spa, though notably lacks a swimming pool.

The deadline for submissions is 31 March 2024 - mode of submission will be confirmed at client briefing.

The successful completion of any of the following projects presents an opportunity for you to be shortlisted for a meeting with the client. During this meeting, you will receive valuable feedback on your work. Additionally, some students may have the chance to gain work experience, including shorter-term assignments with the project teams.

We offer a diverse selection of briefs to choose from, ranging from 1 to 4 in size, encompassing different disciplines and scopes.

While it enjoys a prime location across from Hyde Park, it is somewhat distanced from most major tourist attractions.

In pursuit of an ongoing investment program aimed at elevating its status as one of the world's most renowned hotels, The Dorchester is set to embark on an extensive renovation project beginning in February 2022. This renovation marks the most significant overhaul since 1989 and has started with the ground floor including the hotel forecourt & lobby, The Promenade, The Bar at The Dorchester which has become Vesper Bar, and the introduction of Artist's Bar which all launched in January 2023. Currently under renovation are all the guest rooms and suites, with some having been unveiled in summer 2023. To undertake this transformation, The Dorchester has enlisted the expertise of two renowned design luminaries: Pierre-Yves Rochon, in charge of the hotel's entrance, The Promenade, Artists' Bar and the new guest rooms and suites, and Martin Brudnizki Design Studio, entrusted with the task of reimagining the bar to become Vesper Bar.

1. BUSINESS, MARKETING & MEDIA

Expected outcome:
Illustrated Consumer Insight
Report – max 5000 words

Adapting to evolving consumer preferences and adjusting media and digital strategies: How does this impact The Dorchester Hotel?

Luxury hotels are no longer just about large rooms, high thread-count sheets, and Michelin-starred chefs. What once was the height of luxury is now commonplace, and what was unthinkable ten years ago has become table stakes.

To meet these changing standards, luxury hoteliers and hotel brands have had to study and understand what luxury means to their target customers today. What are their tastes, and how are they changing? How do they spend their time? How do they feel about new technology and sustainable practices? And how can you make them feel special, valued, and more like VIPs than ever before? Today's luxury travelers demand more than just comfortable accommodations; they expect to be wowed by their surroundings. They require high-tech services and amenities that go far beyond the basics. And they are focused on getting unique and personalized experiences. (Nadege Parent, 2022)

2. RESEARCH AND ANALYSIS FOR THE DORCHESTER HOTEL PROJECT- AN ILLUSTRATED MARKETING PLAN- MAX 5,000 WORDS. THIS SHOULD INCLUDE:

Your completed project should include a comprehensive illustrated report covering each of these tasks, along with well-researched and innovative recommendations for The Dorchester Hotel to thrive in the evolving luxury hospitality market.

a) Research and Analysis of The Dorchester Hotel and Its Environment

Your task is to conduct thorough research and analysis of The Dorchester Hotel in London, including both external and internal factors that affect the brand. This analysis will provide the foundation for your marketing and communication plan.

- Brand Analysis:
Investigate The Dorchester Hotel's history, heritage, and core values. Understand what makes it unique in the luxury hospitality industry.
- External Factors:
Examine the external business environment, including economic, political, social, and technological factors, that may impact The Dorchester Hotel.
- Internal Factors:
Analyse the internal factors within the hotel, such as its current product/service offerings, pricing, operations, and customer service.
- Consumer Trends:
Identify current consumer trends in the luxury hospitality industry, especially those relevant to The Dorchester Hotel's target audience.

b) Market Segmentation and Gap Identification

Once you have a comprehensive understanding of The Dorchester Hotel and its environment, your next task is to analyse its current market segments and identify any untapped market opportunities.

- Market Segmentation:
Describe the existing market segments The Dorchester Hotel serves and provide insights into their characteristics and preferences.

- Gap Analysis:
Conduct primary research, such as surveys or interviews, to identify any gaps in the market that The Dorchester Hotel hasn't targeted yet. This could include unmet consumer needs or underserved market segments.

c) Developing a Feasible Marketing Mix and Communication Campaign

Based on your research and gap analysis, your task is to develop a marketing mix that aligns with The Dorchester Hotel's objectives and an innovative communication campaign to enhance the customer experience.

- Marketing Mix:
Propose adjustments to the product/service range and suggest changes to the hotel's physical location (place) that could attract the untapped market segments.
- Communication Campaign:
Develop a 360-degree marketing communication campaign that integrates offline and digital strategies. Ensure that the campaign resonates with both traditional and new consumers, bringing them closer to the brand.

d) Growing the Community of Followers and Clients

Your final task is to analyse how The Dorchester Hotel can expand its community of followers and clients by adapting to new trends in luxury hospitality.

- Community Analysis:
Assess the current state of The Dorchester Hotel's online and offline community, including social media presence and loyalty programs.
- Adaptation to Trends:
Propose strategies to adapt to new trends in luxury hospitality, such as personalised experiences, sustainability, and technology integration, to attract and retain a younger and diverse clientele.

3. SHORT PROJECT

Expected outcome:
2,500 word illustrated report.

Business - Environmental Design at The Dorchester Hotel

Your first task is to conduct thorough research and analysis of The Dorchester Hotel in London, including both external and internal factors that affect the brand. This analysis will provide the foundation for your marketing and communication plan.

- Brand Analysis:
Investigate The Dorchester Hotel's history, heritage, and core values. Understand what makes it unique in the luxury hospitality industry.
- External Factors:
Examine the external business environment, including economic, political, social, and technological factors, that may impact The Dorchester Hotel.
- Internal Factors:
Analyse the internal factors within the hotel, such as its current product/service offerings, pricing, operations, and customer service.
- Consumer Trends: Identify current consumer trends in the luxury hospitality industry, especially those relevant to The Dorchester Hotel's target audience.

ENVIRONMENTAL DESIGN / TEXTILE DESIGN

Expected outcome:
Research mood boards and mock up drawings sketches (hand drawn or CAD/ Cam or alternative software).

Penthouse Suite Transformation

Your role is to create an exquisite transformation of the Dorchester Hotel's penthouse suite to align with the concept of an exclusive membership place.

- Concept Development:
Develop a coherent concept for the penthouse suite renovation that appeals to potential members.
 - Interior Design:
Design the interior of the penthouse suite, emphasising luxury, comfort, and aesthetics.
 - Amenities and Features:
Identify and describe exclusive amenities and features that will enhance the penthouse suite's appeal to potential members.
 - Membership Experience:
Ensure that the renovated suite offers a captivating and photogenic experience for members, suitable for marketing content.
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4. IMMERSIVE EXPERIENCE MARKETING

Your role is to develop a comprehensive campaign that emphasises the immersive qualities of the renovated penthouse suite and effectively communicates the unique experience it offers to potential members.

This project offers students the opportunity to apply marketing & design skills to a real-world renovation project and gain experience in a luxury space.

You will create a seamless and attractive membership offering for The Dorchester Hotel.

- Market Research:
Understand the target audience's desires for immersive experiences and luxury offerings.
- Campaign Concept:
Develop a marketing campaign concept that focuses on the penthouse suite as an immersive haven, highlighting the sensory and emotional aspects of the experience.
- Touch-points and Interaction:
Create marketing strategies that engage potential members through touch-points such as storytelling,

personalised interactions, and sensory appeals.

- Digital and Offline Promotion:
Utilise digital platforms and offline channels to promote the immersive experience.
 - Member Engagement:
Plan strategies for engaging potential members and fostering a sense of community around the exclusive membership offering, emphasising the immersive and emotional connection.
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5. CONTEMPORARY ART / CURATION

The upcoming penthouse suite aims to become an immersive oasis of luxury. Within the realm of contemporary luxury artwork, how can we define and conceptualise this aspiration? Let's brainstorm creative ideas that can elevate the penthouse environment to resonate with the refined tastes of our new target luxury clientele.

- Artistic Concept Development:
Students could explore and develop innovative artistic concepts that reflect contemporary luxury art trends. This might involve creating mood boards, sketches, or digital mock-ups of potential artistic installations and decor elements for the penthouse suite.
- Multisensory Experience Design:
Challenge students to go beyond visual art and incorporate other sensory elements, such as sound, scent, or tactile features, to enhance the immersive experience of the penthouse suite. This could involve research into sensory design principles.
- Market Research and Consumer Profiling:
Have students conduct market research to understand the preferences and expectations of the target luxury consumer. They should create detailed consumer profiles and use this information to inform their artistic choices and design decisions.

Expected outcome:

Present a 5-6 page proposal that details the conceptualization and curation of an immersive luxury art experience. Include sketches, mood boards, or visual representations of proposed artworks. Emphasize how the chosen artworks and sensory elements contribute to the dialogue between luxury and contemporary art, providing an enriching and memorable experience for guests staying in the new penthouse suite at The Dorchester Hotel.

- Sustainability and Ethical Considerations:
Encourage students to consider sustainability and ethical aspects of contemporary art and luxury design. They could propose environmentally friendly materials and practices, as well as explore the ethical implications of certain artistic choices.