



Case Study



ORIGINATING STRATEGIC PRESS RELEASES FOR THE ASIA-PACIFIC REGION

Client

Starwood
Hotels & Resorts

ABOUT OUR CLIENT

Starwood is a five-star hotel group, managing nine unique brands and aiming to improve the quality of its external communications within the Asia-Pacific region.

MYL's MISSION

Developing strategic and on-brand press releases for the Asia-Pacific region.

OUR SOLUTION

Starwood was looking to elevate the quality of its English communication pieces in a region that had very few professional resources in this discipline. Its Asia-Pacific communications team understood the importance of making sure each piece was identified with one of the company's nine unique brands, and needed a writer to convey its messages accordingly.

MYL's sales and operations teams compiled a comprehensive briefing package of the client's requirements and began the search for writers who could properly convey the client's individual brand messages. Included in the brief was a complete style guide for each brand, to ensure the writer could capture the different styles.

We offered the client two service streams, based on two types of work: copy origination and copy editing. Starwood chose copy origination, gaining access to an English copywriter, through MYL, which was a more cost-efficient option than hiring a full-time employee.

RESULTS

Press releases received from individual properties throughout the region were channeled to a single writer, who ensured they were on-brand and met the high standards of this prestigious hotel group.



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