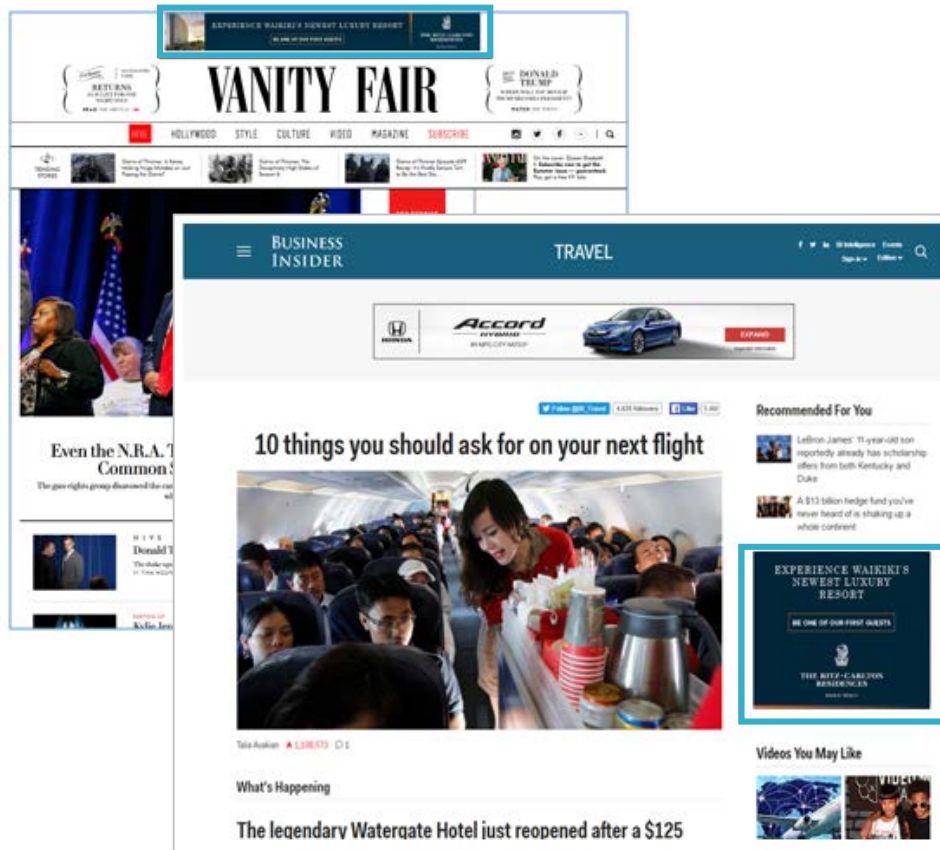


# Local Works: Ritz-Carlton Residences



## The Client

Celebrating the spirit and beauty of the island at every opportunity, The Ritz-Carlton Residences, Waikiki Beach brings a new level of luxury to O'ahu. Sleek finishes and modern design allow resort guests to appreciate Waikiki's most coveted asset, the ocean, which can be admired from the eighth-floor infinity pool or from a beautiful suite. Dining highlights international flavors, and a resort spa takes inspiration from local traditions.

## Objective

Drive awareness of Ritz-Carlton's new luxury residences in Hawaii

## Solution

A digital campaign targeting high-income earners in key metro markets on luxury sites

## Geography

Los Angeles, San Francisco, San Diego, Seattle, Portland, Vancouver

## Recommended Media

Condé Nast and Programmatic

## Outcomes

Condé Nast

- Impressions: 1,435,480
- Clicks: 1,402
- CTR: 0.10%

Programmatic

- Contracted Impressions: 3,750,000
- Delivered Impressions: 4,872,551
- Bonus Impressions: 1,122,551
- Clicks: 18,889
- CTR: 0.39%

