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6th of March 2008

5 stars PR for Carol Parc Hotel, by Lowe PR

- Lowe PR launches the first luxury hotel in Romania
- The communication strategy sets its target to inform the public on this niche category and to position Carol Parc brand

Lowe PR team said YES to a new challenge in the communication field, by signing the communication strategy for one of the most exclusive brands on the Romanian market in the past few years: Carol Parc Hotel.

The hotel has the appearance of a small castle, designed in the “neo-brancovenesc” style by the Swiss architect Suter for King Carol I, and sold later on to a banker. After its retrocession, the Schlie – Petre family bought the small jewelry and the building benefited from a total transformation and restoration that is worth more than six million Euros.

With the help of experts, historians, designers and artisans from Italy, Germany and Austria, the former Suter Palace regained its initial grandeur and became one of the most significant buildings in Bucharest. The personalized services offered to the hotel’s customers make it unique in Romania and beautifully complete the rich history of the building.

The first stage of the campaign will take six months and it will include a 2 step strategy, focused on Media Relations and a series of events, with strong cultural impact, unique on the local market.

“Beyond the classic challenges we are faced with during each campaign, Carol Parc Hotel offers us an unexplored field until now, one that excites and engages us; it is the first Lowe PR strategy applied for a product that opens a category. First and foremost, the public must understand what *a small luxury hotel* is, which are the added/core values that this product



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brings. After this background is properly built, the public must live themselves the experience of Carol Parc Hotel”, says Hortensia Nastase, Deputy Managing Director at Lowe PR.

Carol Parc Hotel offers 19 rooms and suites, all uniquely decorated by some of the most talented Italian artisans. Nineteenth Century paintings, Chinese porcelains, bronze statues, wood burning fireplaces, libraries, individually designed bathrooms complete the elegance that characterizes Carol Parc Hotel. In addition to the increased attention for details, the hotel’s guests are also pampered with personalized services available 24 hours a day, as a sign of warranty for high class luxury.

“Carol Parc Hotel is by far more than a simple resort... it is a *pour les connaisseurs* product, a brand that, beyond the tangible limits, involves a strong emotional engagement. Carol Parc Hotel is a state of spirit, a set of values developed in the spirit of tradition, culture and elaborated luxury”, says Sylvia Petre, CEO Carol Parc Hotel.

“Poem” Restaurant is the second brand in the Carol Parc Hotel “portfolio”, for which Lowe PR will develop an independent communicational strategy: “For the restaurant, the communication strategy will be a distinct one. Firstly because we are talking about a different product, from all points of view, and secondly because the targeted public for the two products do not match completely” adds Monica Botez, PR Manager at Lowe PR.

About Lowe Public Relations

Lowe Public Relations covers the whole spectrum of **Specialized Global Practices** (Corporate Communications, Corporate Social Responsibility, Healthcare, Internal Communications, Marketing & Brand Strategic Communications, Public Affairs, Technology), insuring in the same time the full range of **Specialized Services** (Media Relations, Financial Communications, Media Training, Research, Issue & Crisis Management).

Lowe Public Relations’ client portfolio includes Orange, Electrolux, Unilever, GlaxoSmithKline, TNT Romania, Johnson & Johnson, Pernod Ricard, HBO, Eli Lilly, Eximbank, IPID (Institute for Projects on Innovation and Development), Platinum Group, Abbott Romania, Lowe & Partners, Initiative Romania, Brand Connection, Tecton Investments.



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Lowes Public Relations team has 12 professionals, among which Hortensia Nastase (Deputy Managing Director), Monica Botez (PR Manager) and Raluca Mihăilă (PR Manager).