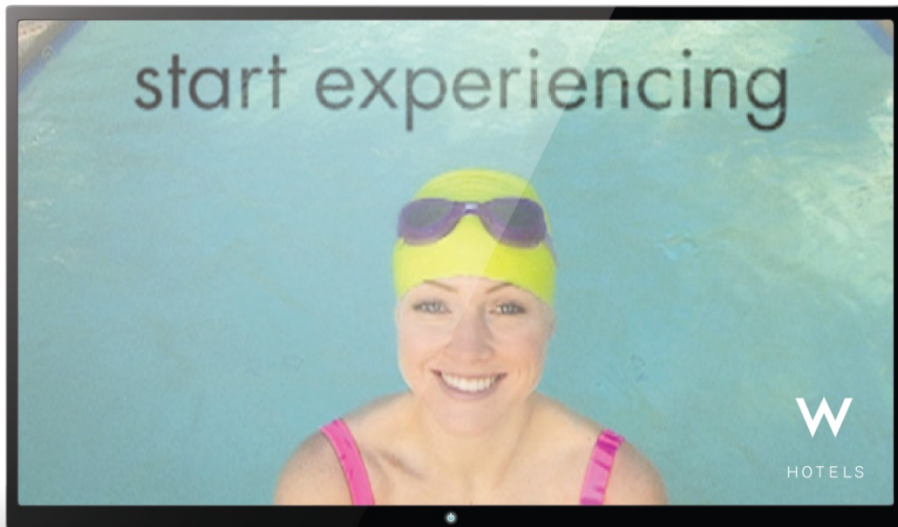




HOTELS

Training Video



W Hotels wanted to elevate the customer experience by training its employees to deliver service with style. A meaningful connection to this hard-to-convince demographic was established through the creation of three videos focused on a customer experience through brand-building service that's warm and welcoming.

One video immerses associates in the ins and outs of delivering service with style. A brand video brings W's essence to life. And a "What do you do when things go wrong?" video—featuring scenes so candid they'd make Paris Hilton blush—keeps associates tuned into the realities of life in the heart of the house.

Developing content so engaging it's worth watching was imperative. Influencing the adoption of branded behaviors required the creation of modeling sequences that both show and tell folks how to consistently "walk the W Walk."

