

Grand Opening, Kalia Tower Hilton Hawaiian Village

The opening of Kalia Tower was a large-scale, multi-level public awareness campaign, requiring extensive strategic planning, client coordination and the involvement of various publics and stakeholders.



Four companies were involved in the opening: Hilton Hawaiian Village, Mandara Spa, Bishop Museum and Holistica Hawai'i Health Center. Though Hilton was the primary client, it was also necessary to ensure exposure for the other companies both locally and on the national level.

A public relations team was formed, spearheaded by TLC PR and a system was developed for the development of information with a consistent message. A press kit was produced which represented the interests of all the partners and a publicity campaign was launched that targeted media locally and nationally.

We also planned the press event for the tower's grand opening ceremonies. Notably, this event was scheduled for September 12, 2001, one day after the national tragedy of 9-11. This required a Herculean effort to re-route travel writers enroute to Hawai'i, re-schedule events and provide extensive public notification.

In addition, a traveling special event program was developed in concert with the Hawai'i Visitors and Convention Bureau requiring coordination in various cities throughout the country. Media coverage was secured on behalf of the partners in this effort: HVCB, Aloha Airlines, and out-of-state venues.

Results: Extensive media coverage in local and national media.

Client Comment: "TLC PR engineered a coordinated campaign which resulted in extensive media coverage and public awareness through a nation-wide series of special events. They are detail-oriented, responsive and integrated their staff with ours to form a seamless team. This is a firm that I can highly recommend for a sophisticated campaign, ranging widely from public awareness to special event management. In addition, their ability to "turn on a dime" upon the occurrence of a national catastrophic event was remarkable."

Peter H. Schall, Senior Vice President, Hawai'i
Hilton Hotels Corporation