

## TRAVEL AND HOSPITALITY

# Raffles shares global brand campaign, 'The Butler Did It'

September 12, 2024



*The campaign launched this week across print, social media and out-of-home placements. Image credit: Raffles Hotels & Resorts/Dylan Don*

By ZACH JAMES

Luxury hospitality brand Raffles Hotels & Resorts is playing with film clichés in its latest campaign.

Titled "The Butler Did It," the marketing plays on the classical cinematic convention of stewards and servants being behind crimes on screen and on the page. Launched on Sept. 10, the advertisement celebrates Raffles' in-house butlers, instead positioning them as the heroes of everyday situations.

"With a vibrant aesthetic and sense of wit that is inherent to the Raffles brand, this bold campaign celebrates the hallmarks of the Raffles experience, including the ways our Butlers create magic at every turn," said Omer Acar, CEO of Raffles Hotels & Resorts, in a statement.

"Through the lens of fashion and art, this talented team of creatives have captured the unexpected and inspiring interactions our guests enjoy while staying with us," Mr. Acar said. "While 'The Butler Did It' is often the answer to 'whodunits' throughout history, our campaign depicts the Butler as the hero of any occasion, no matter how unconventional.

"We hope our guests will now join us in saying 'The Butler Did It' when experiencing a surprising moment of delight with Raffles."

## Helpful heroics

"The Butler Did It" takes the form of a multimedia marketing initiative, released across social platforms, print and out-of-home placements.

Showcasing a butler tending to all of the needs of multiple guests, the campaign film was shot on location at Raffles Singapore, the company's global flagship property. Starring American singer-songwriter Tim Easton as the spotlighted super-steward, the 30-second advertisement also features multiple people prominent in the luxury space.

*Raffles presents "The Butler Did It"*

The spot also stars Indian-American designer and actor Waris Ahluwalia, former *L'Uomo Vogue* editor Robert Rabensteiner and Malaysian model May Siu; the latter has appeared in initiatives for industry names such as Chanel and *Harper's Bazaar*. Raffles' latest release is the brainchild of creative director Trey Laird, who was also the mind behind the campaign for German fashion house Hugo Boss' collaboration with the National Football League ([see story](#)).

"Raffles is a heritage brand, but it delivers a modern guest experience that is full of warmth, with a playfulness and sense of whimsy, said Mr. Laird, in a statement.

"This was the spirit I wanted to evoke through 'The Butler Did It,' allowing guests to imagine how a stay at Raffles might exceed their wildest dreams," he said. "I'm grateful to the incredible creative talent that, through a shared passion for exceptional hospitality and culture in all its forms, brought this campaign to life in a way that is unique and distinct to Raffles."

British-American photographer Dylan Don lends his lens to the project, showcasing the cast in frenetic shots meant to evoke the speed of service. With the campaign, Raffles hopes to extend the messaging of personalized amenities beyond its Singapore setting, also promoting its recently inaugurated properties in London, Boston, Bahrain and Jaipur ([see story](#)).

### Lighthearted advertising

"The Butler Did It" takes on a playful tone, a route that several luxury labels have taken in recent months.

Showcasing how hotel stewards can make a positive impact on guests' travel experiences, the initiative has similar aims to British Airways' recent expansion of the "A British Original" campaign ([see story](#)).



*Butler services are a signature of the brand. Image credit: Raffles Hotels & Resorts/Dylan Don*

An orchestral rendition of "In the Hall of the Mountain King" accompanies Raffles' promotional imagery, immediately notifying the viewer of the spot's unserious presentation, a key difference between this endeavor and the airline's latest advertising push, as it attempts to pull on the audience's heartstrings.

Music plays a big part in advertising and in consumers' everyday lives, with some brands taking the interplay between mediums to a logical extreme.

Last week, luxury hotel operator Auberge Resorts revealed its fall concert series, with American recording artists Kate Hudson, LeAnn Rimes and Maren Morris set to perform at three of the company's locations across the Western U.S. ([see story](#)).