

**LGD Communications, a Miami-Based Ad Agency, Announces the Launch  
of its Hospitality Marketing Division and Signing ME by Meliá, a New Global  
Line of Boutique Hotels from Sol Meliá, the World's Top Resort Hotel Chain, and  
the Iconic Key West-based Hawks Cay Resort**

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Miami, Fl...After more than two decades operating at the highest levels of advertising for some of the nation's most renowned brands not just in retail, but in the high-end real estate and luxury hotel arenas nationwide, Miami-based LGD Communications announces the opening of its Hospitality Marketing Division with the signing of two major clients; Sol Melia Hotels & Resorts, the world's number one resort hotel operator. LGD's other signing is the world renowned Key West-based Resort, Hawks Cay.

Sol Melia Hotels & Resorts has tapped Miami-based LGD communications to launch ME by Meliá – the company's sixth and newest international hotel brand. ME by Meliá is an upscale, design-driven, personality hotel experience in the global capitals of culture and cool. Hawks Cay is a legendary Key West hotel presently undergoing a more than \$30 million renovation that will completely transform the more than thirty-year-old and highly underutilized property into the most desirable, high-profile, fun and luxury-oriented water-based family-style destination resort in the United States.

**Client Trust is Creative Power**

LGD Communications earned not simply the ME account, but the freedom to conceptualize (along with Sol Melia executives) every aspect of the advertising and marketing for this ambitious new line of boutique properties. LGD created the brand's voice and attitude and applied its vision to every dimension of ME, from logo design to brochures, card racks to menus – even to what goes into ME's rooms and lobbies. LGD utilized extensive media and non-media channels in bringing to life a chic, sophisticated, highly personal aesthetic for ME by Meliá.

## **A Creative Leader in Marketing**

“We chose LGD Communications,” says (Guy Hensley here) “because they have a keen creative reputation not just in advertising, but marketing as well.”

Led by President and Creative Director Len Dugow, a New York City ad industry veteran, LGD Communications has executed campaigns for the most ubiquitous names in real estate and hotels. Past projects include work for The Related Companies, hotel-condos for Donald Trump – including the launch of Trump International Hotel & Tower on Central Park – and several Ritz-Carlton and Four Seasons properties. All told, Dugow has worked on nearly 400 real estate and hotel projects the world over during his 25-year career, accounting for nearly \$9 billion in sales.

## **What is ME by Meliá?**

The ME by Meliá consumer is highly defined with a decidedly modern philosophical outlook on life as well as traveling. According to Dugow, ME guests “travel to increase their scope of knowledge and sphere of influence... They are individuals who view their lives not in eight-hour shifts or 40-hour weeks, but as a seamless trajectory of experiences... They are passionate about their work and integrate it into every part of their lives.”

“Our ‘model’ clients are decisive and discerning,” says Guy Hensley “They crave stimulation and inspiration from new experiences and are satisfied to pay a premium for quality, innovation and sincerity wherever they can find it.”

There are presently three ME by Meliá properties, one each in Cabo San Lucas, Cancún and Madrid, representing two distinct visions; the two Mexico properties appeal to the oceanfront resort market, while ME Madrid sets the model for the brand’s presence in urban capitals. Each ME property is unique, with a guest experience defined by extensive, personalized amenities. But with restaurants reflective of local culture and sensational nightlife powered by world-renowned operators like the Gerber Group, Nikki Beach and Maxim Lounge – the sultry magazine’s first nightclub – ME hotels are as much a hotspot for locals as they are travelers.

ME senior executives are aggressively pursuing expansion opportunities in every major domestic market as well as leading European cities.

### **Hawks Cay Resort – Repackaged, Repositioned, Re-branded**

The Hawks Cay account represents another interesting, unique and high-profile opportunity for LGD to produce and execute a wide range of advertising and marketing materials reflecting its enormous wealth of creativity through completely repackaging, repositioning and re-branding this iconic Key West hotel. “When considering our decision,” says *(name Hawk’s Cay Exec)* “we looked around at the agency market and determined unequivocally that LGD has a proven track record, exceptional creativity and the depth of resources we’d need to completely rebrand and reposition our hotel on both a national and international scale.”

Hawks Cay sits on x number of acres on Duck Key, barely 90-miles from downtown Miami and the Miami International Airport, and only another only 70 miles to downtown Key West, representing a great mid-way point for vacationers and tremendous ease of travel. “We are looking to target consumers who are considering Atlantis and the Bahamas and other Caribbean Islands but who might not want to deal with the hassles of travel today,” says Dugow of one of their strategies.

The renovation includes expansion from *(x number of rooms)* that are currently priced to the lower end of the room-rate scale to 305 first-class accommodations that will comprise 178 resort guestrooms and suites and 127 two-and-three-bedroom waterfront villas, many boasting private balconies and terraces. “The property is going mid-range price to up scale,” says Dugow, “this will unarguably be a luxury resort that will represent an interesting alternative to even Atlantis.” There will be a 25,000 square foot meeting/convention room, five new restaurants, a brand new full-service marina with 85 slips and oodles of water-based amenities that will satisfy any water enthusiast and every family member.

“We will be taking a multi-tiered approach to the marketing of the property,” says Dugow who points out that the new Hawks Cay is being simultaneously marketed and promoted to the travel industry market at large (B to B ) as well as to consumers in

general. LGD is producing *(insert/name here please all the, or many of the, items/materials you are producing for the property/project)*.

### **Advertising/Marketing Campaigns Set to Launch in November**

Advertising and marketing campaigns for both ME by Melia as well as Hawks Cay will break in November with *(kindly note here the various types of advertising/marketing materials that will launch) that can be seen in (name media please where “ads/print/tv, etc. will appear/run)*.

### **LGD Communications**

LGD Communications is a Miami-based full-service advertising and marketing company that has built its name through “Affluence Marketing,” creating advertising and marketing campaigns targeting the most affluent demographic for some of the world’s most renowned companies. The company has 25 fulltime employees, bills more than \$40 million annually and is responsible for more than \$9 billion in sales. For more information visit **[www.LGDCOM.com](http://www.LGDCOM.com)**.

### **Sol Meliá Hotels & Resorts**

Based in Palma, Majorca, Sol Meliá Hotels & Resorts is the world’s top resort chain, the 12th overall largest hotel company in the world, number one in Latin America and the Caribbean, and number three in Europe. Sol Meliá’s 85,000 hotel rooms are spread over 400 properties in 35 countries. With 32,500 employees, the company operates six franchises: Paradise Resorts, Gran Meliá, Meliá Hotels and Resorts, Sol Hotels, Tryp Hotels, and now ME by Meliá.

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