

CASE STUDIES

ISLAND OUTPOST (www.islandoutpost.com)

Overview



When it came to re-launching Island Outpost, AMPR was the first (and the only agency) on the list. AMPR was asked to step in to control the PR of Chris Blackwell's empire. After selling off his Miami real estate, Blackwell went back to his roots and concentrated on his Jamaica product. It was time to set the agenda for the press. Change their thinking. Create stories. Our hands-on, personal relationship with Chris Blackwell, Jason Henzell and his executive team gives us the ability to be a true extension of their marketing department. It's this integration that shows our dedication to client service, and going that extra mile – whether on a weekend, holiday and evening, we don't miss a beat.

Scope of work

- VIP placement
- Expert positioning within top media
- Pitching, creating story ideas and maintaining relationships with the US press as well as press in UK, Spain, France, Italy, Korea, China, Australia, Japan, Turkey, South Africa, Argentina, Brazil, Mexico
- Marketing, Direct marketing, e-marketing, revenue management
- Press trips
- Tradeshow representation
- Corporate communications
- Special Events in key cities: NYC, LA, Miami
- PR for other Blackwell subsidiaries including Royal Hut, a luxury home furnishings line, Palm Pictures, a movie production company
- Real estate launch of Goldeneye Development
- Non-profit organization publicity
- Promotions
- Maintain partnerships with Jamaica Tourist Board, Air Jamaica, and other key industry partners to help build awareness and encourage positive network
- In-house copywriting for all hotel and marketing collateral

Results

More than 1,000 media placements in North American and international media.

Jake's

JAKE'S

"Chicest shack in the Caribbean" - Vogue

"Officially the coolest place to stay in the world" - Evening Standard

"Welcome to one of Caribbean's funkier resorts, where reggae and rock stars, doctors and lawyers, writers and artists come to taste the real Jamaica." - Islands Magazine

Goldeneye



GOLDENEYE

"Vacation like James Bond" - Travel Channel

"The epicenter of jet set Jamaica" - Condé Nast Traveler

"Luxury is for your eye only at Goldeneye... a posh little jungle oasis"
- Bride's

"Naomi Campbell has been all around the world (and then some). But it's a laid-back Jamaican Getaway that this frequent flier likes to call home" - InStyle

Strawberry Hill

STRAWBERRY HILL

"Refined luxury with absolute peace." - Fodor's

"The ultimate base camp" - Travel + Leisure

"Pampering at its wicked best...the last word in luxury - The Mail on Sunday

The Caves

THE CAVES

"Colorful wooden cottages that could have been designed by Matisse" - The New York Times

"A lesson in the beauty of contrasts and the pleasures of having it all." - Bridal Guide

"The world's 10 great escapes" - Robb Report