

Grand Opening, Kalia Tower Hilton Hawaiian Village

This project is an example of a very large-scale, multi-level public awareness campaign, requiring extensive strategic planning, client coordination, various publics and stakeholders.

In this case, the opening of the \$93 million Kalia Tower required a huge coordination effort, inasmuch as four companies were involved in the opening: Hilton Hawaiian Village, Mandara Spa, Bishop Museum and Holistica Hawai'i Health Center. With Hilton as the primary client, it was also necessary to guarantee each of the other tenants in the Kalia Tower publicity opportunities both locally and on the national level.

A public relations team was formed, spearheaded by The Limtiaco Company (TLC), 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. This included targeted media pitching locally and nationally and the production of a large press event during the tower's grand opening. All of this was coordinated with the four client-partners' full involvement and opportunities for media exposure were communicated to all for response and fulfillment.

In addition, an extensive special event program was developed in concert with the Hawai'i Visitors and Convention Bureau that required coordination in various major cities throughout the country. TLC offered creative thinking that enhanced this project and added to its success and media coverage. The multiple tasks involved in coordinating various partners—Hilton, HVCB, Aloha Airlines, and out-of-state venues—demonstrated the excellent management skills of TLC.

The media coverage of the Kalia Tower was a major success with numerous local and national print, radio and television stories generated.