

# Case Study

www.mcgillbuckley.com

Client: Crowne Plaza Toronto Don Valley  
Industry: Hotel

## Background:

*Crowne Plaza Toronto Don Valley is a 353 room hotel that offers luxurious accommodations, extensive meeting space, award-winning cuisine and extensive recreational options to both business and leisure travelers.*



Catering Brochure

## Situation:

After undergoing extensive renovations in recent years, Crowne Plaza Toronto Don Valley decided to engage a marketing firm to properly position them in the competitive Toronto market. After talking to a number of firms, they hired us based on our experience and track record in hospitality marketing.

## What We Did:

Working in our usual collaborative manner, with the Director of Marketing & Public Relations, we totally revamped their positioning and came up with the slogan “Ideal For Business. Perfect For Pleasure” and applied it to a number of items such as a new sales kit, extensive print advertising and a campaign to launch their new catering division.



Post Card



Sales Kit

*“When we were struggling to achieve a stronger brand image, McGill Buckley gave us one through the sheer strength of their work and talents. I have been very happy with their work and hope to continue working with them for years to come.”*

*— Carolyn Glen, Director of Marketing & Public Relations,  
Crowne Plaza Toronto Don Valley*



Magazine Campaign

Ottawa  
T: (613) 728-4199  
F: (613) 728-6450

Toronto  
T: (905) 795-1764  
F: (905) 670-5256

Québec  
T: (450) 226-8294  
F: (450) 226-1814

McGill Buckley  
Interactive Marketing

Ideas Matter.