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Soho and Tribeca Grand Release Web-Only Ads; iPhone App to Follow



With all the new hotels that have popped up in downtown New York, the original boutique hotels in the neighborhood--the **Soho Grand** and the **Tribeca Grand**--are looking to reclaim the spotlight with a series of web-only ads on their website, GrandLifeNYC.com.

The ads were envisioned by **Greg Foley**, Creative Director of Visionaire, and Consulting Creative & Design Director of **VMAN**, and **V Magazine**, who has worked as a creative consultant for the hotels since 2004. And it's clear that the main message here is to show off all that is young, fun and fabulous with the hotels and their downtown locations. Here's how the hotels describe the new ad push:

Drawing inspiration from Warhol's celebrity silk screens; Foley filmed in stark black and white and added color post production. The camera follows two characters through the Hotels' beloved neighborhoods, featuring the local architecture and historic cobblestone streets. In just 60 seconds, Foley has succeeded in capturing the energies of these two distinct neighborhoods - which is no accident; it is clear, the locale is the real focus.

We would add that fashion, fashion models, photography, fashion models, nightlife venues and fashion models are also some pretty important messages here. But these ads may have worked. It did make us nostalgic for the days when partying at Soho Grand and Tribeca Grand were some of the greatest nights in our life. But that's another story.

Even more exciting than the new ads is the news that **the hotels will get an iPhone app in May**. The app will be under the **GrandLifeNYC** name and it will have a built-in GPS function to make recommendations closest to your location. It will also allow you to create your own itineraries based on the **Grand Life** suggestions. There will even be a hook-up with the hotels' concierges who will help you secure any reservations or tickets you may need.

But if you need your **Soho or Tribeca Grand** fix sooner than that, Tablet Hotels has the **Tribeca Grand** slated for their Private Sale today.