# Raffles Hotels redefines luxury storytelling with a modern, personalised approach



Raffles Hotels & Resorts is redefining its image of luxury hospitality through an innovative blend of storytelling and bespoke guest experiences, anchored by its legendary Butler Service. The second chapter of its global campaign, “The Butler did it,” launches this evolution, underscoring a sophisticated yet warm vision of luxury that honours its rich history while embracing contemporary travellers' desires.

At the heart of this strategic rebrand is storytelling, which Claudia Kozma Kaplan, Raffles’ chief brand officer, identifies as central to crafting more than just marketing campaigns but immersive narratives. This approach invites guests to step into a world suffused with theatre, inspiration, and discovery. The campaign’s cinematic flair is showcased in the latest chapter set against the grandeur of Raffles London at The OWO, a historic building once used as the Old War Office, which lends an intriguing atmosphere in line with the brand’s blend of elegance and subtle mystery. British actor Henry Golding stars alongside Tim Easton, who reprises his role as the iconic Raffles butler, accompanied by a cast of high-profile models. These vignettes capture the butler attending to exquisitely personalised moments such as private afternoon teas, bespoke bedtime stories, and even royal wake-up calls featuring the King’s Piper, reflecting the brand’s commitment to hyper-personalised hospitality. The first chapter, rooted in the flagship Singapore property, introduced viewers to the brand’s tradition of anticipatory butler service, blending wit, elegance, and cultural nuance to resonate globally.

This campaign extends far beyond visual storytelling. Through “The Butler did it experiences,” Raffles has transformed the traditional role of the butler into that of a cultural connector and trusted guide. These bespoke itineraries, curated by the butlers themselves, immerse guests in unique local stories and cultural journeys—from sharing afternoon tea with Cambodian royalty to exploring London’s hidden historical gems. This evolution aligns with Raffles’ wider strategy to meet the expectations of today’s luxury traveller, who values not only impeccable service but authentic, experience-rich travel that forges personal narratives.

Raffles’ carefully chosen collaborators have been instrumental in balancing the hotel’s heritage with a fresh, modern aesthetic. Under the creative direction of Trey Laird and with photography by Dylan Don and styling by Robert Rabensteiner, the brand’s campaigns respect the DNA of Raffles while introducing surprising and delightful new perspectives. As the company expands globally, opening new properties in culturally diverse locations such as Jaipur, Sentosa, Jeddah, Lake Como, Los Cabos, Shanghai, and Tokyo, this consistency in service and storytelling remains central, ensuring every hotel reflects its locale while maintaining the core promise of legendary, personalised service.

CEO Omer Acar highlights that the campaign celebrates the magic Raffles butlers bring at every touchpoint, conveying a vibrant wit intrinsic to the Raffles brand. The marketing strategy goes beyond room occupancy metrics, prioritising earned media value, guest sentiment, social engagement, and brand advocacy to gauge the campaign’s resonance. Claudia Kozma Kaplan notes that the ultimate success lies in guests returning to relive and retell their personal Raffles experiences.

Looking forward, Raffles anticipates that luxury hospitality marketing will increasingly embrace deep, participatory storytelling that is cinematic, immersive, and interactive. Digital innovation and cultural partnerships are set to play a growing role in crafting narratives that simultaneously feel global and intimately personal. Through “The Butler did it,” Raffles demonstrates that modern luxury is no longer solely about opulence but about the power of narrative and experience to transform every stay into a cherished personal story.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.marketing-interactive.com/how-raffles-hotel-is-modernising-luxury-through-storytelling), [[6]](https://globetrender.com/2025/09/17/raffles-unveils-second-fashion-forward-butler-did-it-campaign/), [[7]](https://www.marketing-interactive.com/raffles-hotels-butler-casts-his-spell-in-star-studded-london-campaign)
* Paragraph 2 – [[1]](https://www.marketing-interactive.com/how-raffles-hotel-is-modernising-luxury-through-storytelling), [[6]](https://globetrender.com/2025/09/17/raffles-unveils-second-fashion-forward-butler-did-it-campaign/), [[7]](https://www.marketing-interactive.com/raffles-hotels-butler-casts-his-spell-in-star-studded-london-campaign)
* Paragraph 3 – [[1]](https://www.marketing-interactive.com/how-raffles-hotel-is-modernising-luxury-through-storytelling), [[2]](https://www.marketing-interactive.com/how-raffles-hotel-is-modernising-luxury-through-storytelling), [[6]](https://globetrender.com/2025/09/17/raffles-unveils-second-fashion-forward-butler-did-it-campaign/)
* Paragraph 4 – [[1]](https://www.marketing-interactive.com/how-raffles-hotel-is-modernising-luxury-through-storytelling), [[2]](https://www.marketing-interactive.com/how-raffles-hotel-is-modernising-luxury-through-storytelling), [[6]](https://globetrender.com/2025/09/17/raffles-unveils-second-fashion-forward-butler-did-it-campaign/), [[7]](https://www.marketing-interactive.com/raffles-hotels-butler-casts-his-spell-in-star-studded-london-campaign)
* Paragraph 5 – [[3]](https://www.prnewswire.com/news-releases/raffles-hotels--resorts-unveils-new-global-brand-campaign-celebrating-its-world-renowned-butler-service-302241158.html), [[4]](https://www.hospitalitynet.org/news/4123632.html), [[5]](https://press.accor.com/raffles-the-butler-did-it), [[1]](https://www.marketing-interactive.com/how-raffles-hotel-is-modernising-luxury-through-storytelling)
* Paragraph 6 – [[1]](https://www.marketing-interactive.com/how-raffles-hotel-is-modernising-luxury-through-storytelling), [[2]](https://www.marketing-interactive.com/how-raffles-hotel-is-modernising-luxury-through-storytelling), [[6]](https://globetrender.com/2025/09/17/raffles-unveils-second-fashion-forward-butler-did-it-campaign/), [[7]](https://www.marketing-interactive.com/raffles-hotels-butler-casts-his-spell-in-star-studded-london-campaign)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.marketing-interactive.com/how-raffles-hotel-is-modernising-luxury-through-storytelling> - Please view link - unable to able to access data
2. <https://www.marketing-interactive.com/how-raffles-hotel-is-modernising-luxury-through-storytelling> - Raffles Hotels & Resorts is modernising its legendary service with the launch of the second chapter of its global campaign, 'The Butler did it'. The campaign uses storytelling and bespoke experiences to update its image while staying true to its heritage. Chief Brand Officer Claudia Kozma Kaplan explains that storytelling is central to their marketing strategy, allowing them to craft living narratives that immerse guests in a world of theatre, inspiration, and discovery. The campaign features cinematic flair and the brand’s signature butler service, with a star-studded cast including Henry Golding, Jacquetta Wheeler, and Amalie Gassman. The first chapter introduced audiences to Raffles’ iconic Butler Service in its flagship Singapore property, highlighting how Raffles anticipates every guest need. This narrative approach extends beyond film and photography, with 'The Butler did it experiences' offering bespoke itineraries curated by its butlers, turning guests from passive spectators into active participants. These experiences reflect how the butler role has evolved beyond impeccable service to become cultural connectors and trusted guides. The campaigns balance wit, elegance, and intrigue, likened to a staged play, and are sensitive to cultural nuances, resonating equally in cosmopolitan cities and across the vibrant markets of Asia Pacific. Selecting the right creative collaborators is crucial, and Raffles sought a team that instinctively understood the interplay of heritage and modernity. Working with creative director Trey Laird, photographer Dylan Don, and stylist Robert Rabensteiner, Raffles' campaigns honour the DNA of the hotel while introducing a fresh lens that surprises and delights audiences. Heritage remains a foundation for the brand, dating back to 1887, yet each new property allows Raffles to reinterpret its history for contemporary luxury travellers. Maintaining consistency across diverse markets is key, with Raffles’ global expansion ensuring that every property delivers a consistent thread of legendary service and enchanted glamour while allowing each hotel to reflect its own locale and culture. The brand’s core remains the same: Service that is anticipatory, personalised, and deeply personal. Through these immersive experiences, Raffles also strengthens its marketing impact, focusing on earned media value, social engagement, guest sentiment, and brand advocacy to understand how deeply its stories resonate. The truest measure of impact is when guests not only return but also retell their Raffles moments as personal stories of their own. Ultimately, the campaign forms part of a broader strategy to modernise Raffles’ perception, presenting a sophisticated yet warm, accessible yet aspirational image. Looking ahead, Raffles sees luxury hospitality marketing evolving toward deep, participatory storytelling—cinematic, immersive, and interactive—using digital innovation and cultural partnerships to craft narratives that feel both global and personal. Through 'The Butler did it', Raffles is proving that true luxury is no longer just about opulence; it’s about narrative, experience, and the ability to transform every stay into a personal story.
3. <https://www.prnewswire.com/news-releases/raffles-hotels--resorts-unveils-new-global-brand-campaign-celebrating-its-world-renowned-butler-service-302241158.html> - Raffles Hotels & Resorts has unveiled 'The Butler Did It', a new global brand campaign celebrating its legendary Butler Service. The campaign features designer and actor Waris Ahluwalia, fashion icon Robert Rabensteiner, and model May Siu as quintessential Raffles guests, with renowned model Tim Easton starring as the Butler. Under the creative direction of Trey Laird and photography by Dylan Don, the campaign is set against the backdrop of Raffles Singapore, the brand’s flagship property known for its Butler Service since its opening in 1887. The initiative centres around the ability of Raffles butlers to anticipate guests' every need, encapsulated in the tagline 'The Butler Did It'. The campaign will launch globally across print, digital video, digital display, and paid social media platforms. CEO Omer Acar stated, 'With a vibrant aesthetic and sense of wit that is inherent to the Raffles brand, this bold campaign celebrates the hallmarks of the Raffles experience, including the ways our Butlers create magic at every turn.' As the brand grows globally, with recent debuts in Jaipur, London, Boston, Doha, and Bahrain, the campaign invites guests to enter Raffles’ world of elegance and enchanted glamour. The campaign focuses on one of the most significant parts of its guest experience: the legendary Butler Service.
4. <https://www.hospitalitynet.org/news/4123632.html> - Raffles Hotels & Resorts has unveiled 'The Butler Did It', a new global brand campaign celebrating its legendary Butler Service. The campaign features designer and actor Waris Ahluwalia, fashion icon Robert Rabensteiner, and model May Siu as quintessential Raffles guests, with renowned model Tim Easton starring as the Butler. Under the creative direction of Trey Laird and photography by Dylan Don, the campaign is set against the backdrop of Raffles Singapore, the brand’s flagship property known for its Butler Service since its opening in 1887. The initiative centres around the ability of Raffles butlers to anticipate guests' every need, encapsulated in the tagline 'The Butler Did It'. The campaign will launch globally across print, digital video, digital display, and paid social media platforms. CEO Omer Acar stated, 'With a vibrant aesthetic and sense of wit that is inherent to the Raffles brand, this bold campaign celebrates the hallmarks of the Raffles experience, including the ways our Butlers create magic at every turn.' As the brand grows globally, with recent debuts in Jaipur, London, Boston, Doha, and Bahrain, the campaign invites guests to enter Raffles’ world of elegance and enchanted glamour. The campaign focuses on one of the most significant parts of its guest experience: the legendary Butler Service.
5. <https://press.accor.com/raffles-the-butler-did-it> - Raffles Hotels & Resorts has unveiled 'The Butler Did It', a new global brand campaign celebrating its legendary Butler Service. The campaign features designer and actor Waris Ahluwalia, fashion icon Robert Rabensteiner, and model May Siu as quintessential Raffles guests, with renowned model Tim Easton starring as the Butler. Under the creative direction of Trey Laird and photography by Dylan Don, the campaign is set against the backdrop of Raffles Singapore, the brand’s flagship property known for its Butler Service since its opening in 1887. The initiative centres around the ability of Raffles butlers to anticipate guests' every need, encapsulated in the tagline 'The Butler Did It'. The campaign will launch globally across print, digital video, digital display, and paid social media platforms. CEO Omer Acar stated, 'With a vibrant aesthetic and sense of wit that is inherent to the Raffles brand, this bold campaign celebrates the hallmarks of the Raffles experience, including the ways our Butlers create magic at every turn.' As the brand grows globally, with recent debuts in Jaipur, London, Boston, Doha, and Bahrain, the campaign invites guests to enter Raffles’ world of elegance and enchanted glamour. The campaign focuses on one of the most significant parts of its guest experience: the legendary Butler Service.
6. <https://globetrender.com/2025/09/17/raffles-unveils-second-fashion-forward-butler-did-it-campaign/> - Raffles Hotels & Resorts has launched the second chapter of its fashion-forward marketing campaign, 'The Butler Did It', featuring British actor Henry Golding and a cast of high-profile models. The campaign continues the story begun at Raffles Singapore, with model Tim Easton reprising his role as the brand's signature butler character. Set within Raffles London at The OWO, the campaign unfolds in the converted Old War Office building, incorporating an air of mystery suited to the former intelligence headquarters. The campaign features Henry Golding alongside actors Oli Green, Jacquetta Wheeler, Stephanie Grainger, and Amalie Gassman as hotel guests receiving personalised butler service. Scenarios include private afternoon tea, bespoke bedtime stories, and wake-up calls from the King's Piper, showcasing the brand's positioning around hyper-personalised hospitality. The cinematic approach builds on the building's espionage heritage, blending elegance with a hint of intrigue. The campaign coincides with Raffles' global expansion programme, with recent openings in Jaipur and Sentosa, and forthcoming properties planned for Jeddah, Lake Como, Los Cabos, Shanghai, and Tokyo. The brand has created accompanying 'Butler Did It Experiences'—curated packages designed to showcase cultural offerings at each destination. Creative director Trey Laird aimed to blend elegance with a hint of intrigue, demonstrating guest experiences that are stylish, witty, and warm. The Old War Office's grand architecture and historical significance provided an extraordinary stage for the campaign's next chapter. The fashion industry's increasing involvement in luxury hospitality marketing reflects hotels' efforts to differentiate their brands through high-production campaigns traditionally associated with fashion and beauty advertising.
7. <https://www.marketing-interactive.com/raffles-hotels-butler-casts-his-spell-in-star-studded-london-campaign> - Raffles Hotels & Resorts has launched the second chapter of its celebrated global campaign, 'The Butler Did It', set against the grand backdrop of Raffles London at The OWO. The campaign stars model Tim Easton as the inimitable Butler, attending to a new line-up of guests including Henry Golding, Oli Green, Jacquetta Wheeler, Stephanie Grainger, and Amalie Gassman. Shot within the storied walls of the Old War Office, the series continues the witty, fashion-forward storytelling first unveiled at Raffles Singapore last year. Under the creative direction of Trey Laird, with photography by Dylan Don and styling by Robert Rabensteiner, the campaign blends Raffles’ signature sense of theatre with high-fashion flair. Vignettes showcase the Butler’s magical touch across experiences unique to Raffles London—from private afternoon tea in The Drawing Room to a bespoke bedtime story and even a royal wake-up call courtesy of the King’s Piper. The campaign will roll out globally across print, digital video, digital display, and paid social media platforms.