

# news release

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## **PROFESSIONAL GOLFER ADAM SCOTT JOINS MANDARIN ORIENTAL'S GLOBAL ADVERTISING FAN CAMPAIGN**

**Hong Kong, 20 September 2017** – Professional golfer and Masters champion, Adam Scott, has been welcomed as the newest celebrity fan to join [Mandarin Oriental's](#) USD multi-million global advertising campaign “[He's a Fan/She's a Fan](#)”.

The campaign elegantly connects Mandarin Oriental's well-recognized symbol – the fan – with international celebrities who regularly stay at the Group's hotels. In appreciation of their support, the Group makes a donation to each celebrity's individual choice of charity. Scott has chosen his own charity, The Adam Scott Foundation, which provides support and guidance for young people in Australia and Asia, to be the beneficiary.

Well-known portrait photographer Mary McCartney photographs each celebrity in a location of their choice which, for them, best represents a feeling of well-being. Scott chose to be photographed and filmed at Mandarin Oriental, Geneva, a property that he frequents, and where he appreciates the attention to detail that makes him feel comfortable and at home.

Commenting on the importance of having a calm and relaxing place to stay while competing, Scott said, “Where I stay is incredibly important for my performance. The room needs to be peaceful, to get that zone-like feeling that I like to experience on the course. That's the best way for me to recharge.”

An Australian national and keen surfer, Scott is the son of golfers, and began playing at the age of four. He turned professional in 2000, and claimed his first major championship, the Masters Tournament in 2013, becoming the first Australian to win this prestigious contest.

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“The award-winning campaign continues to make a strong statement about the Group in a simple and luxurious manner, and we are delighted to welcome Adam Scott as our newest ambassador,” said Jill Kluge, Mandarin Oriental Hotel Group’s Director of Brand Communications. “By focusing on celebrities who clearly appreciate the finer things in life, we have been able to show the quality of our hotels in a more interesting way than traditional hotel advertising,” she added.

Mandarin Oriental's international celebrity fans are: Chen Kun, Isabelle Huppert, Lucy Liu, Morgan Freeman, Cecilia Bartoli, Caterina Murino, Sir Peter Blake, Lin Chiling, Karen Mok, Kevin Spacey, Christian Louboutin, Sophie Marceau, IM Pei, Michelle Yeoh, Jane Seymour, Kenzo Takada, Jerry Hall, Vanessa Mae, Vivienne Tam, Barry Humphries, Frederick Forsyth, Darcey Bussell, Bryan Ferry, Dame Helen Mirren, Maggie Cheung, H el ene Grimaud, Sa Ding Ding, Geoffrey Rush and Adam Scott.

More information about Mandarin Oriental’s fans and video interviews with the celebrities, including [Adam Scott](https://www.mandarinoriental.com/celebrity-fans) can be found on the Group’s website at <https://www.mandarinoriental.com/celebrity-fans>.

### **About Mandarin Oriental Hotel Group**

Mandarin Oriental Hotel Group is the award-winning owner and operator of some of the world’s most luxurious hotels, resorts and residences. Having grown from its Asian roots into a global brand, the Group now operates 30 hotels and eight residences in 20 countries and territories, with each property reflecting the Group’s oriental heritage and unique sense of place. Mandarin Oriental has a strong pipeline of hotels and residences under development, and is a member of the Jardine Matheson Group.

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Photography of Mandarin Oriental is available to download in the [Photo Library](#) of our [Media](#) section, at [www.mandarinoriental.com](http://www.mandarinoriental.com). Further information is also available on our [Social Media](#) channels.

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