



PREMIER RESIDENCES

PHU QUOC EMERALD BAY

Managed by ACCOR

PREMIER
RESIDENCES
PHU QUOC
EMERALD BAY

CREATOR PLAYBOOK

Bringing the “Live in Style” spirit of Premier Residences Phu Quoc Emerald Bay to every frame.

Welcome to Premier Residences Phu Quoc Emerald Bay - a tropical escape where playful moments, island energy and Phu Quoc's local cultural stories worth sharing.

We're happy to have you here and look forward to seeing your moments through your lens. To ensure a smooth and enjoyable experience for everyone, here are a few friendly content creation guidelines for your stay.



1. BRAND & CONTENT

THE SPIRIT

We'd love your content to reflect the essence:

- "Live in Style" experiences
- Vibrant island energy
- Authentic travel moments
- Playful, youthful, and social vibes
- Meaningful connections with nature, cuisine, and people
- The beauty of Kem Beach
- Phu Quoc's iconic barrel-inspired building

We encourage content that feels:

- Natural and effortless
- Friendly and emotionally engaging
- Aspirational
- Experience-driven storytelling
- Visually immersive and aesthetic

ENCOURAGED CONTENT

Feel free to highlight:

- Poolside lifestyle moments
- Morning routines & balcony views
- Sunrise experiences at Kem Beach
- Couple, friends, or family vacation experiences
- In-room experiences: amenities, balcony moments, in-room dining, etc.
- Dining experiences at Mercato, Clubhouse, Pool Bar, and Herring Bar
- Wellness & leisure activities: Gym Sessions, Yoga Class, Pilates Class, Bartender Class, Vietnamese Coffee Making Class, Cooking Class with Our Talented Chefs, etc.
- Warm interactions with our staff members

CONTENT RESTRICTIONS

To respect guest privacy and resort operations, please avoid posting:

- Clear footage/photos of other guests without consent
- Sensitive, offensive, or controversial content
- Dangerous or unsafe behavior within the resort premises
- Misleading information about services or facilities
- Behind-the-scenes operational areas
- Staff-only or technical areas
- Loud or disruptive public livestreams without approval
- Content that may negatively affect the resort experience, guest comfort, or brand reputation

2. PHOTO & VIDEO CREATION

GENERAL FILMING ETIQUETTE

To keep the resort experience enjoyable for everyone:

- Please be mindful of surrounding guests while filming
- Avoid blocking pathways or public spaces
- Large-scale setups should be coordinated in advance
- Keep music and speaker volume low
- Follow guidance from the resort team during shoots

ALLOWED EQUIPMENT

- Smartphones
- Cameras
- Handheld gimbals
- Action cameras

PRIOR APPROVAL REQUIRED

- Large lighting setups
- Heavy production equipment
- Oversized tripods in busy areas
- Loudspeakers or sound systems

DRONE POLICY

Drone usage requires prior approval from the resort team.

- Drone flights are not permitted:
- Near guest room balconies/windows
 - Overcrowded public areas
 - During unsuitable weather conditions
 - At night without approval
 - Outside designated flying zones

We reserve the right to pause or stop drone operations if needed.

3. RECOMMENDED PHOTO & VIDEO SPOTS



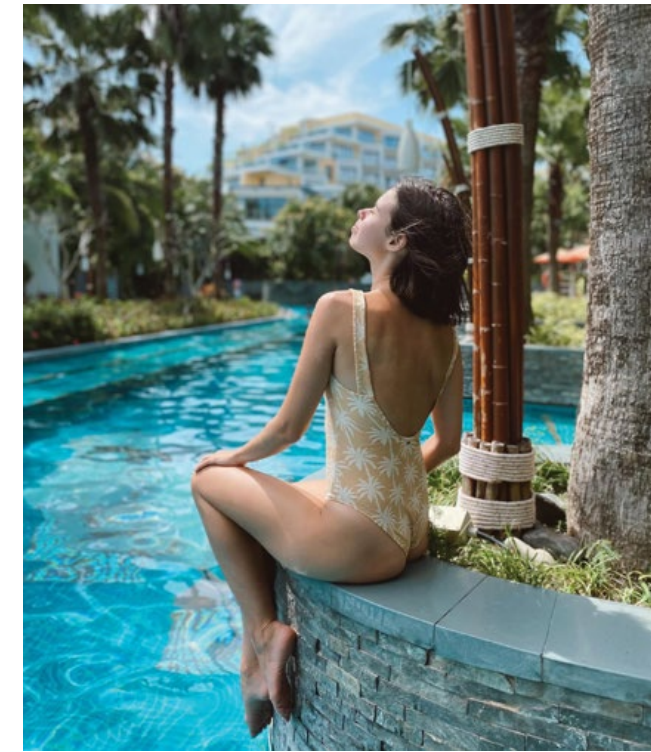
Stylish room interiors



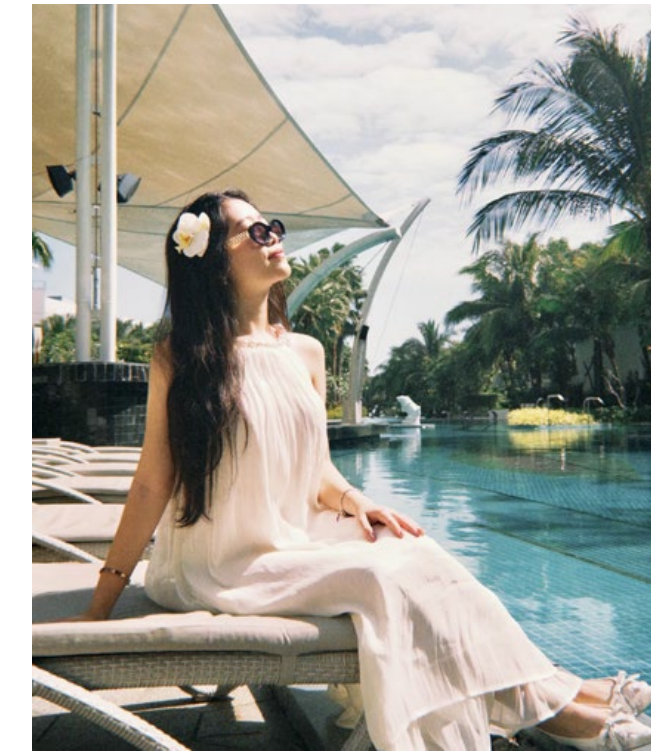
Balcony moments



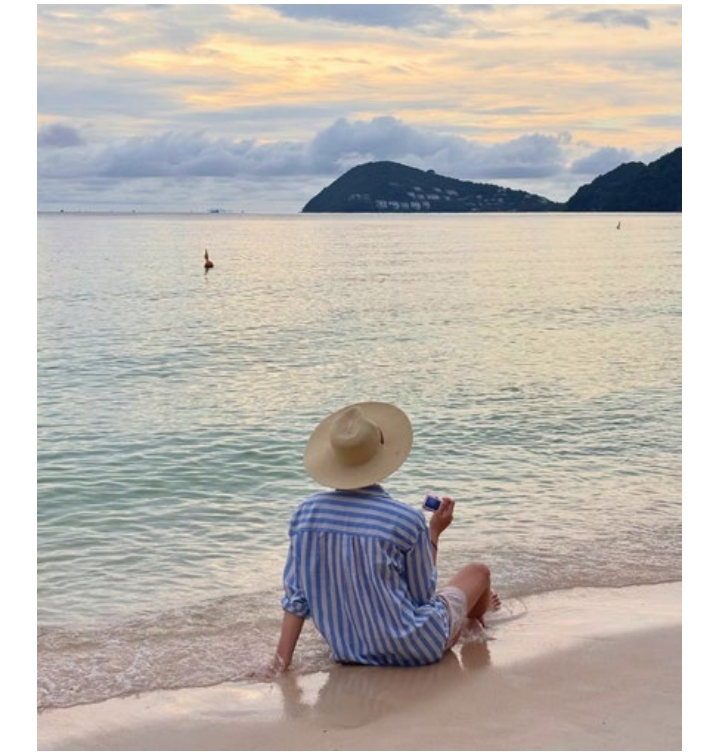
Sunlit hallway



The pool



Pool Bar



Kem beach



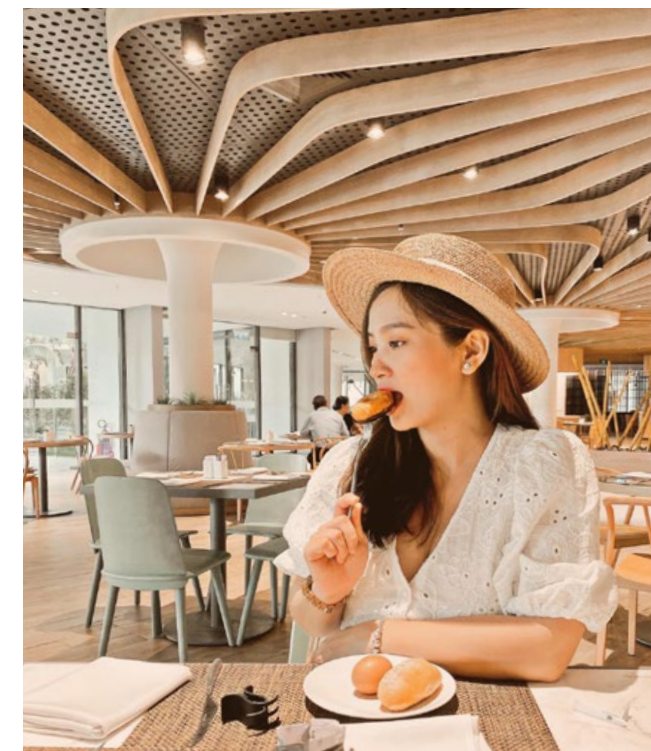
Lawn area



The signature Phu Quoc's iconic barrel-inspired building



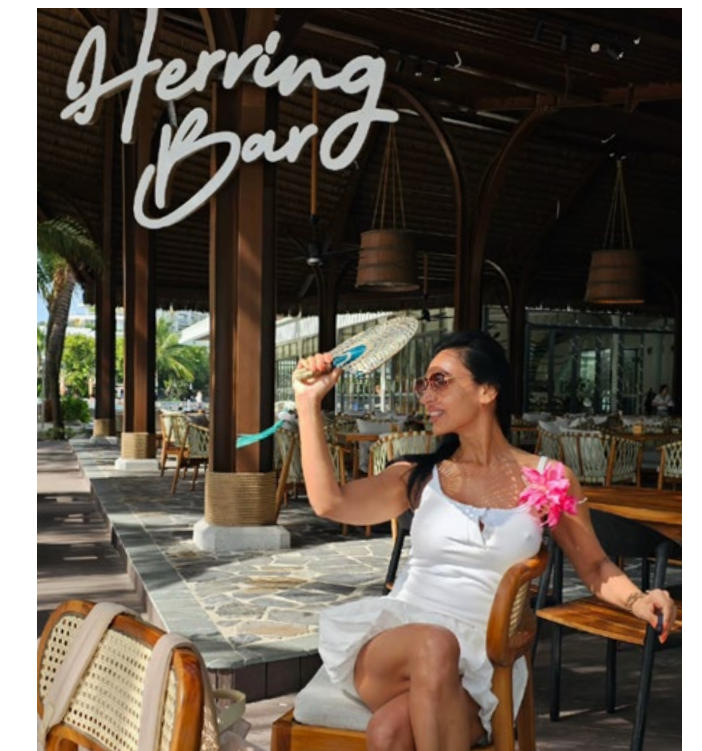
Playground



Mercato restaurant



Clubhouse restaurant



Herring Bar

4. SOCIAL MEDIA & BRAND TAGGING

a. Official Social Channels:

- Resort Instagram: **@premierresidencesphuquoc**
- Resort Facebook: **Premier Residences Phu Quoc Emerald Bay Managed by Accor**
- Herring Bar Instagram: **@herringbarkhembeach**
- Herring Bar Facebook: **Herring Bar**

b. Recommended Location Tag:

- **Premier Residences Phu Quoc Emerald Bay**
- **Khem Beach, Phu Quoc**

c. Recommended Hashtags:

- **#PremierResidencesPhuQuocEmeraldBay**
- **#LiveInStyleStories**

5. RESORT ETIQUETTE

Help us maintain an enjoyable environment for every guest:

- Respect guest privacy
- Keep filming sessions smooth and unobtrusive
- Avoid moving furniture or décor without permission
- Ask permission before filming staff members
- Wear appropriate attire in public resort areas

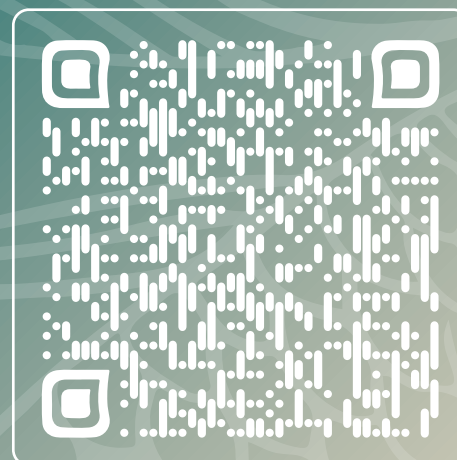
6. CONTACT US

For assistance, please contact the Marketing team via Email or WhatsApp:

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Live in Style

**THANK YOU
FOR BEING PART OF OUR
“LIVE IN STYLE” JOURNEY!**



*Scan to
discover more*

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