

UC Berkeley Extension Digital Marketing Creative Brief – Kimpton Imagery Hotel

Business Name: Kimpton Hotels and Restaurants, focusing on the Kimpton Imagery Hotel

Primary Contact: Sarah Thompson

Project Name: Kimpton Imagery Hotel Grand Opening Event – A Local Welcome (ALW)

Marketing Elements and Timeline:

- Website launch: March 1, 2018
- ‘A Local Welcome’ promotion hosted on the website: April 1, 2018 – May 30, 2018
 - *This online promotion includes a complimentary local bottle of wine in your room upon arrival hand picked by our Master Sommelier, Emily Wines, and a complimentary ticket to A Local Welcome (ALW) event*
- Hotel opening: May 1, 2018
- A Local Welcome event: June 2, 2018, 5PM – 10PM
 - *ALW will host 20 local wineries, eateries and bands in the courtyard next to the pool deck to showcase their products to attendees*
 - *\$75/person*
 - *Ticket includes: 3 drinks at GSM (the on-property wine bar) and unlimited tastings at the local vendor booths*

Background / Overview

Kimpton Hotels and Restaurants is a luxury boutique hotel brand, born and raised in San Francisco, California. At this time, their primary market is the United States, but they have hotels scattered across the world in Europe, Asia and the Caribbean. Each Kimpton hotel is unique with its own name, brand, and personality. Most hotels are paired with one or more restaurant/bar's that bring to life their own culinary concept attracting locals and guests alike.

Kimpton's typical customer profile are men and women between the ages of 30 - 50. Their guests are business people looking for a uniquely personal experience when travelling for work and for pleasure. They are typically cultured, music-loving, foodies who are accepting of all people. Since the beginning of time, Kimpton has been dedicated to a level of social and environmental responsibility that aligns with their guests, their employees and their communities. They partner with non-profits like The Trevor Project, No Kid Hungry, and Clean the World to live up to their social responsibilities.

Kimpton Imagery Hotel is the newest member of the Kimpton family, making a name for itself in a brand-new market for Kimpton – Napa Valley, California. The closest Kimpton is in San Francisco. Kimpton sits in the luxury boutique hotel space, ranging from 3 to 5 stars depending on the location, the ownership group and the space. Kimpton Imagery Hotel is ranked as a 5-star boutique luxury hotel, with an average rate of \$500/room. Competitors in the area include Las Alcobas Napa Valley, Calistoga Ranch, and the Westin Verasa.

Kimpton Imagery Hotel is opening on May 1, 2018. After the opening craziness dust settles, many activations are going to be initiated in May to bring awareness to its grand opening. ‘A Local Welcome’ (ALW), is an event being hosted on property on Saturday, June 1, that brings together the local community and incentivizes people to come visit and stay at Kimpton Imagery Hotel. The goal is to sell out all 75 hotel rooms on this weekend as well as sell out all 200 event tickets.

Campaign Objective

A Local Welcome at the Kimpton Imagery Hotel aims to attract the Napa Valley community and visitors to this new hotel and their outdoor wine bar, GSM Bar. It is also meant to bring together local businesses to promote their products.

ALW will be in the outdoor courtyard of the Kimpton Imagery, where GSM Bar is located. Ten local wineries and eateries (4 wineries, 6 eateries) have been invited to set up a booth and serve their products to attendees. Two local bands will be performing in the evening. Included in the ticket is one complimentary wine flight at GSM and one complimentary food/drink at each of the 10 booths.

Here are the measurable goals:

1. Sell out the hotel (75 rooms at Best Available Rate)
2. Sell out the ALW tickets (200 tickets at \$80/person)
3. Bring in \$1,000 of revenue to GSM

To get people to book a room at the Kimpton Imagery Hotel, a special offer will be promoted online. If someone books this special offer, they will receive:

- a complimentary ALW ticket to the event
- a complimentary bottle of wine handpicked by our on-site Master Sommelier, Emily Wines, in their room upon arrival

To spread the word to individuals who don't necessarily want to stay the night at Kimpton Imagery, there will also be promotions that focus on the event and GSM Bar.

Target Audience (The Muse)

Since every Kimpton hotel has its own personality and brand, part of the process behind creating this brand identity is developing a "muse" for each hotel. This muse defines the ideal guest at a specific hotel and the audience that the hotel tries to capture with its' design, on-property experience, digital experience and more. This keeps the hotel's presence consistent on each channel.

The muse for Kimpton Imagery is Lila. Lila is a 36-year-old woman who was born in raised in Napa Valley, but now lives in San Francisco with her husband and daughter. She owns a digital design agency that focuses on high-end, San Francisco restaurant clientele. Her salary is ~\$200,000/year. Combined with her husband's salary, they have a household income of ~\$350,000/year.

She loves international travel and immersing herself in different cultures, but she also enjoys local travel with her husband and daughter. She is a master foodie and enjoys researching and experiencing new restaurants and pop-up culinary experiences in the area. She spends her weekends in the hidden gems of the Bay Area and Northern California Coast such as Carmel, Big Sur, Healdsburg, and her hometown, Napa. Her personal style is relaxed but refined. She appreciates comfort intertwined with minimalistic, high-end style.

Lila is a supporter of small businesses and San Francisco-based companies that provide a unique experience (both in person and digitally) and it shows in the brands she's loyal to. Some of her go-to brands are Marine Layer, Audi, Madewell, Cuyana, Warby Parker, Goop, Away, Brooklinen, and Parachute Home.

Three ways to describe Lila are:

1. Locally immersed
2. Focused on minimalistic style
3. Relaxed and refined

Product / Service

When promoting ALW at Kimpton Imagery Hotel, the campaign will focus on a few unique factors:

1. The Kimpton Imagery Hotel is a brand-new boutique hotel in wine country.
2. It's also the first Kimpton in this space. Kimpton provides an unparalleled boutique personal experience to its' guests.
3. The event supports local businesses.
4. The event is going to happen in late-spring during twilight hour. This is the best way to kick-start summer with good food, drinks and live music.

Highlighting all of this should drive locals and visitors to Kimpton Imagery Hotel and to ALW.

Reasons to Buy

Kimpton Hotels and Restaurants has a reputation for providing a 'luxury without the attitude' experience. Each hotel is beautifully designed, and every room, bathroom, lobby, and nook is carefully thought out, designed and brought to life. Kimpton employees are known for their personable, welcoming attitudes and are the heart and soul of each hotel and restaurant.

Specifically, Kimpton Imagery Hotel is located just outside the town of Napa Valley, hidden in between rolling hills and luscious grape vines. Each of the 75 rooms has its' own wine-covered terrace, views of the valley, plush furniture and beautiful, modern room decor. The hotel also has a pool and pool-side wine bar, GSM, with a large deck and grass area attached to it to host weddings, parties and events.

Emily Wines, Kimpton's master Sommelier, lives in the community and hand picks each wine that is sold at GSM. The lobby is bright and filled with greenery, local art and high, open ceilings. A rustic fireplace sits in the center of the lobby to offset the modern, minimalist vibe and is surrounded by couches, chairs and comfortable seating for guests to sit at and get lost in. Visitors can follow wine trails with the PUBLIC bicycles to wineries scattered nearby for a local wine experience.

Channels & Timelines

Website Launch: March 1, 2018

- Cost: \$15,000
- Kimpton hotel website example: <http://www.grayhotelchicago.com/>
 - o This is the layout of each hotel website
- Special offer page example: <http://www.grayhotelchicago.com/chicago-hotel-deals/>
 - o This is the layout for a special offers page. The ALW special offer tile will live on this type of page. This will become the landing page for paid ads.
 - o The other landing page used in paid ads will be built to highlight the event and sell tickets
- Purchase domain: December 1, 2018
 - o kimptonimageryhotel.com
- Hire a copywriter who has been trained on the Kimpton voice to write copy for the website: December 1, 2018
- Hotel website kick-off call: December 15, 2018
 - o Invite: The property team, the brand team to present the muse and brand dashboard, developers, copywriter, restaurant brand team to present the wine bar concept, field digital team, SEO agency
- Hotel renderings created: January 5, 2018
 - o These images will be used on the site until the hotel is completed and real photos are taken
- Stage room photoshoot: January 10, 2018
 - o These images will be used on the website until more photoshoots take place
- Build master plan for developers: January 20, 2018
 - o Sitemap of each page, every piece of copy, imagery, URL's, meta-data, keywords
- Launch site: March 1, 2018

Social Media Channels: December 1, 2018

- Instagram: Launch on December 1, 2018
 - o Three months before website launch
 - o Tease the hotel location, name and opening date with posts
 - o Promote this account on other Kimpton hotel accounts and the Kimpton brand account
 - o Handle: @kimptonimageryhotel
- Facebook: Launch on December 1, 2018
 - o Mirror Instagram posts with posts about the hotel location, name and opening date
 - o Promote this account on other Kimpton hotel accounts and the Kimpton brand account
 - o Account Name: Kimpton Imagery Hotel
- Google+: Launch on December 1, 2018
 - o The primary purpose of creating a Google+ account is to build the Google Knowledge Graph for the Kimpton Imagery Hotel

AdWords (Display + Search): March 1, 2018 *aligned with website launch*

- Set up AdWords account
- Monthly budget: \$1,000
- Go live: March 1, 2018
- Search Ads
 - o Topic 1: A Local Welcome Event
 - A/B testing with two ads

- Landing page: www.kimptonimageryhotel.com/a-local-welcome
 - This will be a page on the site describing the event
 - CTA: Purchase Tickets > Link to the Eventbrite to purchase tickets
 - Topic 2: A Local Welcome hotel special offer
 - A/B testing with two ads
 - Landing page: www.kimptonimageryhotel.com/special-offers
 - This is the page on the hotel site dedicated to special offers
 - There will be an ad tile on this page to book a hotel room with this special offer
 - a complimentary ALW ticket to the event
 - a complimentary bottle of wine handpicked by our on-site Master Sommelier, Emily Wines, in their room upon arrival
 - CTA: Book Now > link to the booking engine to book room
- Display ads
 - Work with Kimpton Design Studio to create banner ad assets
 - Use a stage room image
 - Highlight the ALW special offer
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 - CTA: Book Now > link to the booking engine to book room
 - Target Audience:
 - Partner with Taboola to distribute this display ad to audiences that have a demographic similar to guests who book rooms at the Kimpton Canary Hotel in Santa Barbara
 - Target people who live along the Northern California Coast

**The Kimpton Imagery Hotel is a fictional hotel. The purpose of this concept is to have a relevant subject for the Digital Marketing Class project at UC Berkeley Extension Program that aligns with my career progression as a Digital Project Manager at Kimpton Hotels and Restaurants.*