

# EDITION®



MARKETING COMMUNICATIONS PLAN  
RHONDA HOLT

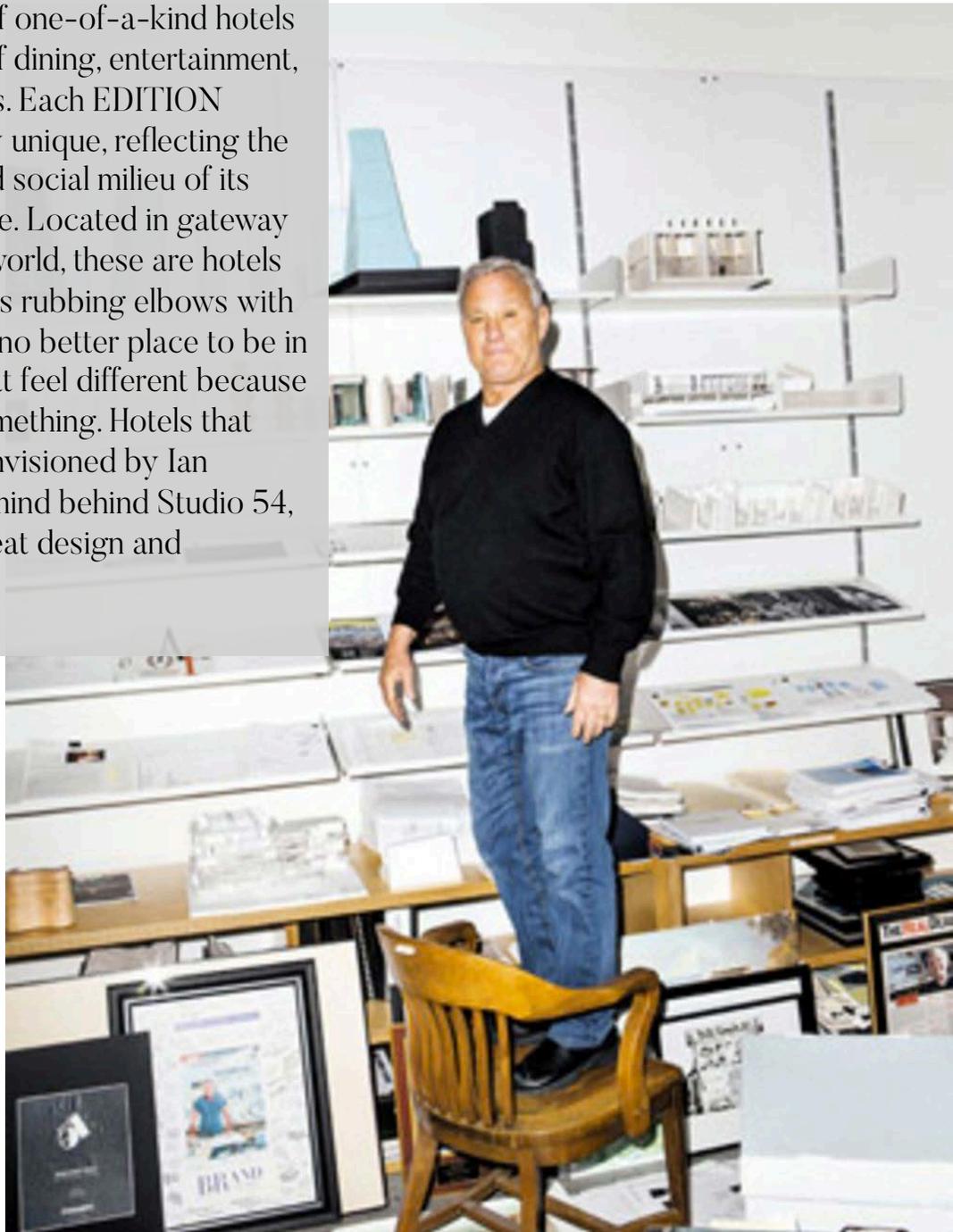
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# BIOGRAPHY

## ABOUT EDITION

EDITION hotels are an unexpected and refreshing collection of one-of-a-kind hotels showcasing the best of dining, entertainment, services, and amenities. Each EDITION property is completely unique, reflecting the best of the cultural and social milieu of its location and of the time. Located in gateway cities throughout the world, these are hotels where you'll find guests rubbing elbows with locals because there's no better place to be in the moment. Hotels that feel different because they make you feel something. Hotels that don't act like hotels. Envisioned by Ian Schraeger, the mastermind behind Studio 54, the brand balances great design and innovation.



# MISSION STATEMENT

Our desire is to infuse emotion into a check-in/check-out world by bringing each location to life in an intimate, seductive environment.

With a perfect mix of authentic design and gracious, sophisticated personalized service, each hotel is created to give our guests a feeling of being somewhere so special, it may only be known to them.



# LOGOS

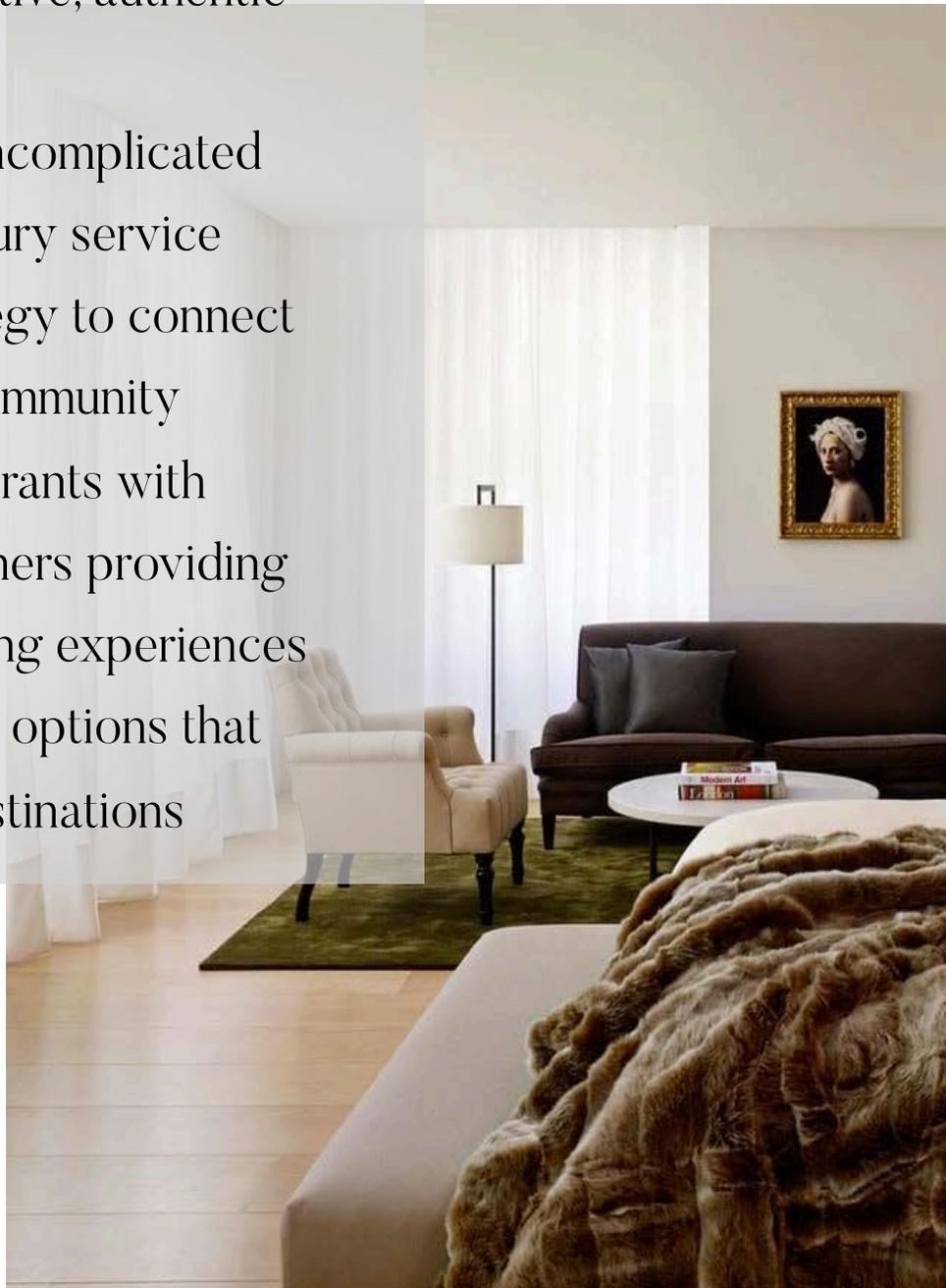


EDITION<sup>®</sup>



# DIFFERENTIATING BRAND FEATURES

- Focus on innovative, authentic design
- Dedication to uncomplicated anticipatory luxury service
- Deliberate strategy to connect with the local community
- Signature restaurants with select F&B partners providing world-class dining experiences
- Bar and nightlife options that become true destinations



# Global Distribution

## 10

OPEN PROPERTIES

## 16

PIPELINE PROPERTIES

## 2,491

OPEN ROOMS

## 3,704

PIPELINE ROOMS

\*Q2 2020 DATA



# LOCATIONS

ABU DHABI  
BARCELONA  
BODRUM  
LONDON  
MIAMI BEACH  
NEW YORK, CLOCKTOWER  
NEW YORK, TIMES SQUARE  
SANYA  
SHANGHAI  
WEST HOLLYWOOD  
TOKYO  
TORANOMON | 2020  
ROME | 2021

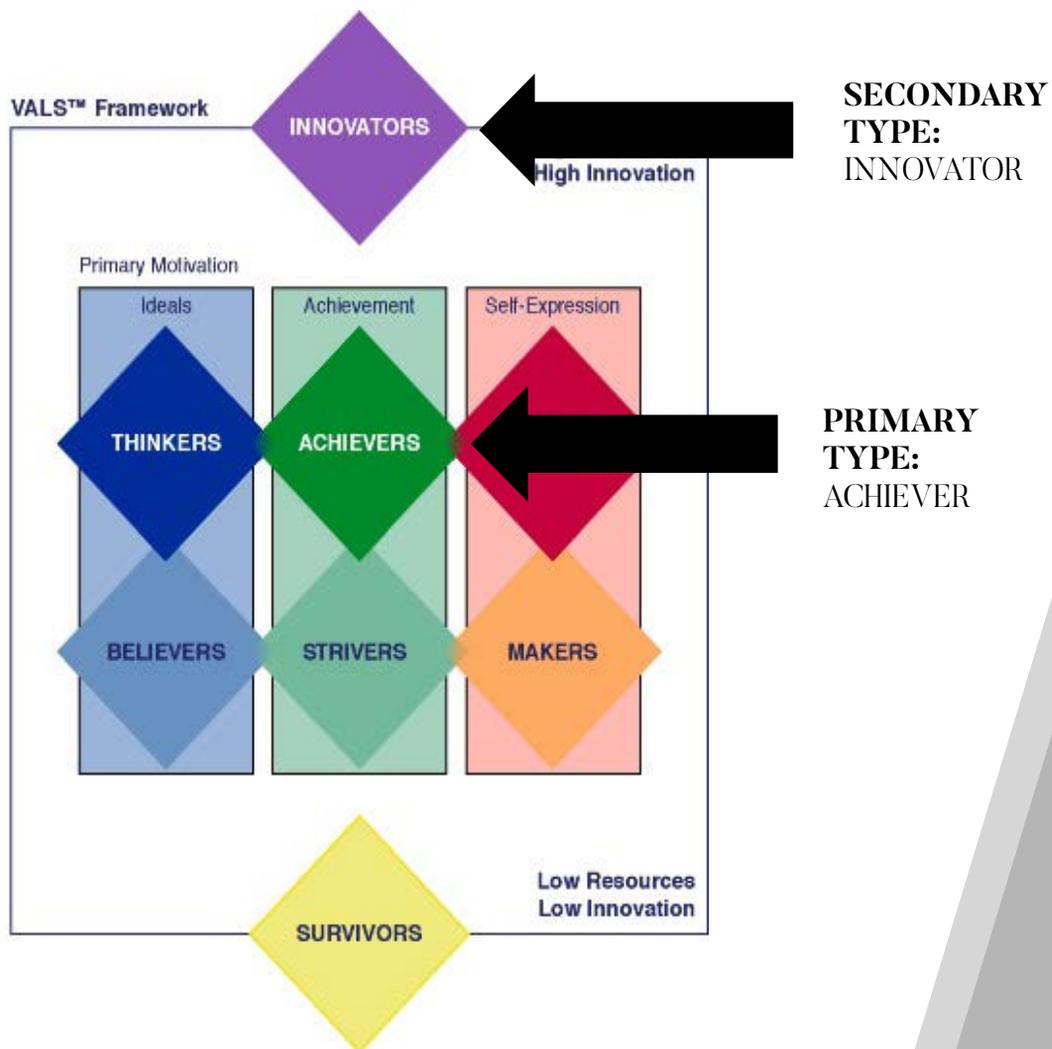
TOKYO, GINZA | 2021  
REYKJAVIK, ICELAND | 2021  
DUBAI, DOWNTOWN | 2021  
TAMPA | 2021  
RIVERIA MAYA AT KANAI | 2022  
MADRID | 2023  
LAS VEGAS | 2023  
SINGAPORE | 2022  
DOHA | 2022  
MILAN | 2022  
SCOTTSDALE | 2023  
KUALA LUMPUR | 2023



# CUSTOMER PROFILES



# VALS PSYCHOGRAPHIC PROFILES



# VALS PSYCHOGRAPHIC PROFILE

## *PRIMARY TYPE*

### The Achiever

- Goal-oriented and hardworking
- Have a “Me first, my family first” attitude
- Believe money is the source of authority
- Are committed to family and job
- Value technology that provides a productivity boost



# VALS PSYCHOGRAPHIC PROFILE

## *SECONDARY TYPE*



## The Innovator

- Successful, sophisticated, take-charge people with high self-esteem
- Innovators are very active consumers, and their purchases reflect cultivated tastes for upscale, niche products and services.
- Image is important to Innovators, not as evidence of status or power, but as an expression of their taste, independence, and personality.

# DEMOGRAPHICS

- **Sex:** Female, Male, Non-Binary, All inclusive
- **Age:** 25-45
- **Household Median Income:** \$150,000
- **Race:** Multi-Cultural
- **Marital Status:** Primarily Single
- **Home:** Home owner



# PSYCHOGRAPHICS

- Status-seekers
- Independent thinkers
- Confident
- Affluent urbanites
- Innovators
- Experiencers
- Fashion Forward



# BEHAVIORISTICS

- Spend disposable income on fashion, entertainment, home, & travel
- Enjoy being part of the social scene
- Their lives are characterized by variety
- Their possessions and recreation reflect a cultivated taste for the finer things in life



# EDITION®

## SWOT ANALYSIS

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"><li>• Established presence in the hotel industry</li><li>• Recognized name and brand image</li><li>• Trend savvy offering unique style</li><li>• Niche market/well known for luxury hospitality</li><li>• 10 locations worldwide, with 16 properties in the pipeline</li><li>• As part of Marriott Hotel Group, guests can participate in loyalty rewards program</li><li>• “Fly United, Stay Marriott” partnership</li><li>• Newly designed website</li><li>• Great social media presence</li><li>• Designed by Hotel Guru, Ian Schraeger, who has also developed popular entities including Studio 54.</li></ul>	<ul style="list-style-type: none"><li>• Marriott controversies – privacy risks</li><li>• Less locations than that of other hotel brands such as Hilton, Marriott, etc.</li><li>• Very distinct brand, not necessarily family friendly</li><li>• Minimalistic design doesn’t transfer well in luxury industry globally</li><li>• Lack of in-room technology</li><li>• Unclear unique selling proposition, leaving most Edition Branded hotels in bottom tier of luxury properties in their specified location</li></ul>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"><li>• Social media campaign with travel influencer sponsorship</li><li>• Updating in-room technology to be more “COVID-friendly”</li><li>• Luxury retailer partnership</li><li>• E-mail marketing campaign</li><li>• Instagram contest to create web “buzz”</li><li>• Special promotional offer with exclusive pricing. (i.e. late checkout, breakfast included, complimentary cocktails, etc.)</li></ul>	<ul style="list-style-type: none"><li>• Economic Crisis</li><li>• Civil unrest/Government demonstrations</li><li>• Some locations are unsafe, high risk for terrorism</li><li>• Economy: people are leery of traveling amidst COVID-19 crisis</li><li>• Due to COVID-19, many have lost their jobs, creating a loss of income and no money for luxury travel</li><li>• Results of election could negatively affect the US economy.</li><li>• Emerging Competition (Hilton, AirBnB)</li></ul>

# THE OFFER:

## EDITION HOTELS EXCLUSIVE PARTNERSHIP WITH AMAZON ALEXA.

With this partnership, rooms at the hotel will each include an Amazon Alexa. Through the use of Amazon Alexa, guests can receive personalized service with limited face to face interaction, promoting social distancing. This is directly in alignment with the company's distinctive brand feature of "uncomplicated, anticipatory luxury service".

EDITION

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# THE FEATURES

**BELOW ARE A FEW EXAMPLES OF HOW GUESTS CAN TAKE ADVANTAGE OF THIS EXCLUSIVE PARTNERSHIP WITH AMAZON ALEXA.**

**SERVICE REQUESTS:**

Guests can request additional towels, order from In Room Dining, and even control devices in the room such as the temperature and the lights.

**LOCAL WEATHER & ATTRACTIONS:**

Guests can ask questions about the weather, as well as questions about local activities and attractions.

**RESERVATIONS:**

Guests can request reservations at hotel dining or spa facilities, as well as request reservations at local restaurants and attractions

**GENERAL REQUESTS:**

Guests can schedule wake up calls or use the device to ask about hotel services and hours of operations. For example, guests can simply ask, “Hey Alexa, what time does the lobby bar open?”.

# THE FEATURES

## **PAYMENT/FINAL BILL REQUESTS:**

Guests can request their bill. This will then be e-mailed to them directly with an option for a printed copy to be delivered at the door. The printed copy will include a QR code in which guests can make a payment directly with their preferred credit card. If guests would prefer to remain paperless/electronic, a link can be texted to them directly to input their payment method (if using a different payment method than what is on file).

## **PERSONAL ENTERTAINMENT:**

Guests can connect their phone/personal devices to play music via Bluetooth or request a specific music playlist.

## **MEDITATION:**

Guests can participate in a 15, 30, or 60 minute guided meditation session with their choice of calming acoustics including: sound bowls, or the sound of natural elements (ex. rain, ocean, waterfall).

## **PRIVACY:**

Guests will not need to sign in to their personal accounts. No personal information will be stored on the device. The device will be reset for each guest before they check in. Also, guests can easily turn off the microphone and/or the device entirely.

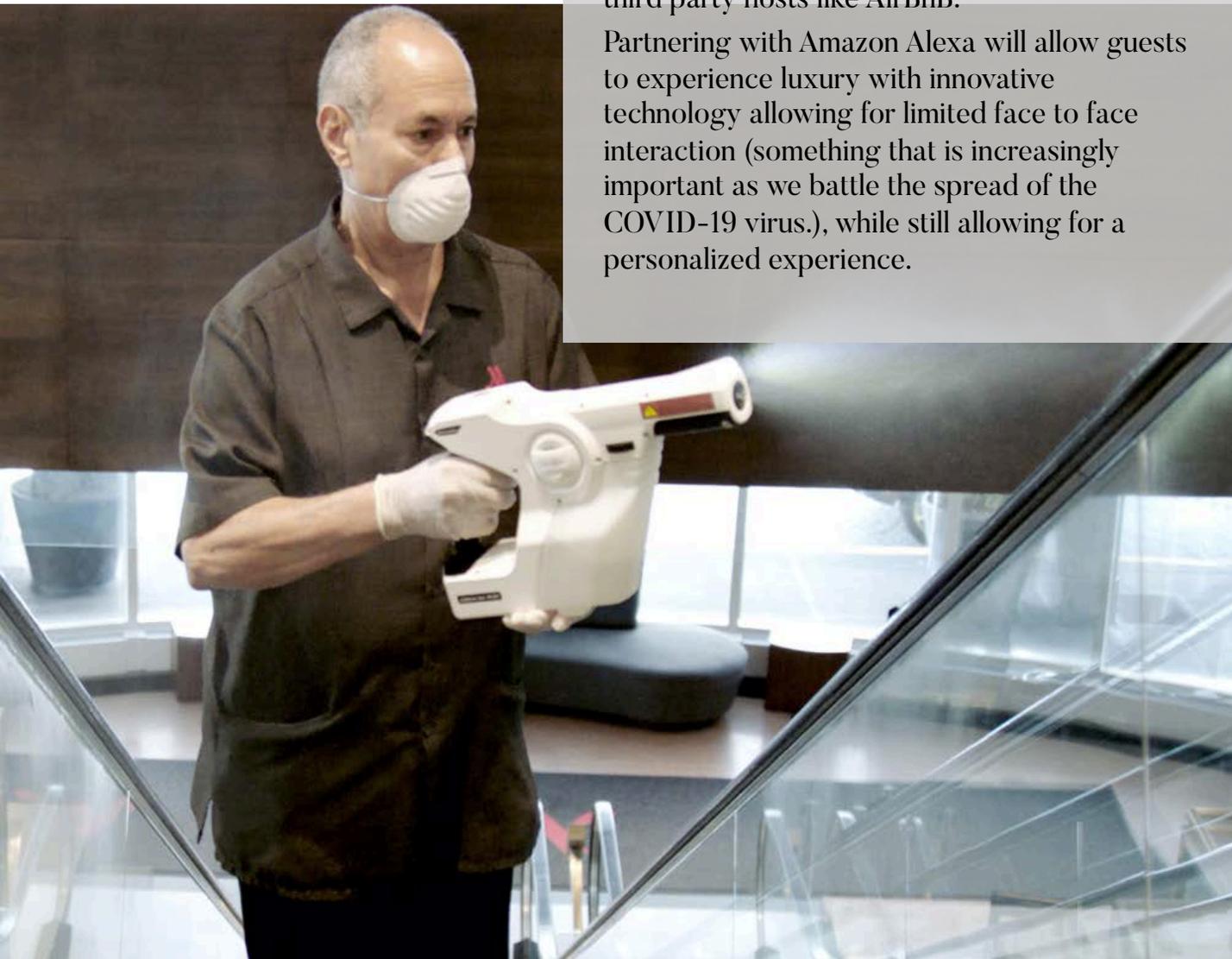
# THE “WHY?”

**IN Q1 2020, THE WORLD UNEXPECTEDLY EXPERIENCED THE EFFECTS OF THE COVID-19 PANDEMIC THAT AFFECTED TRAVEL AND LEISURE WORLDWIDE.**

As the world shut-down to prevent the spread of this deadly virus, the hospitality community was hit hard. With travel restrictions and bans on gathering in groups, revenue in the hospitality community decreased significantly.

This collaboration with Amazon Alexa is meant to highlight Edition Hotel’s differentiating features of innovation and anticipatory luxury service, setting the brand apart from its competitor luxury hotel brands and the likes of third party hosts like AirBnB.

Partnering with Amazon Alexa will allow guests to experience luxury with innovative technology allowing for limited face to face interaction (something that is increasingly important as we battle the spread of the COVID-19 virus.), while still allowing for a personalized experience.



# MARKETING



OBJECTIVES	GOALS
<p>Teaser video is released on social media and Edition Hotels website. Social media campaign is launched with sponsored ads. The sponsored ads will run for 30 days.</p>	<p>Increase awareness of the partnership, by creating “buzz” amongst social media, leading to a 40% increase in Instagram impressions and website analytics.</p>
<p>E-mail campaign goes live announcing the partnership. Targeted distribution will be to current Marriott Bonvoy loyalty members, and guests who have stayed at Edition Hotels within the past 5 years.</p>	<p>Increase awareness of the new partnership amongst Marriott Bonvoy consumers. Achieve an opening rate of at least 75% and website click through rate of 50% or higher.</p>

# MARKETING

OBJECTIVES	GOALS
PR Campaign released in main channels, landing feature story in Condè Nast Traveler magazine.	Increase awareness of program, leading to expanding number of bookings made in Q1 2021 by 10% in comparison to same time last year.
Google Display Ad Campaign featured on website landing pages including: Harper's Bazaar, Condè Nast Traveler, Vogue, United Airlines, and TripAdvisor.	Achieve a click through rate of at least 50% on the Google ads, raising Edition Hotel website traffic by 20%.
Social media influencers post their recent stays at Edition Hotels, featuring their interaction with Amazon Alexa.	Promote the features and benefits of this partnership, driving content interactions on social media by 50%.
Edition Hotels sponsors influencer lunch and fashion show at Neiman Marcus. Guests can enter for a chance to win a complimentary night stay at 1 of the 5 pilot hotels and their very own amazon Alexa.	Increase awareness and brand image amongst consumers on social channels, leading to higher social media analytics including 20% increase in accounts reached, announcing new partnership features.

# MEASUREMENT

## **SOCIAL MEDIA**

Measure insights including: accounts reached, content interactions, and total new followers. For each post, measure the number of likes, comments, sends, saves, profile visits, and reach) Measure social media mentions, story viewers, specific hashtags, location mentions

## **E-MAIL CAMPAIGN**

Measure analytics including: opened, visited website, clicked link, and used the promotional coupon code to book their stay

## **PUBLIC RELATIONS**

Measure the number of views for the feature story in Conde Nast traveler.

## **GOOGLE DISPLAY ADS**

Measure the number of views, consumers reached, click through rates, visited website, amount of time spent on the website, and what pages they visited on the website

## **MEASURE NEW BOOKINGS**

Track analytics through using specialty promo codes. Use a specific code for social media, and a separate one for the Neiman Marcus sponsorship luncheon + contest.

## **SURVEY**

After completing their stay with Edition Hotels, guests will receive a follow up survey via e-mail with questions regarding their experience with a focus on how the in-room Amazon Alexa impacted their stay.

## **SALES REVENUE/BOOKINGS**

Pilot hotels to use Pace report to measure the number of bookings made in Q1 2021 and compare to that of same time last year. Also measure revenue and room rate. Hotels to carefully take into account special factors, such as COVID-19.

# ADVERTISEMENTS



Ads will be placed in print magazines including Conde Nast Traveler, Harper's Bazaar, and Vogue.

Ads will be placed in airplane pamphlets on the back of United flights, in partnership with the "Fly United, Stay Marriott" program.



Google Display Ads will be featured on travel websites. Sponsored ads will be featured on social media.

# SAMPLE CREATIVE



# SAMPLE MEDIA TEASER



**FULL VIDEO LINK BELOW:**  
<https://vimeo.com/464845464>

# IN CONCLUSION

This partnership between EDITION Hotels and Amazon Alexa will, not only drive revenue, but also increase awareness of the hotel brand and its unique differentiating features, positioning it as one of the most sought after brands amongst its competition in the hotel industry. What a way to come back after a worldwide pandemic!

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# SOURCES

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