



THE RITZ-CARLTON

## CAMPAIGN PLANNING

# RITZ-CARLTON'S “SERENITY ESCAPE”

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# AGENDA

This presentation outlines a logical data-driven campaign plan in order to market the “Serenity Escape” package.

Target audience, goals for the campaign, and HERO strategy, HUB strategy, and HYGIENE strategy will be discussed. We will discuss impactful marketing channels and suggest a special campaign. Last but not the least we will measure the suitability of the methodologies taking into account the objectives of the study and the assessment criteria.



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# ANALYSING THE BRIEF



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# TASK 1: ANALYSING THE BRIEF

**Brand Truth:** Ritz-Carlton is a prestigious hotel brand known for its outstanding hospitality, tailored service, and luxurious accommodations.

Consumer Truth: High-end travelers look for distinctive, luxurious, and revitalizing opportunities that focus on their health and exclusiveness.

Campaign Funnel Target: Consideration Stage (Nurturing interest in the "Serenity Escape" package)

Main Objective: Increase brand awareness and bookings for the "Serenity Escape" package among high-end travelers.



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# CAMPAGN STRATEGY & DEADLINES

# TASK 2: CAMPAIGN STRATEGY & DEADLINES

## HERO CAMPAIGN: INITIAL AWARENESS & TEASERS (DEADLINE: T-3 MONTHS)

Developing video teasers that showcases the essence of “Serenity Escape”. That makes audience visualize the luxurious settings, personalized experiences.

Task 1

Collaborating with esteemed travel influencers who are known for their opulent travel adventures. (T-3 Months).

Task 2

Offering some early-bird discounts to generate bookings and create a sense of urgency.

Task 3



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# TASK 2: CAMPAIGN STRATEGY & DEADLINES

## HUB CAMPAIGN: IN-DEPTH INFORMATION & EDUCATION (DEADLINE: ONGOING)

Creating a Landing page that has detailed information about the package - destinations, testimonials, customization options. ((T-3 Months))

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Task 1

Writing informative blog posts and articles that highlight the benefits of the package like the practices and destinations of the packages. ((T-2 Month onwards))

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Task 2

Hosting webinars conducted by professionals in wellness or travel enthusiasts to give more detailed information and answer inquiries of the audience. ((T-1 Month onwards))

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Task 3



# TASK 2: CAMPAIGN STRATEGY & DEADLINES

## HYGIENE CAMPAIGN: BRAND REINFORCEMENT & VISIBILITY (DEADLINE: ONGOING)

Reviving Ritz-Carlton's social media websites by adding the best images that can grasp the attention of the visitors and luring them with the "Serenity Escape" package promotion.

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Task 1

Using the retargeting campaigns to attract the website visitors, who visited the site when there was a special package. (T-3 Months onwards)

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Task 2

Partnering with luxury travel publications and sites that will feature display ads showcasing the “Serenity Escape” experience.

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Task 3



# MEDIA & MOMENTS



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## **TASK 3: MEDIA & MOMENTS**

### **MARKETING CHANNELS:**

**Social Media Marketing:** Leveraging platforms like Instagram and Facebook to target high-end travelers with visually appealing content showcasing the luxurious destinations.

**Justification:** High-end travelers are active on social media platforms like Instagram and Facebook, seeking inspiration and recommendations for their luxury getaways.

**Content Marketing:** Developing informative blog posts and articles on wellness travel trends, mindfulness practices, and the destinations featured in the package.

**Justification:** The concept of content marketing is to go deep into the story of a product or service and share information with the customer.



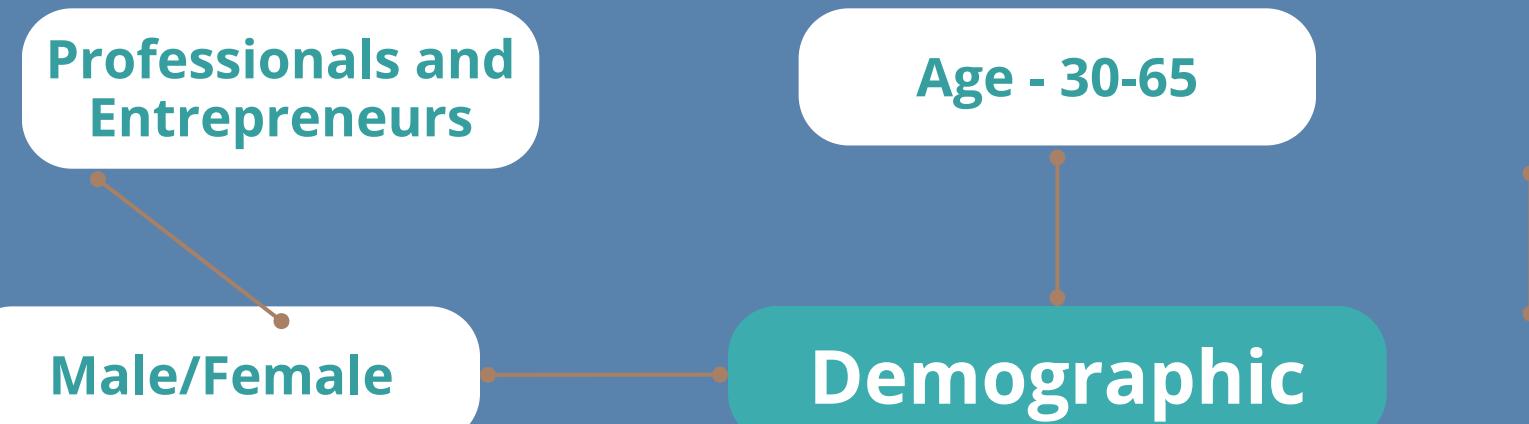
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# AUDIENCE

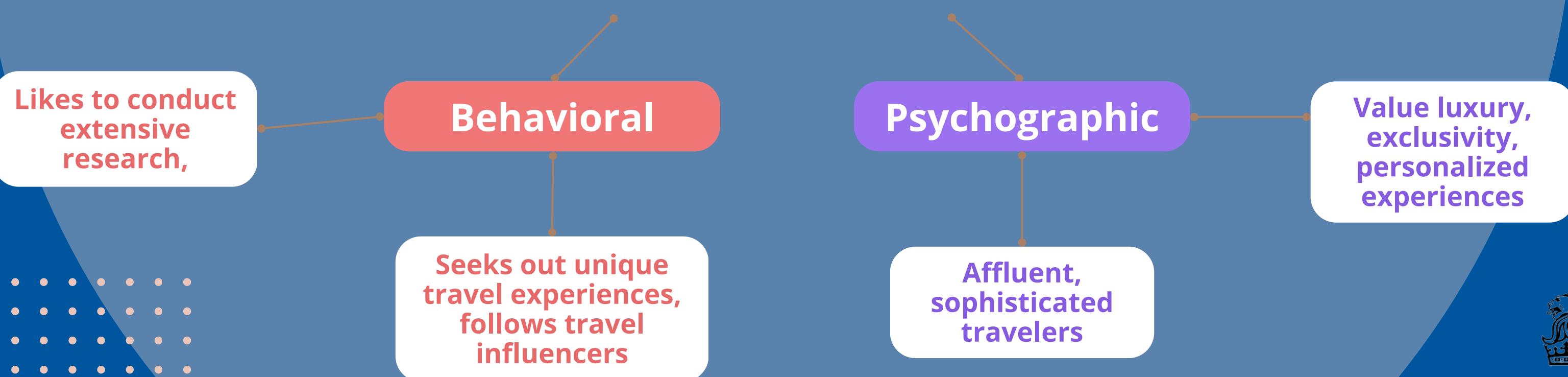


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## TASK 4: AUDIENCE



# Audience Targeting Strategies



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# MEASURING SUCCESS



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# TASK 5: MEASURING SUCCESS

## KPI'S:

By tracking website traffic, social media engagement (likes, comments, shares), and influencer campaign reach.

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**Brand Awareness**

By Monitoring website form submissions, newsletter sign-ups, and inquiries about the "Serenity Escape" package to assess lead generation efforts.

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**Lead Generation**

By tracking the number of bookings made for the "Serenity Escape" package directly resulting from the campaign

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**Lead/ Bookings**



# CONCLUSION:

Here we have provided an action plan to elevate the brand awareness and stay bookings for the concept of “Serenity Escape”. By implementing these strategies and tracking success through defined KPIs, we can achieve significant results.



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# THANK YOU!