VAGABOND
INC

Glamour Under the Stars:

A NIGHT OF GIVING

December 14th, 2023

BACKGROUND

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The Situation

- Criticism surrounds Vagabond Resort (VR)'s outdoor hotel room launch, accused of disrespecting the homeless community
- The Coalition for the Homeless plans a 3:00 PM press conference in front of VR Hotel Central Park

The Need

- Address criticism and protect brand image
- Ensure a successful launch to attract new target customers - socially conscious and luxury adventure-driven travelers

The Campaign

Glamour Under the Stars: A Night of Giving

A charitable auction for the new outdoor hotel room

- Participants bid for nights in the new outdoor hotel rooms
- All funds raised directly benefit the Coalition for the Homeless, publicly presented during their press conference

VAGABOND INC

Glamour Under the Stars:

A NIGHT OF GIVING

Strategy

Leverage this momentum to shift the narrative positively from the perceived disrespect towards the homeless community, while launching into a new market to attract fresh target customers

Goals

Shape positive narratives and lead conversations about the launch

Position Vagabond Resort as socially responsible

Appeal to new target customers: socially conscious and luxury adventure-driven travelers

KEY TACTICS

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1 CSR Initiatives

- The launch - a charitable auction
- Long-term CSR program - allocating 10% of future revenue from the outdoor rooms to support the homeless community

2 Multi-channel Promotion

- **Owned Media:** live streaming to broadcast the auction proceedings and live-tweeting for real-time updates, foster positive storytelling through diverse content creation
- **Earned Media**: Secure coverage and features in relevant media outlets, emphasizing the unique and charitable aspects of the auction and long-term CSR program
- **Paid Media:** Maximize visibility and reach across diverse audience segments through targeted advertising

3 KOLs Collaboration

- Partner with local influential community leaders and philanthropic influencers to enhance authenticity and credibility for the campaign within the local and charitable context
- Integrate influential voices across various initiatives, including the CSR program, media outreach, and social media campaign

4 Leadership/Spokespersons Communication

- Emphasize VR's commitment to positive impact
- Leverage leadership/spokespersons' appearances in various initiatives, including media interviews and live interactive Q&A sessions on social media

STAKEHOLDERS & MESSAGING
INTERNAL (1/2)

VAGABOND INC

Vagabond Resort Hotel

EXECUTIVE TEAM

Message:
- The significant impacts of the campaign on VR's reputation
- The alignment of CSR initiatives with VR's values

Channels:
- Executive briefings and meetings
- Email communication

ALL EMPLOYEES

Message:
- VR's commitment to social responsibility.
- Acknowledge and celebrate employees' collective efforts in driving VR's success

Channels:
- Internal newsletters
- Dedicated intranet webpage
- Town Halls

SPOKESPERSONS

Message:
- Highlight spokespersons' crucial role as the face of VR in front of the media and the public
- Emphasize the importance of maintaining clear and consistent communication about VR's initiatives and commitment to social responsibility

Channels:
- Media training
- Briefings

LEGAL TEAM

Message:
- Emphasize compliance with regulations and transparency in all dealings
- The necessity for close coordination with the PR team

Channels:
- Legal briefings and memos
- Team meetings
- Internal communication platforms, e.g. Slack, Teams, email

MARKETING AND PR TEAM

Message:
- The importance of consistent and aligned messaging with Vagabond's brand image
- The necessity for close coordination with the PR team

Channels:
- Team meetings
- Internal communication platforms, e.g. Slack, Teams, email

STAKEHOLDERS & MESSAGING
INTERNAL (2/2)

VAGABOND INC

Vagabond Resort Hotel Central Park

HOTEL MANAGEMENT TEAM

Message:

- The potential for increased business through the campaign’s success
- Ensure alignment with campaign’s strategy and goals
- Stress their crucial role in representing the company to the public

Channels

- Management meetings
- Dedicated communication platforms, e.g. Slack, Teams, email

HOTEL EMPLOYEES

Message:

- Emphasize the employees' role in creating a positive experience for guests
- Reinforce how their contributions directly support the campaign's success

Channels

- Employee meetings
- Notice boards
- Internal newsletters

STAKEHOLDERS & MESSAGING
EXTERNAL

VAGABOND INC

The Coalition for the Homeless

Message:
- Highlight the tangible benefits that VR's CSR initiatives will bring to the homeless community.
- Showcase the alignment of goals between the Coalition's and VR's CSR initiatives.

Channels:
- Meetings
- Email

Manhattan & NY Community

Message:
- Highlight how VR is making positive impacts for the local community
- Encourage engagement and participation in the campaign

Channels:
- Community meetings
- Local publications
- Local social media groups

Customers

Message:
- Highlight the unique outdoor room experience
- Emphasize the CSR initiatives, illustrating that customers staying in the room directly contribute to a meaningful cause

Channels:
- Owned: VR's website, Social media platforms, Email newsletter
- Earned: Media mentions and coverage, Social media mentions, KOLs' content

Media

Message:
- VR's commitment to social responsibility
- Highlight the positive community impact of the CSR initiatives
- Emphasize the availability of spokespersons for interviews

Channels:
- Press releases and media kits
- Pitching emails

Investors & Shareholders

Message:
- Provide reassurance regarding any potential short-term controversies
- Highlight the long-term benefits of increased brand reputation and community engagement

Channels:
- Investor meetings and updates
- Financial reports

Government Organizations

Message:
- Emphasize the positive economic and social impact of VR's initiatives
- Highlight compliance with regulations
- Express willingness to collaborate on community-focused campaigns

Channels:
- Email and meetings
- Legislative briefings and hearings

CHANNELS - OWNED MEDIA

VAGABOND INC

Channels

INTERNAL

Intranet, Internal Newsletters, Town Halls, Employee feedback platform (both anonymous and public)

EXTERNAL

- Social media: Instagram, Twitter/X, Facebook
- Website
- Email Newsletter

Content & Platforms

INTERNAL

- **Company intranet and internal newsletters**: Regularly share updates, progress reports, and success stories related to the CSR initiatives.
- **Town Halls**: Facilitate discussions on the CSR initiatives, address questions, and provide a direct communication channel with leadership.
- **Employee feedback platform (both anonymous and public)**: Collect suggestions and insights from employees about the CSR initiatives, ensuring alignment with VR's values.

EXTERNAL

- **Website:**
  - Interactive Online Webpage: Real-time tracking of the long-term CSR campaign, featuring impactful milestones like 'sheltering the 500th person.'
  - Dedicated CSR Webpage: Showcasing VR's commitment to community impact and goals, featuring details about the charitable auction and the long-term CSR campaign.
  - Newsroom: Featuring official press releases and statements to announce significant milestones, partnerships, or achievements related to the CSR initiatives.
- **Social Media:**
  - Instagram: Visual storytelling of the new room concept, real-time updates during the charitable auction, progress updates on the CSR initiatives, KOLs' interviews and features, Q&A sessions, and behind-the-scenes footage.
  - Twitter/X: Real-time updates during the charitable auction, progress updates on the CSR initiatives with campaign hashtags.
  - Facebook: Livestreams of events, Q&A sessions, and behind-the-scenes footage, impactful stories of community support, and progress updates on the CSR initiatives.
- **Email Newsletter:**
  - The CSR initiative's progress updates and milestones.
  - Success stories.

CHANNELS -
EARNED MEDIA

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1 Traditional

- **Broadcast**:
  - Local News Affiliates.
  - Shows with focus on Travel, Lifestyle, or Community.
- **Radio:**
  - Local and National Stations with Travel, Lifestyle, or Community segments.
- **Print Media:**
  - National Newspapers.
  - Local Newspapers in New York.
  - Magazines with focus on Travel and Lifestyle.

2 Digital

- National and Local News Outlets.
- Online News Outlets and Blogs with focus on Travel, Lifestyle, or Community.

CHANNELS -
PAID MEDIA

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1 Digital Advertising

- Social Media: Targeted ads on Instagram, Facebook, TikTok, and YouTube for diverse audience segments.
- Paid Placement: Implement sponsored content and display ads on relevant sites and online platforms with a focus on travel, lifestyle, or community.

2 Out-of-Home (OOH) Placements

- Utilize high-visibility setups in high-traffic areas and in front of the hotel for live auction broadcasts and billboards to capture attention.

SPOKESPERSONS

LOLA ROSE
CEO

Representing VR's vision and corporate values

HARRISON CROSBY
Vice President of Community Relations

Representing VR's commitment to social responsibility

TIMELINE (1/2)

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DAY 1 - AUCTION/LAUNCH DATE

Before The Auction

- Extend auction invitations to key stakeholders, including corporate partners, media representatives, community leaders, influencers/KOLs, loyal hotel customers, and local government officials.
- Issue an urgent press release and public announcement, highlighting key auction details and emphasizing its charitable nature.
- Install a prominent public display (e.g. TV or projector) at the hotel's front for live broadcasting.

During The Auction

- Live broadcast the auction through various channels (e.g. live-stream, live-tweet and real-time updates on social media, and live-broadcast on the large public display).
- Feature spokesperson/leadership speeches, officially announcing the long-term CSR program.
- Conduct media Q&A sessions, providing insights into the campaign.

After The Auction

- Present the funds raised to the Coalition for the Homeless during their press conference
- Post-event recap, summarizing the amount of funds raised, and reiterating VR's commitment to social responsibility.

TIMELINE (2/2)

VAGABOND INC

DAY 2
END-OF-Q1 EARNINGS RELEASE & INVESTOR CALL

- **Investor Relations**
  - Present a comprehensive overview and impact of the auction and long-term CSR campaign.
  - Address questions and concerns.
- **Media Outreach**
  - Conduct media pitching with the end-of-Q1 earnings release, emphasizing angles related to the ongoing charitable auction and the recently announced long-term CSR program.
  - Facilitate interviews with spokespersons.
- **Owned Media**
  - VR's website: Publish an interactive webpage for real-time tracking of the CSR campaign and a dedicated page highlighting the company's commitment to social responsibility.
  - Social Media: Feature positive news articles and moments from the auction.

DAY 3 - 7
ENGAGEMENT & MONITORING

- **CSR Initiatives**
  - Facilitate a meeting with the Coalition for the Homeless to find common ground.
  - Consistently share progress updates on milestones and community impact.
- **Internal and external stakeholder engagement**
  - Establish communication channels, such as newsletters and emails, to keep stakeholders informed about the CSR initiatives' progress.
  - Facilitate two-way dialogue through roundtable discussions or webinars to provide insights into the CSR initiatives and address concerns.
  - Solicit stakeholder feedback for continuous improvement.
- **Sentiment monitoring**
  - Monitor and engage in online conversations, comments, and mentions related to the auction and long-term CSR initiative.
  - Analyze sentiment metrics to gauge the overall public perception and make necessary adjustments to the campaign tactics.

DAY 7+
ASSESSMENT & ADJUSTMENT

- Compile the **initial PR report**, assess campaign success against pre-established criteria, and adapt strategies as needed.
- Continuously **track and analyze public and stakeholder sentiment**, actively participating in discussions across platforms.
- Feature **ongoing progress updates on the CSR initiatives and incorporate endorsements from KOLs** (community leaders, philanthropic influencers) through both owned and earned media channels, emphasizing VR's commitment to social responsibility.

MEASUREMENT & EVALUATION

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Media Coverage

Measurement:
- Number of media mentions
- Share of voice against competitors

Evaluation:
- Media sentiment (positive, neutral, negative) and interest towards VR's CSR initiatives and corporate image

Social Media Engagement

Measurement:
- Engagement metrics: likes, shares, and comments
- Growth indicators: reach, engagement, and follower growth

Evaluation:
- Public perception and interest in VR's CSR initiatives and corporate image

Website Traffic

Measurement:
- Traffic metrics to company websites and CSR-related webpages, including interactions, time spent on pages, and conversions

Evaluation:
- Public interest and engagement with VR's CSR initiatives

Internal & External Stakeholder Engagement

Measurement:
- External stakeholder sentiment via meetings and feedback
- Internal stakeholder sentiment through intranet and surveys
- Stock market performance

Evaluation:
- Effectiveness in addressing stakeholder concerns and maintaining trust
- Alignment and perception of VR's values and CSR efforts

All criteria will be continuously monitored with monthly reviews

PR TEAM

VAGABOND INC

DANI SOLOMON

XIMAN XU

JADE NGUYEN

THANK YOU

APPENDIX
OVERALL DELIVERABLES

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1 For Social Media

- Content calendar
- Visual assets
- Engagement strategy
- Hashtag strategy

2 For Media Outreach

- Press release(s)
- Media kits - press release(s), media advisory, FAQs, spokespersons' bio
- Targeted media list
- Pitch materials, e.g. pitching emails, visual assets

3 Auction

- Visual assets, e.g. banners, brochures
- Promotion materials, e.g. social media teasers, posts, press release(s)

4 For KOLs Collaboration

- Collaboration proposals
- Partnership agreements
- KOLs briefs
- Templates for creative assets

5 For Advertising

- Ad assets
- Paid media plans

APPENDIX
PRESS RELEASE

FOR IMMEDIATE RELEASE

Vagabond Resorts, Inc. Presents "Glamour Under the Stars: A Night of Giving" - A Groundbreaking Charitable Auction to Support the Homeless Community

New York, NY - [December 14, 2023]: Vagabond Resorts, Inc., is set to redefine luxury with a purpose through its innovative initiative, "Glamour Under the Stars: A Night of Giving." This unique charitable auction, scheduled for December 14th, 2023 in front of the Vagabond Resort Hotel Central Park location in New York City, promises an extraordinary night under the Manhattan stars, with all proceeds directly benefiting impoverished individuals and the homeless community.

The highlight of the occasion is the charity auction, where bidders will be the only ones able to purchase nights in the ground-breaking outdoor hotel rooms. The winning bidders will also receive extra benefits, such as first dibs on opulent banquets. During a press conference at 3:00 PM, Vagabond Resorts will publicly present the funds generated from the auction to the Coalition for the Homeless, showcasing the immediate and tangible impact of the event. Vagabond Resorts announces that 10% of the revenue generated from the unique outdoor hotel room will be dedicated to supporting the homeless community beyond the event.

Key representatives, including Lola Rose, CEO of Vagabond Resorts, and Harrison Crosby, VP of Community Relations, will be present to provide insights into the visionary approach behind the event and the ongoing commitment to social responsibility.

Lola Stated "At Vagabond Resorts, we believe in the transformative power of travel to enrich lives and uplift communities. 'Glamour Under the Stars' is not just an event; it's a testament to our commitment to blending luxury with a profound sense of social responsibility."

Harrison Furthered her point by explaining, "We've created an innovative outdoor hotel room concept that provides a five-star 'glamping' experience under the stars and contributes directly to supporting those in need. This event celebrates purpose, unity, and the belief that hospitality should extend beyond our guests to touch the lives of those who need it most. Join us in this extraordinary journey as we redefine what it means to travel with intention."

For media inquiries or further inquiries, please contact:

Dani Solomon

Public Relations specialists

123-456-7890

Danielle.solomon@vagabond.com

About Vagabond Resorts, Inc.

Vagabond Resorts, Inc. is a pioneering hospitality company uniquely headquartered in Seattle, WA. Renowned for its commitment to innovation and community engagement, Vagabond Resorts is dedicated to providing exceptional experiences while making a positive impact on the communities it serves.

Follow #GlamourUnderTheStars for live updates and behind-the-scenes content. Join us in redefining luxury with a purpose!

APPENDIX
MEDIA PITCHING
EMAIL

To: Johnblake@cnn.com

Cc:

Subject: "Glamour Under the Stars: A Night of Giving" - Vagabond Resorts' Innovative Approach to Social Responsibility

From: Dani Solomon – danielle.solomon0614@gmail.com

Signature: Signature #1

Dear Mr. Blake,

My name is Dani Solomon and I am reaching out to you on behalf of Vagabond Resorts, Inc., a trailblazing hospitality company headquartered in Seattle, WA. Given your expertise in covering unique initiatives, I wanted to bring to your attention an exciting and transformative project that Vagabond Resorts is spearheading: "Glamour Under the Stars: A Night of Giving."

Vagabond Resorts is hosting a charitable auction today at 3:00 PM in front of our Central Park location in New York City. The auction features exclusive nights in our groundbreaking outdoor hotel room, offering a luxurious "glamping" experience under the stars, with all proceeds directly supporting impoverished individuals and the homeless community. We believe this initiative encapsulates a refreshing approach to luxury travel, combining opulence with a profound commitment to social responsibility.

We extend an invitation to you to gain exclusive access to our event, allowing for a thorough exploration of key aspects. Immerse yourself in a comprehensive examination of our groundbreaking outdoor hotel room concept, the first of its kind, with a particular focus on the opulence and uniqueness defining the "glamping" experience. Take a closer look at Vagabond Resorts' unwavering commitment to transparency and open communication, as we address recent criticism directly, emphasizing our dedication to positively impacting societal challenges. We also invite you to join us at the event for an exclusive firsthand experience of the live fundraising efforts and community engagement. Witness the impactful initiatives in action, with a public display strategically placed for maximum visibility and community involvement.

I believe this story aligns well with your interest in covering innovative initiatives with a positive societal impact. If you're interested, we would be happy to arrange an interview with key representatives from Vagabond Resorts for a more in-depth discussion about this groundbreaking project.

Thank you for considering our pitch, and we look forward to the possibility of collaborating on a story that highlights the intersection of luxury travel and social responsibility.

Kind Regards,

Dani Solomon

PR Team at Vagabond Resorts, Inc

APPENDIX
KOL'S OUTREACH

To: travelonpurpose@gmail.com

Cc:

Subject: Collaboration Invitation: Join Us for "Glamour Under the Stars" – A Night of Purpose! ✨🌟

From: Dani Solomon – danielle.solomon0614@gmail.com Signature: None

Dear Dianne (@travelonpurpose),

I hope this message finds you well! We've been inspired by your incredible journey in the travel space, combining a love for exploration with a commitment to making a positive impact. As we gear up for our groundbreaking event, "Glamour Under the Stars: A Night of Giving," we couldn't help but think that your passion aligns perfectly with our vision.

About the Event:
Vagabond Resorts is hosting a charitable auction, offering exclusive nights in our unique outdoor hotel rooms under the Manhattan stars. All proceeds will directly support impoverished individuals and the homeless community, marking a significant step in our commitment to social responsibility.

Why You?
Your dedication to giving back through travel makes you the perfect collaborator for this initiative. We believe your influence can amplify the positive impact we aim to achieve, not just during the event but in fostering a lasting sense of community engagement.

Collaboration Proposal:
We would love to invite you to be a part of "Glamour Under the Stars"! Your attendance at the event, and sharing insights and experiences on your platforms, could play a pivotal role in encouraging others to contribute to this meaningful cause.

What's in it for You:

Exclusive access to the event, providing content for your audience that aligns with your mission.

Opportunities for interviews and behind-the-scenes content, showcasing the impact of your participation.

Recognition as a key influencer supporting a luxury travel brand with a purpose.

Next Steps: We'd love to discuss this collaboration further and explore how we can tailor it to align with your unique style and mission. Please let us know a convenient time for a call or if you prefer to discuss details via email.

Thank you for considering this collaboration. We look forward to the possibility of joining forces to create an unforgettable night of purpose and positive change.

Best regards,

Dani Solomon (She/Her)
Vagabond Resorts PR Team
Email: danielle.solomon0614@gmail.com
Phone: 4164142496

APPENDIX
SOCIAL MEDIA POSTS

VAGABOND • INC •

Instagram
@VagabondResorts

Liked by @selenagomez & 10, 000 others

Vagabondresorts Here is a sneak peek at the agenda of our New York City event! Please join us on Decemb 14th, 2023

View all 34 comments

Add a comment...

Instagram
@VagabondResorts

Dear Vagabond Community💞

Today, Vagabond Resorts, Inc. are celebrating a landmark moment at Vagabond Resort. At 3pm, we will be holding 🌟✨"Glamour Under the Stars: A Night of Giving"🌟✨ in front of the resort. This is the first-ever outdoor charity auction of luxury hotel rooms. This innovative initiative represents not only our redefinition of luxury accommodation but also our sense of social responsibility.

At every step of the way, we aim to provide our guests with a one-of-a-kind experience. Our outdoor hotel rooms are a perfect illustration of this philosophy: a luxury experience like no other in the heart of New York City, where you can look up at the stars.

And while we're enjoying this uniqueness, we're also giving back to the community. We are donating all proceeds from this auction to the Coalition for the Homeless to support their important work with the homeless in New York City. This is our commitment and contribution to the community as a responsible business.

In addition, Vagabond Resorts, Inc will be embarking on a series of community support activities, including partnerships with local charitable organizations to address social issues. We believe that by working together, we can make a substantial difference for the homeless in New York City.

So join us and be a part of this change! Let's witness this exciting time together and contribute our part to the community. We look forward to your participation and working together under the stars for a better tomorrow.

🌟 #LuxuryUnderTheStars
🌟 #Vagabond Charity Evening
🌟 #InnovativeLuxury
🌟 #Community Support

Liked by @newyorkcity & 15, 000 others

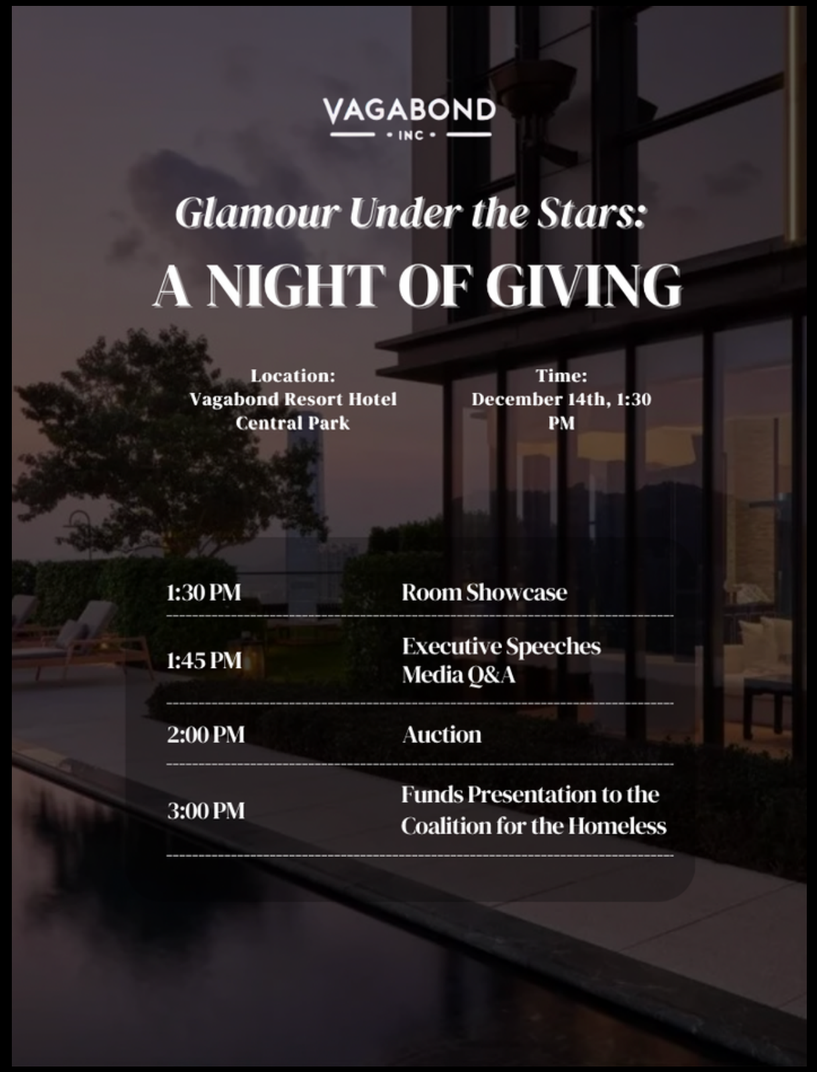
Vagabondresorts Please read - we look forward to seeing you soon <3

View all 34 comments

Add a comment...

APPENDIX
PUBLIC DISPLAYS

Banner



Flyer

APPENDIX
BILLBOARD