



BROWN JORDAN®



The Mx Group

Hospitality Marketing

Territory Playbooks Proposal

January 15, 2018

About The Mx Group



The Mx Group



**Marketing
Strategy**

**Demand Gen and
Lead Management**

**Digital
Development**

**Design and
Content**





The Mx Group



dyson

 **Abbott**
Diagnostics

TEMPUR+SEALY

Rexroth
Bosch Group



Cox
AUTOMOTIVE™

CISION
Power your story





The Mx Group



Established in

1989

Own facility near

CHICAGO

All services delivered

IN-HOUSE

Perennial B-to-B

“TOP AGENCIES”



Hospitality specific experience and knowledge

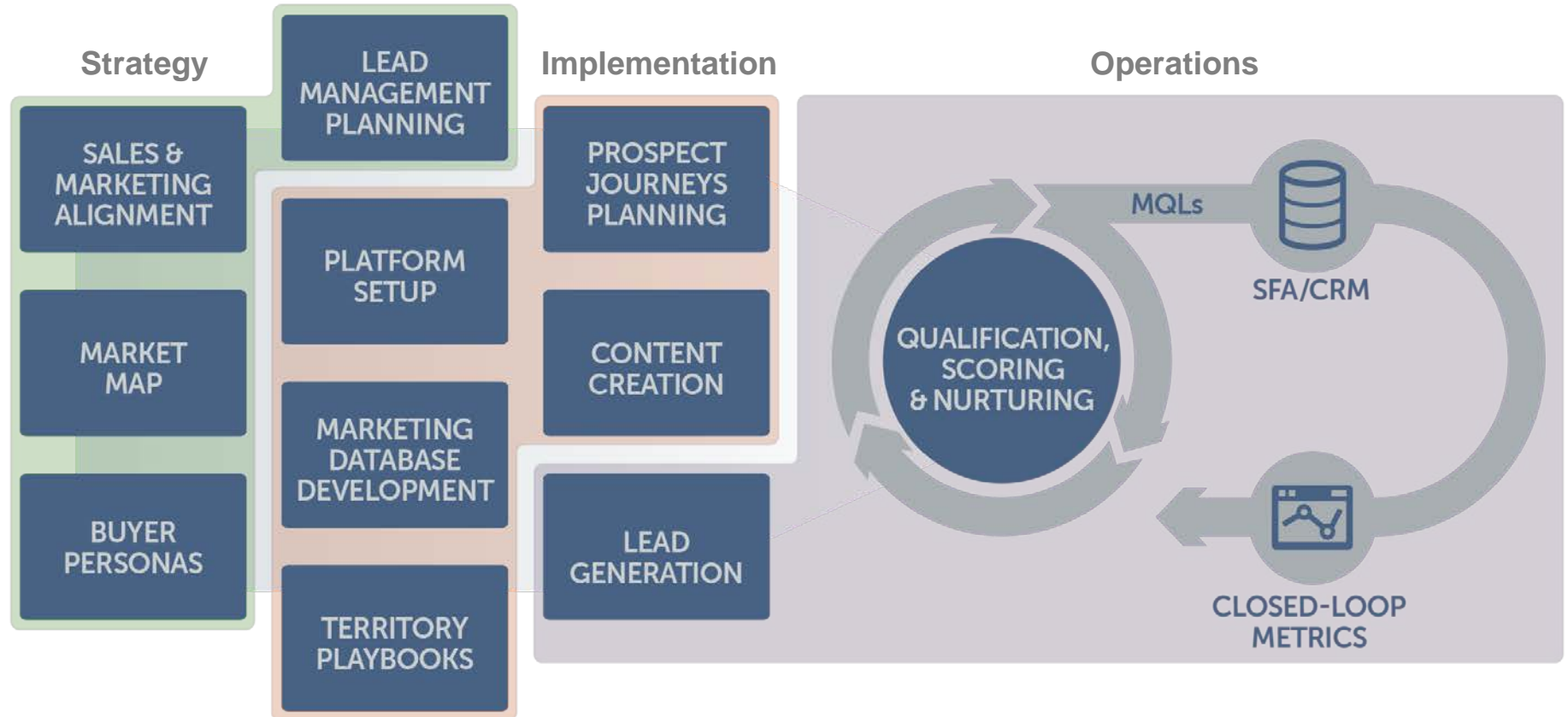
- Tempur-Sealy
- Lodging Econometrics
- Brands and flags
- OC/MC's
- Buyer personas

Marketing FF&E to the Hotel Industry

7 Rules of Engagement



Our demand gen process overview



CHARTER FURNITURE

Territory Playbooks

What we've heard

- **Sales historically dependent on the relationships of independent reps**
- **New marketing team focused on growth**
 - Building out robust marketing and sales support effort
 - Digital transformation
- **Quality leads and closed sales #1 current priority**
 - How get value out of LE data?
 - How smartly target ownership and management companies?
 - How smartly target design firms?

Adding value

■ Initially

- Produce “territory playbooks”
- Prioritize targets based on scoring model

■ Downstream

- Develop initial outreach program
 - Define personas and decision points
 - Dimensional mail (samples?)
 - Phone appointment setting
 - Relationship proposal development
- Ongoing communications

Company	Total Properties	Total Rooms	Total Matts	Total Dollar potential	Annual dollar potential	Tempur Sealy annual potential	Tempur Sealy "friendly" score	Segment score	Type score	Mgmt %	Own %	Both %	City	State
G6 Hospitality LLC	665	74,091	111,137	\$27,784,125	\$3,817,884	\$3,817,884	100%	1.0	2.4	0%	0%	100%	Carrollton	TX
LQ Management LLC	373	46,667	70,001	\$21,000,150	\$2,915,429	\$2,892,680	98%	2.0	2.6	4%	0%	96%	Irving	TX
Ashford Hospitality Trust Inc	122	28,059	42,089	\$16,691,625	\$2,467,139	\$489,424	11%	3.5	3.4	0%	100%	0%	Dallas	TX
Pillar Hotels & Resorts	215	20,701	31,052	\$10,872,375	\$1,512,471	\$488,017	19%	3.0	2.6	100%	0%	0%	Irving	TX
CBM JV LP/Sarofim Realty	101	14,785	22,178	\$7,762,125	\$1,092,981	\$109,298	0%	3.0	2.9	0%	100%	0%	Dallas	TX
Aimbridge Hospitality	177	23,777	35,666	\$13,134,600	\$1,890,536	\$725,462	21%	2.6	2.4	88%	1%	12%	Plano	TX
Summit Hotel Properties Inc	104	12,021	18,032	\$6,271,050	\$907,273	\$362,475	32%	2.9	2.9	5%	91%	4%	Austin	TX
Remington Hospitality Services	77	15,461	23,192	\$9,272,625	\$1,352,492	\$349,069	17%	3.5	3.3	99%	1%	0%	Dallas	TX
W2005 Fargo Hotels Realty LP	142	11,915	17,873	\$6,241,425	\$865,197	\$183,562	4%	3.0	2.5	0%	100%	0%	Irving	TX
FelCor Lodging Trust	61	18,223	27,335	\$11,395,200	\$1,700,058	\$485,241	14%	3.9	3.7	0%	100%	0%	Irving	TX
Benchmark Hospitality International	31	5,692	8,538	\$3,695,925	\$525,363	\$517,061	98%	4.0	3.1	87%	10%	3%	The Woodlands	TX
Moody National Companies	36	4,464	6,696	\$2,367,000	\$345,531	\$50,618	5%	3.0	3.3	0%	50%	50%	Houston	TX
NewcrestImage LLC	43	4,303	6,455	\$2,164,613	\$295,658	\$180,728	52%	2.7	2.1	0%	33%	67%	Irving	TX
Hospitality Management Corp	33	4,748	7,122	\$2,457,863	\$338,510	\$228,579	51%	2.7	2.3	91%	0%	9%	Dallas	TX
Texas Western Hospitality	33	4,265	6,398	\$2,306,400	\$332,116	\$33,212	0%	3.1	3.1	91%	0%	9%	Dallas	TX
Prism Hotels & Resorts	22	5,258	7,887	\$2,939,813	\$451,607	\$221,752	30%	3.0	3.4	91%	5%	5%	Dallas	TX
Huntington Hospitality Group	23	3,425	5,138	\$1,782,000	\$256,021	\$31,131	0%	3.0	3.3	57%	0%	43%	Irving	TX
1859 Historic Hotels Ltd	14	2,955	4,433	\$1,707,225	\$237,150	\$213,767	86%	3.3	2.2	0%	0%	100%	Galveston	TX
Archon Group	16	3,256	4,884	\$1,888,388	\$266,295	\$137,187	50%	3.3	2.9	0%	88%	13%	Irving	TX
Serene Lodging Inc	23	2,234	3,351	\$1,154,025	\$163,041	\$66,437	34%	2.9	2.7	0%	100%	0%	San Antonio	TX
W2007 BRV Realty LP	27	2,981	4,472	\$1,661,625	\$236,984	\$25,971	0%	3.0	2.3	0%	100%	0%	Irving	TX
W2005 New Century Hotel Portfolio	22	3,229	4,844	\$1,750,238	\$246,959	\$92,840	28%	3.0	2.9	0%	100%	0%	Irving	TX
K Partners Hospitality Group LP	24	2,295	3,443	\$1,204,875	\$165,572	\$35,516	14%	3.0	2.4	4%	4%	92%	San Antonio	TX
Premier Hospitality Mgmt Inc	20	1,985	2,978	\$1,034,325	\$137,241	\$96,205	62%	2.9	1.7	10%	5%	85%	Durant	OK
Champion Hotels	19	1,866	2,799	\$895,425	\$125,125	\$67,328	37%	2.4	2.9	11%	5%	84%	Oklahoma City	OK
DePalma Hotel Corp	14	2,192	3,288	\$1,070,175	\$148,481	\$70,516	8%	2.5	2.6	79%	14%	7%	Arlington	TX
American Liberty Hospitality	16	1,620	2,430	\$823,875	\$118,868	\$66,226	42%	2.4	2.5	38%	0%	63%	Houston	TX
ValPlace Development Texas LP	10	1,213	1,820	\$454,875	\$64,152	\$64,152	100%	1.0	2.9	0%	0%	100%	Frisco	TX
East Coast Hospitality	15	1,183	1,775	\$599,700	\$77,681	\$62,816	76%	2.8	1.7	0%	0%	100%	Washington	NC
OceanGate Hotel Mgmt & Dev'mt Group	19	1,292	1,938	\$646,350	\$80,794	\$57,011	63%	2.6	1.0	0%	0%	100%	McAllen	TX
Vista Host Inc	28	3,310	4,965	\$1,737,750	\$249,631	\$30,069	2%	3.0	2.7	79%	0%	21%	Houston	TX

Hospitality Management Corp

Total properties	33	Total dollar potential	\$2,457,863	Management %	91%
Total rooms	4,748	Annual dollar potential	\$338,510	Ownership %	0%
Total beds	7,122	Tempur-Sealy annual potential	\$228,579	Both %	9%

Parent	Properties	Rooms	Beds	Total replacement value	Annual replacement value	Tempur Sealy annual potential	Mgmt %	Own %	Both %
Blackstone Group	3	321	482	\$144,450	\$18,908	18,908	100%	0%	0%
Carlson Hospitality	4	982	1,473	\$515,550	\$73,650	36,825	75%	0%	25%
Choice Hotels	1	65	98	\$34,125	\$4,875	2,438	100%	0%	0%
Hilton Worldwide	1	86	129	\$45,150	\$6,450	645	100%	0%	0%
Independent Hotel	5	504	756	\$260,550	\$35,822	35,822	80%	0%	20%
InterContinental Hotels Group	12	1,605	2,408	\$827,775	\$110,680	110,680	100%	0%	0%
Starwood Hotels & Resorts	2	571	857	\$364,013	\$52,002	5,200	100%	0%	0%
Wyndham Worldwide	5	614	921	\$266,250	\$36,123	18,062	80%	0%	20%
Totals	33	4,748	7,122	\$2,457,863	\$338,510	\$228,579			

Franchise	Properties	Rooms	Beds	Total replacement value	Annual replacement value	Tempur Sealy annual potential	Mgmt %	Own %	Both %
La Quinta Inn	2	215	323	\$96,750	\$12,094	12,094	100%	0%	0%
La Quinta Inn & Suites	1	106	159	\$47,700	\$6,814	6,814	100%	0%	0%
Park Inn	2	496	744	\$260,400	\$37,200	18,600	50%	0%	50%
Radisson Hotel	2	486	729	\$255,150	\$36,450	18,225	100%	0%	0%
Comfort Suites	1	65	98	\$34,125	\$4,875	2,438	100%	0%	0%
Hampton Inn & Suites	1	86	129	\$45,150	\$6,450	645	100%	0%	0%
Independent Hotel	5	504	756	\$260,550	\$35,822	35,822	80%	0%	20%
Candlewood Suites	2	198	297	\$89,100	\$12,046	12,046	100%	0%	0%
Crowne Plaza	1	290	435	\$152,250	\$19,031	19,031	100%	0%	0%
Holiday Inn	5	781	1,172	\$410,025	\$56,897	56,897	100%	0%	0%
Holiday Inn Express	3	237	356	\$124,425	\$16,209	16,209	100%	0%	0%
Staybridge Suites	1	99	149	\$51,975	\$6,497	6,497	100%	0%	0%
Sheraton Hotel	2	571	857	\$364,013	\$52,002	5,200	100%	0%	0%
Days Inn	1	134	201	\$50,250	\$7,179	3,589	100%	0%	0%
Hawthorn Suites by Wyndham	3	374	561	\$168,300	\$22,982	11,491	100%	0%	0%
Ramada Inn	1	106	159	\$47,700	\$5,963	2,981	0%	0%	100%
Totals	33	4,748	7,122	\$2,457,863	\$338,510	\$228,579			

Segment	Properties	Rooms	Beds	Total replacement value	Annual replacement value	Tempur Sealy annual potential	Mgmt %	Own %	Both %
Upper Upscale	2	571	857	\$364,013	\$52,002	5,200	100%	0%	0%
Upscale	5	982	1,473	\$515,550	\$70,003	51,778	80%	0%	20%
Upper Midscale	15	2,008	3,012	\$1,054,200	\$146,391	119,548	93%	0%	7%
Midscale	10	1,053	1,580	\$473,850	\$62,936	48,463	90%	0%	10%
Economy	1	134	201	\$50,250	\$7,179	3,589	100%	0%	0%
Totals	33	4,748	7,122	\$2,457,863	\$338,510	\$228,579			

*Sample
playbook
details page*

Process

Discovery

- Approved brands and flags
 - Multi-vendor vs. exclusive
 - Program vs. custom
- Average sales price
 - Per room by segment scale
 - Public spaces by ??
- Territory definitions
 - Geographic boundaries
 - Named account assignments
- General attractiveness
 - Segment scale
 - Location/hotel type
- Current customers
 - Data structure fields from biz system
 - Identification of preferred OC/MCs
 - Identification of preferred design firms

Production

- Develop algorithms
 - Dollar potentials
 - Competitive position
 - Charter friendly OCs and DFs
- Data import
 - Standardize and dedupe OC/MCs
 - Standardize and dedupe design firms
- Produce
 - Multi-view... by OC/MC; DF; project?
 - Review, discuss and modify if needed
 - Produce via print / electronic / both
- Roll-out, training, activation
 - Instructions for use?
 - Telemarketing support? (optional)

Notes, investment and timing

■ Investment

- OC/MC playbook @ \$7,500
- Project playbook @ \$2,500
- Design firm playbook @\$2,500

■ Timing

- Week 1 – discovery
- Week 2 – production / review
- Week 3 – roll-out

■ Notes:

- The LE data currently purchased will only allow for a limited subset of the overall potential of each OC/MC. It will also exclude any OC/MC that does not currently have a known or active project in the pipeline. Adding the census of open and operating hotels will substantially enhance the view into “real” and long term Oc/MC territory potential.
- This holds particularly true for the design firms. Additional non LE data may need to be purchased
- If the data is purchased at a future date, we should easily be able to bring it into the established model

A final note...

- **This data work is one small piece of a much larger puzzle that we can provide help with, including:**
 - Brand and persona messaging (informed by VOC research)
 - Search and conversion optimized website design and development
 - Pipeline driving sales enablement and sales support activities
 - Tradeshow, public relations, and content development support
 - A holistic view of your digital transformation efforts
- **We would welcome the opportunity to discuss at a more strategic level your demand gen and digital transformation goals, as well as how you might gain efficiencies with them across the organizations**

Thank You!