

MARK1201 Applied Group Project – Creative Brief

Hyatt Campaign: “It’s Good Not to Be Home”

The Company:

Hyatt Hotels Corporation is an American multinational owner, operator, and franchiser of hotels, resorts, and vacation properties. The Hyatt Corporation came into being upon purchase of the Hyatt House, at Los Angeles International Airport, on September 27, 1957. As of March 25, 2018, Hyatt has 777 properties in 54 countries. In 2018, Fortune magazine listed Hyatt as the 186th-best U.S. company to work for. (“Wikipedia,” 2018)

Mission Statement:

“Hyatt is a leader in global hospitality with proud heritage of making guests feel more than welcome.” (“Hyatt,” 2016). Hyatt offers ten different brands, each designed to deliver experiences attuned to the lifestyles, attitudes, values, and aspirations of the guests for whom it is designed. As a unified portfolio, Hyatt's properties share core values across the Hyatt brand: exceptional guest service, upscale amenities, popular food and beverage programs, and innovative interior designs that incorporate local art and style. (2016)

Current Marketing Initiatives:

Hyatt Regency brand's campaign, "It's Good Not to Be Home," is a culmination of crowdsourcing consumers through social media to give their best ideas on how to improve the business travel experience. After conducting customer research, Hyatt chose two winning entries and worked with powerhouse duos to bring them to life. Personal trainer Gunnar Peterson and James Beard Award-winning pastry chef and Cronut creator Dominique Ansel created an in-room food and fitness routine for Hyatt and fashion designer Cynthia Rowley paired with tech mogul and businesswoman Randi Zuckerberg to create an on-the-go beauty bar. Hyatt Regency debuted these experiences at an experiential event at the brand's New Jersey property, Hyatt Regency Jersey City on the Hudson. And the company has announced that these experiences will inspire future Hyatt Regency amenities and services. (Lamburg, 2016)

Seeking feedback from guests is a way that brands are growing brand loyalty and continuing to embrace input from the sought-after and lucrative business traveller segment. "At Hyatt Regency, we're dedicated to helping guests be their best when away from home -- that's why we asked business travellers to tell us how we can enhance the Hyatt Regency guest experience," says Samie Barr, vice president, global brands for Hyatt. "We had a lot of fun bringing two of these consumer generated ideas to life last month: a Fit & Fuel pairing, which was suggested by a guest who wanted more in-room fitness and healthy snack options, and an On-the-Go Beauty bar, inspired by a guest who envisioned a beauty bar for those who wanted a quick touch up before a meeting or a night on the town," Barr explains. "The Hyatt Regency brand is always evolving to meet the needs of its guests, and the Fit & Fuel pairings and On-the-Go Beauty Bar will definitely provide inspiration for future hotel experiences and amenities as the brand continues to evolve," she adds. (Lamburg, 2016)

Your Task:

You are a marketing team working for a creative agency that's been hired by the Hyatt to promote its campaign, "It's Good Not to Be Home" in Canada. Hyatt is looking to your agency to tailor the campaign for the Canadian marketplace in order to meet the objectives below. Note that Canada has three Hyatt Regency Hotels – one in each major city (Vancouver, Calgary and Toronto). You are to create a marketing plan (see your assignment) and present to Hyatt marketing executives.

Campaign Objectives:

The primary objectives of this campaign are to:

1. Significantly raise awareness of the Hyatt brand as a leader in the business travel experience in Canada.
2. Further increase brand loyalty with existing business customers both in Canada and abroad.
3. Increase the number of bookings with business travelers by 10% in Canada.

Target Markets:

The campaign is clearly targeted at business customers – here are some examples on how you can further develop your target market:

1. Canadian business travellers from well-travelled professions like sales, executives, etc.
2. Local businesses who may want to use the Hyatt for conventions, customer events, etc.