



Integrated Marketing Communications Plan for Hyatt Centric

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Hyatt Centric Executive Summary

Hyatt Centric is a hotel that offers guests the unique experience of discovery through décor, cuisine and location immersion. For this campaign, higher income millennials are Hyatt Centric's target audience because of their desire and freedom to travel. What can millennials find in Hyatt Centric that they can't find in other hospitality companies at cheaper prices? This campaign outlines Hyatt Centric's strengths including its central location in every major city around the world, its sustainable practices and its design that is unique to its designated location, which makes guests remember the hotel itself as a part of their trip. Guests will feel a sense of discovery with Hyatt Centric, which sets the hotel apart from its competitors. Through the use of emotional messaging and leveraging a digital-first approach, as outlined in the campaign objectives and strategies, Hyatt Centric can successfully increase hotel sales and social media engagement 10 percent among the college-educated, higher income millennial target market. This approach parallels with the lifestyle choices of millennials, as it is their desire to find authentic experiences in new places and document their experiences on social media as well.

Hyatt Centric gives guests a preview of their destination before they explore it and creatively integrates the hotel stay itself as part of the vacation. Targeting 80% of Hyatt Centric's media resources toward new customers can be achieved through paid media in the form of social media digital advertisements on Instagram and Facebook, because these two platforms are most used by millennials. Millennials also want to show their lives on social media, so earned media will come from individuals posting themselves enjoying the hotel experience to their own social media accounts and tagging Hyatt Centric. Search engine optimization (SEO) will also be used to increase traffic to Hyatt Centric's website. This campaign outlines how modern digital advertising can attract millennials to the discovery experience that Hyatt Centric provides.

Background Information on Hyatt Centric

Hyatt was founded in 1957 by Jay Pritzker when he purchased the Hyatt House motel adjacent to the Los Angeles International Airport (Hyatt, 2021). Since then, Pritzker and his brother, Donald Pritzker, grew the company into a North American management and hotel ownership company. In 2004, all of the hospitality assets owned by Pritzker family business interests, including Hyatt Corporation and Hyatt International Corporation, were consolidated under a single entity, now Hyatt Hotels Corporation (Hyatt, 2021). Currently, Hyatt has more than 1,000 hotel and all-inclusive properties in 68 countries across six continents (Hyatt Investor Relations, 2021). The Company's mission is to care for people so they can be their best. Hyatt intends to attract and retain top employees, build relationships with guests and create value for shareholders (Hyatt Investor Relations, 2021).

Hyatt Hotels focuses on forming relationships with its customers and offering quality care for them. "A strong brand helps to simplify consumers' decision-making process by reducing perceived risks and increasing expectations. Moreover, many consumers choose a particular hotel because of their strong relationship with the hotel brand" (Casidy et al., 2018). The Company places its customers first and is dedicated to meeting hospitality goals that further strengthen its relationship with customers. Hyatt's website provides customers with an outline of the Company's vision, which contains its business strategy for providing high-quality hospitality. For example, Hyatt says that it is focused on delivering high-value topline revenue, improving channel mix and enhancing the guest experience (Hyatt Development, 2021). What makes Hyatt unique is its decision to center its business around the wellbeing and success of its customers and to lay out its strategic plan and accommodations for guests to see. Hyatt also focuses on activating a wealth of expertise in their communications department. To do this, the company

created a robust network of global sales professionals who are focused on driving direct business to Hyatt hotels (Hyatt Development, 2021). Communication shapes a company's image to the community and customers. "External communications such as newsletters, media stories and press releases let the public know about the company workplace, philanthropic and environmental efforts, and other image-related activities, all of which serve to strengthen the public relations efforts of a company" (Lazzari, 2019). Hyatt provides customers with these media stories, newsletters and updates, which allows them to clearly see what the Company is doing in terms of providing the best hospitality, accommodations and services to hotel guests.

The Hyatt Centric brand launched with its first location in Chicago in 2015, offering accessible, chic lodgings in prime city locations for the cosmopolitan traveler (Hyatt, 2021). Since then, Hyatt Centric has expanded to 27 locations worldwide. What makes these hotels unique are their strategic, centrally located placement near premiere destination's hot spots, hidden gems and local sounds (Hyatt Centric, 2021). These hotels were created to satisfy the needs of customers wanting to be in close proximity to the main attractions in the area they traveled to. These hotels aren't designed just to house guests, they are designed to create an entire experience for guests to enjoy. The Hyatt Centric hotels contain several key features including destination-centric rooms, artisanal food and beverages that fit the theme of the hotel, and artistically curated spaces throughout the hotel, thoughtfully designed to help customers work, relax and socialize (Hyatt Centric, 2021). Features like sophisticated furnishings that uniquely capture the spirit of the customer's destination, helping them get a feel for the area before they even leave the hotel, make customers feel comfortable and willing to explore the local area where their hotel is situated. These features that go above and beyond to make sure the customer's experience is more than just a regular hotel stay, help create a deeper relationship

with customers. By positioning these hotels as new, modern places for people to stay in the heart of desired destinations, Hyatt Centric has gained an edge over competitors. “To gain this competitive advantage, marketers must recognize that they are competing for the customer’s discretionary income, so they must understand the various ways potential customers choose to spend their money” (Belch et al., 2021, p. 47). Hyatt Centric understands that people are now wanting to stay in more modern hotels that are situated close to the action of an area. This is why Hyatt Centric has a competitive advantage over other hotels and why it is attractive within the market to potential customers.

Hyatt Centric is located all around the world. Some major locations include midtown Atlanta, Chicago, Times Square in New York City, Waikiki Beach in Hawaii, Ginza in Tokyo, Victoria Harbour in Hong Kong and Milan in Italy. All of these Hyatt Centric hotels are located in desirable destinations that people frequently visit. Hyatt understands that these destination-themed, upscale hotels need to be in desirable locations because that is the foundation of their hotel plan. To be successful, Hyatt Centric needs to be in locations that guests will want to visit for vacations, to escape their everyday lives and explore new places. The Hyatt Centric identity is exploration and discovery. The hotel aesthetics, culinary and beverage choices, and decor all align with each location around the world. The success of the hotel depends on the popularity of the location, so by positioning itself in popular locations, Hyatt Centric has guaranteed the success of the business and satisfaction of its customers.

The main competitors for Hyatt Centric are other major hotels located in desirable areas such as Hilton, Marriott, Wyndham and Four Seasons Hotels and Resorts. Other competitors include Airbnb and Vrbo, which are two online marketplaces for lodging, primarily homestays. What sets Hyatt Centric apart from its competitors is its reflection of the area's culture in its

hotels. Many of its hospitality company competitors only offer lodging and typical accommodations that individuals can find anywhere in the world. Hyatt Centric makes sure the customer's stay is an experience that the hotel itself can contribute to. "Brands transform products or services into something larger than the product or service itself. Many products have different personalities as a result of the power of their brand image" (Blackboard, 2021). Each hotel has a unique identity that reflects its location in the world. That uniqueness makes Hyatt Centric stand out from its other hospitality competitors. Creating and reinforcing this brand image is what attracts customers to explore this hotel experience in any destination they choose. Hyatt Centric is also looking towards more international expansion. Hyatt has made consistent efforts to expand its presence worldwide and capitalize on the demand for hotels in lucrative but relatively untapped international markets (Nasdaq, 2018).

Hyatt is marketing the Hyatt Centric brand as chic lodging in prime city locations around the world. Aimed at travelers who prefer to avoid more touristy ventures in favor of a more "off-the-beaten-path" experience, Hyatt Centric was designed to serve as a launchpad for exploration with each property located in a colorful neighborhood, rich with hidden gems and local flavors (Hyatt Centric, 2021). Hyatt set the tone for its unique atmosphere and experience through its brand voice and its full advertising campaign including print, digital marketing, video and even brand partnerships. The target market for Hyatt Centric are exploration driven people who are willing to immerse themselves fully in a new location and its culture. The target demographic for Hyatt Centric are higher income millennials, and this is apparent in the Company's marketing imagery and advertising strategies. The Company created a brand voice around the idea of millennial-minded travelers and crafted the voice in the style of a travel writer. For example, Hyatt has created a variety of Instagram accounts for each Hyatt Centric hotel location and each

caption under the posts uses casual language and emojis to relay various messages to its customers. Each post contains updates on what is going on at the hotel, deals on rooms and other services, and announcements on what food and beverages are available at the hotel that night. These personalized posts to guests, and those looking to stay at the Hyatt Centric hotels, allow people to easily see what the brand has to offer.

The COVID-19 pandemic has affected many businesses and turned customers attention to the cleanliness of the hotels they are staying at. On its main website, Hyatt presents customers with a global care and cleanliness commitment, which outlines all of the hotel's cleanliness and safety protocols. The most recent press release from Hyatt states that masks may be mandatory in all hotel indoor public areas, sanitizer stations are prominently placed throughout hotels, and there is more frequent cleaning of public spaces and guest room surfaces (Hyatt, 2021). For Hyatt Centric specifically, on the hotel's various Instagram pages, there is a highlight titled "Hygiene" that contains updates on cleanliness throughout the hotel. Hyatt states that providing safe and clean environments for its guests and colleagues is always a top priority for Hyatt hotels globally, and the company remains committed to enhanced levels of cleanliness — now and in the future (Hyatt, 2021).

SWOT Analysis of Hyatt Centric

<p>Strengths:</p> <ul style="list-style-type: none"> • Hyatt Centric has 27 locations worldwide and is planning on expanding. • Hyatt Centric locates its hotels near premiere destination's hot spots, hidden gems and local sounds. • Each Hyatt Centric hotel is designed to be unique to its designated location, making customers remember the hotel itself as a unique part of their trip. • Hyatt Centric knows its target customers and tailors its marketing communication strategy around what that niche group of individuals are looking for in a hotel experience. • Hyatt Hotels focuses on forming relationships with its customers and offering quality care for them. 	<p>Weaknesses:</p> <ul style="list-style-type: none"> • Hyatt Centric's target audience (primarily millennials) are looking for more affordable lodging options when visiting new areas. The price of Hyatt Centric's hotels may be too expensive for its target audience. • While Hyatt Centric does have locations worldwide, it heavily focuses on the U.S. market. This over dependence on the home market puts the company at a potential risk.
<p>Opportunities:</p> <ul style="list-style-type: none"> • Hyatt Centric's branding is focused around the various locations it occupies, which means the hotel has more opportunities to attract a variety of different customers. • Hyatt has made consistent efforts to expand its presence worldwide and capitalize on the demand for hotels in lucrative but relatively untapped international markets • Hyatt Centric has expanded its partnership with online food delivery service Grubhub so that guests at nine different properties can order room service from local restaurants (Business Travel Executive, 2017). • Hyatt Centric has adopted Hyatt's world of care promise to care for the planet by having sustainable buildings and operations. The younger generations (Millennials and Gen Z) take into consideration the sustainability accommodations in their hotels. 	<p>Threats:</p> <ul style="list-style-type: none"> • Airbnb and Vrbo have become more popular in recent years. These hospitality options are much cheaper for customers. These locations also offer high-quality accommodations. • The COVID-19 pandemic has caused many travel restrictions, meaning guests may not be able to visit certain locations. • The COVID-19 pandemic has also caused many people to lower their spending on unnecessary expenditures such as hotel stays due to financial trouble.

Hyatt Centric Target Audience

Hyatt Centric focuses its marketing on the millennial generation. This is apparent in the company's imagery on its website and social media accounts. The target demographic for Hyatt Centric specifically is higher income millennials between the ages of 25-35 with a small household size and a college-level education. Demographics are often the best predictors of consumer behavior, as well as the easiest to identify since what people buy is often determined by how old they are, how much money they make, and how educated they are (Blackboard, 2021). Millennials are currently the largest living generation (Social Tables, n.d.). The millennial generation also is having fewer children, waiting to have children or deciding not to have children at all, meaning that individuals from this generation may have more money to travel because expenses aren't being used to support a family (Leonhardt, 2021). They may also have more freedom to travel as well due to all of those factors. Coupling the freedom to travel with the finances to travel, millennials make a great target market for a modern Hyatt Centric. Also, college-educated millennials were reported earning a higher household income than other millennials without college level degrees (Bialik et al., 2019). Hyatt Centric is a quality hotel that falls on the more luxury side of the hospitality industry. Guests need to be able to pay for their stays at Hyatt Centric so therefore, the target demographic for the hotel needs to be college-educated individuals making a decent amount of money.

Hyatt Centric also needs to understand the psychographic classifications of millennials as well. Psychographics classify customers in terms of their attitudes, interests, and opinions as well as their personalities and lifestyle activities to help marketers understand what they like, think, and believe (Blackboard, 2021). One major lifestyle choice by millennials is their desire to find authentic experiences in new places. "For the millennial generation, the hotels themselves are less important than the experiences they get while staying in them. For this group, luxury equates

to beautiful views, peaceful moments, and authentic cultural experiences. Their desire is less about escape and more about human connections and personal growth” (Steffanni, 2019). Hyatt Centric encompasses all of those qualities that millennials are seeking in their hotels. It’s important for companies like Hyatt Centric to evaluate consumer behavior, which is defined as the process and activities people engage in when searching for, selecting, purchasing, using, evaluating and disposing of products and services to satisfy their needs and desires (Belch et al., 2021, pp. 112-113). By examining millennials’ decision-making processes, Hyatt Centric can form an effective strategy to market to this specific demographic of individuals. Millennials also value relevancy. “Millennials appreciate when brands make ads and social media relevant to them. Personalization and relevancy are key for this group” (Woo, 2018). Hyatt Centric could take advantage of this key value and interest in the millennial generation by communicating with them via social media and engaging with them through advertisements that really encompass what the generation values.

Hypothetical Customer Persona for Hyatt Centric

Name: Eric Solomon

Demographics: Age, gender, location, educational background, professional background,

annual income: Eric Solomon is a 29-year-old, black man who graduated with his bachelor's degrees in finance and global supply chain management from the University of Maryland in 2014. He lives just outside of Chicago with his wife, Madison Solomon, and he currently works as a financial analyst at Morgan Stanley making \$80 thousand annually.

Travel Habits and Hobbies: Eric Solomon and his wife enjoy cooking new meals every night, watching shows that just came out on Netflix, exploring local areas, taking bike rides on the trail by their house and driving into the city to explore new restaurants and attractions. Eric and his

wife love to travel and with enough days off saved up from work, they take as many trips as they can. Typically, the couple likes to visit cities or areas where there's a lot of activity happening. Eric and his wife are very outgoing and like meeting new people in every place they visit, so the more opportunities for the couple to meet new people and discover new places, the better.

Campaign Objectives for Hyatt Centric

- Increase sales of Hyatt Centric by 10 percent among the college-educated, higher income millennial target market within the next 12 months.
- Increase Hyatt Centric's social media following by 15 percent on Instagram and Twitter by FY2022.
- Increase international expansion by opening three more Hyatt Centric hotels by FY2024.
- Build more awareness around sustainability on Hyatt Centric's website by 10 percent within the next three months.

Campaign Strategies for Hyatt Centric

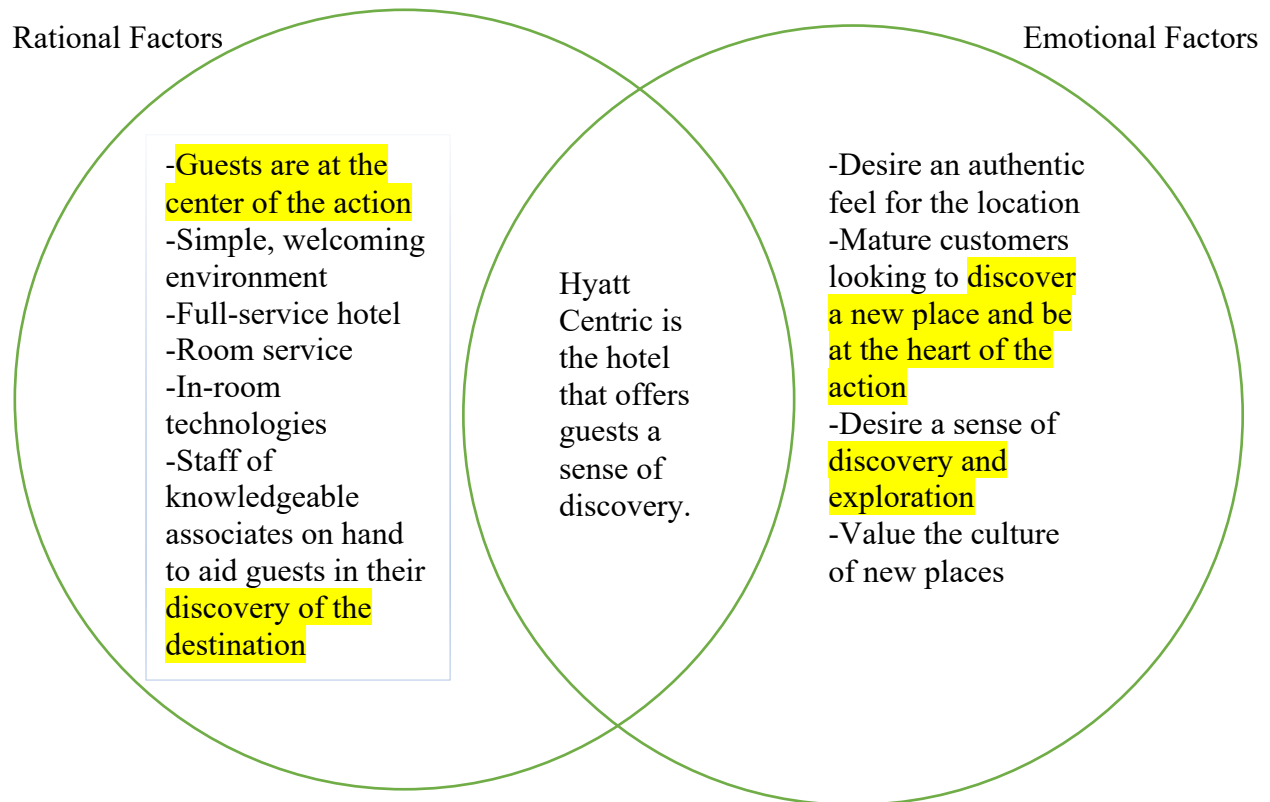
- Use emotional messaging to introduce Hyatt Centric's unique hotel design and accommodations to the millennial generation.
- Leverage a digital-first approach and join with social media influencers to promote Hyatt Centric hotels and reach the millennial target market.
- Further hotel expansion internationally by first communicating where Hyatt Centric's new hotels should be located.
- Associate the Hyatt Centric brand name with sustainability by creating messages that link environmental stewardship with Hyatt Centric hotels.

Integrated Creative Strategy Statement (ICSS) for Hyatt Centric

Hyatt Centric is the hotel that offers guests a sense of discovery.

Tagline: Discover your destination with Hyatt Centric.

Venn Diagram and Notes/Rejected Statement(s)



Rejected Statement 1: Hyatt Centric will inspire a sense of discovery in every guest.

Rejected Statement 2: Hyatt Centric will place you at the center of the action.

Rejected Statement 3: Feel a sense of discovery with Hyatt Centric.

Rejected Statement 4: Discover your destination and explore the possibilities with Hyatt Centric.

Rejected Statement 5: Hyatt Centric, where discovery is at the center.

Hyatt Centric Creative Brief

Why are we advertising?

To get more millennial guests to stay at Hyatt Centric hotels.

Whom are we talking to?

Higher income millennials between the ages of 25-35 who value exploring new places.

What do they currently think?

Hotels are only places to stay and not part of the vacation experience itself. Hyatt Centric is just another hotel with full accommodations that is located in various cities.

What would we like them to think?

Hyatt Centric is part of the vacation experience with each hotel, located at the heart of the destination, offering a unique and modern take on its location.

What is the single most persuasive idea we can convey?

Hyatt Centric gives guests a preview of their destination before they explore it.

Why should they believe it?

Hyatt Centric offers more opportunity and discovery than typical hotels by incorporating authentic cuisine, décor and experiences consistent with each specific hotel location around the world.

Are there any creative guidelines?

For this campaign, Facebook and Instagram digital advertisements can be created to market Hyatt Centric to its target market of millennials. For example, Hyatt Centric could post a photo of a millennial aged woman lounging by the Hyatt Centric Waikiki Beach pool with the caption “Discover your destination.”

Sample Creative Execution for Hyatt Centric



DISCOVER YOUR
DESTINATION

HYATT
CENTRIC™

Visit hyattcentric.com

(Hyatt Centric, 2020)

Measurable Paid Media Objectives

- Target 80% of Hyatt Centric's media resources toward new customers and 30% toward current customers.
- Increase the number of target demographic (high income, adventurous millennial) visitors to Hyatt Centric's social media platforms (Facebook and Instagram) by 20% within nine months.
- Reach 50% of the target audience with a frequency of 10 within 12 months.
- Connect with 25 influencers to increase social media sales within four months.
- Achieve a minimum reach of 50% during each of the first three quarters of 2022, and a reach of 70% in the last quarter.
- Increase followers on Instagram and Facebook by 15% over the next month.

Detailed Plan for Paid Media Execution

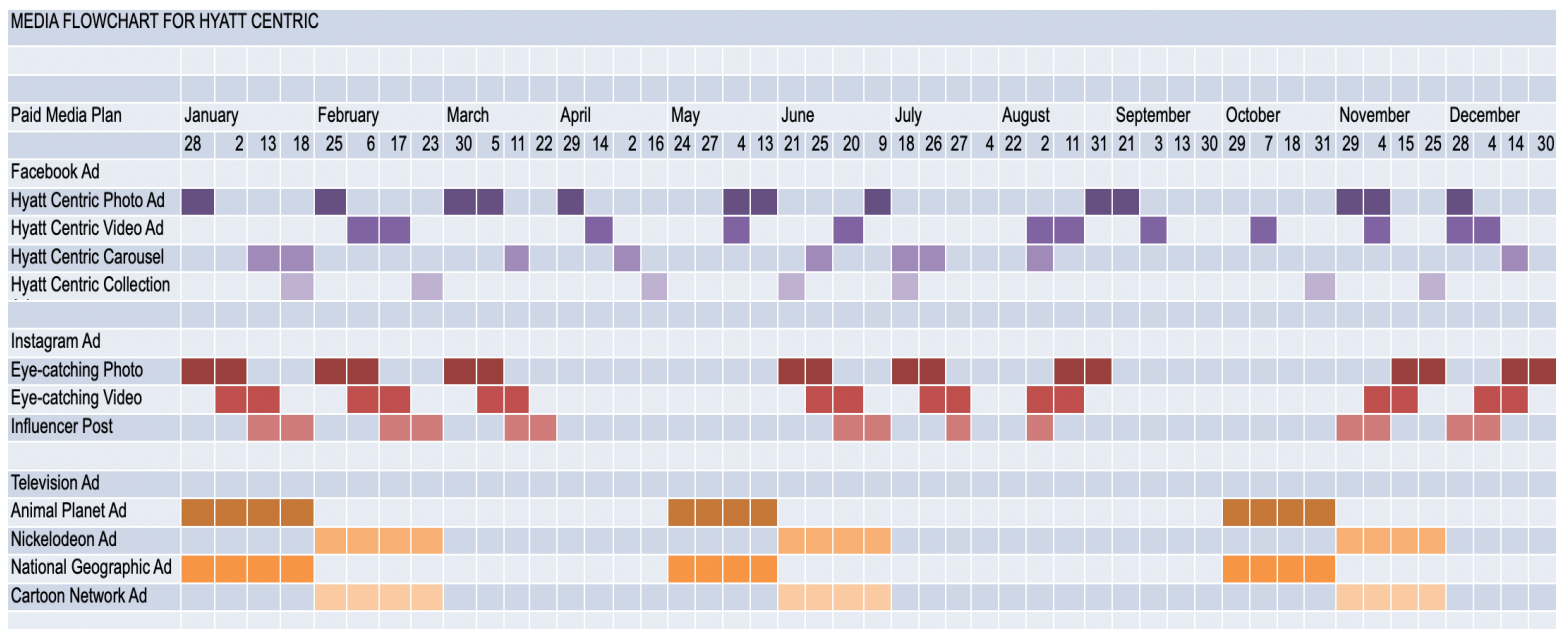
Facebook is the most used social network among U.S. millennials, with 58.5 million of them expected to use the platform this year (Insider, 2018). Instagram ranks second with 43.3 million. Hyatt Centric can buy this social media advertising option on Facebook to better reach the millennial generation. Facebook offers a Facebook for Business advertising page that provides brands with opportunities and step-by-step instructions on how to design and publish an advertisement. Facebook offers four different advertisement options for brands to choose from including image ads, video ads, carousel ads, and collection ads. For Hyatt Centric specifically, the brand could pay Facebook to run a video ad and create the advertisement itself using Facebook's 'create an ad' link on its Facebook Ads Guide page. With the Facebook video ad feature, Hyatt Centric can show off product features and draw customers in with sound and motion (Facebook for Business, 2021). The company can upload a video it created, or the company can create one in Ads Manager using the Video Creation Kit (Facebook for Business, 2021). By using a paid advertisement on Facebook, Hyatt Centric can target both new and existing customers and better its chances of increasing the number of target demographic (high income, adventurous millennial) visitors to its Facebook platform by 20% within nine months.

The brand can also increase Hyatt Centric's social media following by 15% on Facebook by FY2022.

Similarly, Hyatt Centric can also use Instagram to advertise its unique hotels because it is the second ranked social media platform that the millennial generation uses the most. Instagram offers an advertisement promotion feature for professional accounts, which Hyatt Centric is labeled as on the platform. This feature allows companies to create eye-catching ads, and boost posts and stories directly from Instagram (Ads on Instagram, 2021). While scrolling through Instagram, Hyatt Centric's advertisements will pop up as sponsored ads with Instagram on users' feeds. Users can then look at the photo or video advertisement from Hyatt Centric, and if they're interested, they can click on the brand's page. This exposure for Hyatt Centric can lead to a 50% higher reach for the brand during each of the first three quarters of 2022, and a reach of 70% in the last quarter on Instagram. More exposure and reach for Hyatt Centric may also lead to paid deals with Instagram influencers as well. Influencer-based content will become an increasingly important feature of the advertising landscape (Tan, 2020).

Hyatt Centric could also utilize paid television advertisements on channels that the millennial generation typically watches. As viewers reprioritize the importance of family relationships, the TV will once again become the gathering point for shared social time (Tan, 2020). Television also has the interaction of sight and sound, which offers tremendous creative flexibility and makes possible dramatic, lifelike representations of products and services (Belch et al., 2021, p. 363). Hyatt Centric could use paid television advertising on channels that millennials statistically watch more. Media Dynamics recently shared results of a research study by YouGov who asked millennials about TV networks. Netflix was their top choice, with 84% of millennials citing it as "most popular." However, many "pay TV" networks also were watched

Paid Media Plan Timing Flow Chart for Hyatt Centric



Measurable Earned Media Objectives for Hyatt Centric

- Have a total of 100 people tag Hyatt Centric in their original post on Instagram while at one of the company's hotels within three months.
- Increase reposts and quote tweets on Twitter by 15% within nine months.
- Earn Hyatt Centric written articles in five different magazines that target the millennial demographic (Hotel Business Magazine, Elle, Cosmopolitan, Travel + Leisure and InStyle) by FY2023.

Detailed Plan for Earned Media Execution

Earned media is defined as any publicity or media that is not generated by a company or agents of a company, but rather by organic methods via customers, social media fans, journalists or bloggers (Wasyluk, 2019). Earned media also increases a company's credibility because it's media that voluntarily comes from others. Instagram ranks second as the most used social media platform by U.S. millennials, with 43.3 million (Insider, 2018). Because this platform is so widely used by millennials, it is an optimal place for free publicity from those already on the platform. Getting 100 people to tag Hyatt Centric in their posts on Instagram is an attainable goal because of Hyatt Centric's unique hotel experience, and millennials' willingness to share their experiences on social media. "Millennials love to put their lives, both personal and professional, on display and are heavily influenced by their peers and the Fear of Missing Out (FOMO) culture. They tend to follow their friends' social media posts more closely than other generations (Durfy, 2019). Instagram is also the optimal platform for original posts because it's a photo sharing platform, and many customers will want to see what they are buying before purchasing it. To cultivate this form of earned media, the company needs to communicate with audiences and create a brand presence that builds mutually beneficial relationships between organizations and their publics (Blackboard, 2021).

Another way Hyatt Centric can gain credibility through earned media is through retweets and quote tweets. A quote tweet is a retweet with an added comment that allows users to add their own spin on the retweet while still giving the original post-exposure (MakeZu, 2021). Retweets and quote tweets can generate more exposure for Hyatt Centric and therefore an increase in customer reach. Audiences relate to transparency, authenticity and relatability from a brand. Hyatt Centric needs to make sure it's appealing to the target market to generate positive media from users. Positive tweets and quote tweets are free word-of-mouth advertising for Hyatt Centric. This social media platform is optimal because people can share their honest thoughts about the company (Ong, 2020). To attract people to retweet a post, Hyatt Centric needs to post something that resonates with the millennial generation. This could come in the form of a meme, using keywords popular with the generation or posting an eye-catching photo with a caption that grabs the attention of the user. Adding images to tweets is a great way to make them stand out in user streams (Kim, 2018). Hyatt Centric can use these techniques to increase reposts and quote tweets on Twitter by 15% within nine months.

Written articles in magazines highlighting the attraction of Hyatt Centric hotels can also generate positive media attention at a low or zero cost for the company. Marketing professionals have discovered the power and value of earned media in delivering cost-effective and impactful messages (Blackboard, 2021). One way to deliver impactful messages is through content that is created organically by a journalist, blogger or influential person. This falls under the category of proactive media relations for Hyatt Centric's public relations specialists. Proactive media relations include tactics like outreach to the media on any company news, events, or stories which can elevate the brand or help reach company goals (Fulton, n.d.). By pitching the Hyatt Centric hotel experience and its unique hotel designs around the world to magazines and

journalist, those publications can create a recommendation piece for a magazine directed towards a millennial audience. Hyatt Centric has already differentiated itself from other hotels, making it a new unique experience for vacation goers, and also a unique recommendation to feature in a magazine intended for an audience wanting to try something new. Hyatt Centric, just from the novelty of the hotels themselves, can gain features in various magazines by FY2023.

Measurable Owned Media Objectives for Hyatt Centric

- Increase website traffic by 30% within nine months.
- Increase reach to new consumers on Instagram and Facebook by 20% within seven months.
- Increase email newsletter subscribers by 20% by FY2022.

Detailed Plan for Owned Media Execution

Owned media is any media channel a brand owns and controls, including a brand's website (Blackboard, 2021). To achieve an increase in website traffic by 30% within nine months, Hyatt Centric can leverage search engine optimization (SEO). Optimizing web, blog, and social content (headlines, text, images and video) by using relevant keywords is crucial so a company can be found by people who are actively seeking the brand's information (Blackboard, 2021). Hyatt Centric can incorporate keywords into published content on the website, write high quality content regularly and make sure metatags and titles are keyword-rich and well-written (Patel, n.d.). Doing all of these things can optimize content so search engines like Google will show it towards the top of the page when someone searches for something (Patel, n.d.). Greater visibility and ranking higher in search results than the competition can have a material impact on Hyatt Centric's bottom line (Search Engine Land, n.d.).

Hyatt Centric can also use its social media platforms, Instagram and Facebook, to post organic, storytelling content promoting the brand and its services. By sharing photos and

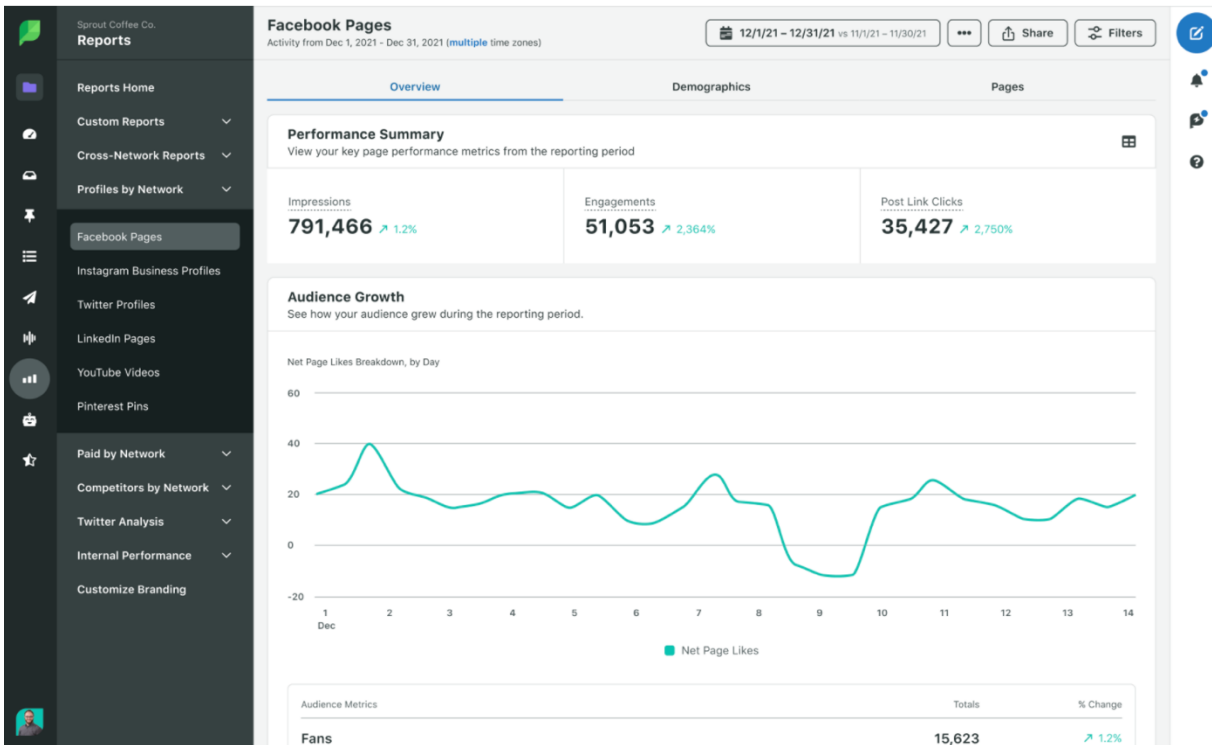
communicating a story on the brand's social media platforms, customers will feel more connected with the brand. "This is a very powerful, long term approach; networks and delivery methods come and go but effective communicators and storytellers stick around" (Blackboard, 2021). Hyatt Centric can create content and posts that reflect the imagery and stories that the millennial generation wants to see such as friends laughing and unwinding at the hotel's bar. These captions can be short, and the photos need to be eye-catching. Also, at the end of these posts, Hyatt Centric can leave audiences with a question like, "What would you order at this bar?" This inspires customers to visualize themselves sitting at the hotel bar with friends, thinking of what drink they would want to have. Storytelling posts such as this example can help the brand increase reach to new consumers on Instagram and Facebook by 20% within seven months.

Hyatt Centric can send out email newsletters to customers to inform them on upcoming events or updates with the company. To increase email subscribers by 20% by FY2022, Hyatt Centric can inform audiences on its website and social media accounts of benefits only offered to those who are subscribed to the company's email newsletters. This will incentivize audiences to subscribe to Hyatt Centric's emails to find deals, updates and more information about hotels they'd like to visit. Email outperforms display advertising and social media advertising combined (Patel, n.d.). This is because email is sent directly to thousands of customers, therefore increasing the chances of people visiting the Hyatt Centric website and social media pages. Email newsletters are a form of long-term strategies. If an owned media strategy, such as email newsletters, is solid, it will pay off over time and provide increasing returns (Blackboard, 2021).

Measurement and Evaluation for Hyatt Centric

To determine an increase in sales by 10 percent within one year for Hyatt Centric, the company can first gather benchmark data at the start of the fiscal year and then create a comparative income statement that cites the net sales for both periods (Reddigari, 2019). From there, Hyatt Centric can use the sale growth metric to evaluate the sale increase by subtracting the net sales of the prior period from that of the current period, then dividing the result by the net sales of the prior period (Reddigari, 2019). Hyatt Centric will then multiply the result by 100 to get the percent sales growth for the FY2021.

To determine a 15 percent increase in social media following on Facebook and Instagram by FY2022, Hyatt Centric can use social media metrics from both platforms. Facebook offers Facebook Analytics, which provides users with a simple report of data including a summary of monthly followers, frequency of page visits, quarterly performance and a summary of audience engagement (Jackson, 2020). Instagram offers account insights on users' pages, which allows individuals to see account followers, performance and audience engagement (Instagram Help Center, 2021). Instagram metrics can be found under Insights in the overview section. Hyatt Centric can find a follower percent increase by keeping track of data in both Facebook Analytics and under Instagram Insights within the app. Twitter also has an analytics dashboard that the company can use to measure audience engagement, explore followers' interests and track retweets (Twitter Analytics, 2021).





(Jackson, 2020)

To examine if Hyatt Centric built more awareness around sustainability on its website, the company can use online measurement in the form of questionnaires and evaluation of online reviews. These two methods of measurement will provide Hyatt Centric with both quantitative and qualitative data necessary to determine if its audience has seen an improvement. Tracking studies can also be used to find an increase in brand awareness. Tracking studies are periodic surveys that show trends in brand awareness, trial, repeat purchase and customer satisfaction of a brand and its competitors (Blackboard, 2021). By tracking and gathering these metrics, Hyatt Centric can make more informed decisions on how to better reach its target audience of millennials and increase awareness around sustainability and other aspects of its company.

Another way to check if the brand successfully increased brand awareness around sustainability on its website is by using Google Analytics. Google Analytics allows the company to conduct user flow analysis to understand how its visitors explore the Hyatt Centric website by

providing detailed data about visitors and the actions they take on the site (Balkhi, 2019). From these analytics, Hyatt Centric can better understand its audience and website success. Google Analytics can track traffic to Hyatt Centric's website and show what aspects of the site are gaining the most attention from audiences as well. This metric tool can help Hyatt Centric measure if traffic and audience reach has improved on its website. Online reviews on sites such as Trip Advisor also provide data to Hyatt Centric on how well the company is doing regarding consumer satisfaction and reach.





LondonLee wrote a review Oct 3
 Peoria, Illinois • 185 contributions • 181 helpful votes
 ...


Great walkable location


"Hyatt staff were very accommodating and allowed us to check in early and check out a couple hours late. The property is really a gem with private small beach areas and some nice little private areas to sit. The views are gorgeous. We were in room 3409 (top floor) and the room was spotless. We were surprised with vouchers for a couple complimentary drinks at the Blue Mojito for our anniversary and birthday celebration. We also received a small glass of champagne at check in. Nice touches all around. The staff were so helpful. Shout out to Charlie who checked us in and made it special and to Lillie who carefully carried those two delicious Key Lime Martini's to us! There were 4 complimentary bottles of water in the room (each day), and the Keurig coffee maker was well stocked with 4 regular and 4 decaf pods allowing us two cups of regular coffee each - which we enjoyed on our small comfortable balcony with a nice ocean view (even though it said partial - it was a good view). We also had a perfect view of the public beach below. The Blue Mojito restaurant/bar has a few tables that overlook the pool making for a relaxing drink and meal. The only reason I dropped a star is that the floor type air condition units are quite noisy and the air blowing out of them directly at the two seats in front can be uncomfortably cold not to mention very noisy. Our room was right beside the elevator and we could not hear anything. Would definitely return."

[Read less](#) ▲


Date of stay: October 2021
Room Tip: Top floor ocean view or partial which was great too
[See more room tips](#)

 Value
 Service
  Location

This review is the subjective opinion of a Tripadvisor member and not of Tripadvisor LLC.









tbrsndaniels wrote a review Oct 3
 Magnolia, Mississippi • 1 contribution



Key west vacation
 "Amazing trip! Beautiful location and great staff. Only complaint was loud music went too late at night off bar area.. would prefer to hear the waves and breeze when relaxing late in evening. Other wise will definitely stay here again!"
[Read less](#) ▲

Date of stay: September 2021

 Value
 Location
 Service

 Rooms
 Cleanliness
 Sleep Quality

Review collected in partnership with Hyatt Hotels ⓘ

This review is the subjective opinion of a Tripadvisor member and not of Tripadvisor LLC.

(Trip Advisor, 2021)

Conclusion

Hyatt Centric is part of the discovery experience for guests. This campaign outlines Hyatt Centric’s strengths and uses those strengths to build a digital advertising plan, which will increase the brand’s reach, sales, social media engagement, website traffic and reposts among high-income, discovery seeking millennials. This detailed integrated marketing plan describes what millennials are looking for in their hotel experience, which is adventure in the most desired locations around the world, and how to obtain the best exposure to reach this audience. Attainable and measurable campaign and media objectives are presented in this plan to ensure that Hyatt Centric is millennials’ number one choice. This campaign will elevate the brand and inspire guests to discover their destination with Hyatt Centric.

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