

A ROCKIN' GETAWAY

THE PLACE FOR MUSIC LOVERS

Proposal By :
Cela Cashel

INTRODUCTION

A Rockin' Getaway is a boutique hotel that caters to those traveling to see musicians in concert. This music-themed hotel will provide a place for them to stay that will continue the fun from the concert into their lodging experience.

POSITIONING STATEMENT

A Rockin' Getaway is the key to having the best experience when traveling to see your favorite musicians. We believe that the fun doesn't have to end after the final bow and invite guests to immerse themselves into the music culture by staying in our facility.

MARKETING INSIGHTS

1

Since the hotel encourages listening to music and "continuing the fun," we will provide sound systems installed in each unit so guests can enjoy high quality music from the comfort of their own room.

2

While our target market generally prefers to stay up late, we understand that bed times differ for each person, therefore each room will be sound-proofed so guests can choose between getting rest or enjoying music.

3

In order to appeal to our audience's love of live music, A Rockin' Getaway will have its own piano bar, complete with a special drink menu and talented performers who will provide live entertainment. This will allow our guests to enjoy music and socialization throughout their stay from the convenience of their hotel.

4

One of the biggest draw backs of going out in a new city tends to be safety concerns related to visiting unfamiliar places at night. A Rockin' Getaway provides a bar space that is exclusive to our guests and anyone they check in, meaning that all visitors are identified at the front. Additionally, there will be extensive security to ensure safety at our facility.

TARGET MARKET DESCRIPTION

Our target market consists of people of all genders from the ages of 22-27 who enjoy going to concerts, listening to music, and partying. These people may be single or in relationships, but are not yet “settled down” and are spending their twenties traveling and seeing new things. This audience tends to live in big cities and is known for going on weekend getaways and girls trips. They value spending their money on experiences and enjoy going out with their friends (1). The target market also tends to have low brand loyalty and prefers to shop online (2). The best way to communicate with them is generally through Facebook or Instagram (3). Outside of social media, email is also an effective communication method with this group (4). Their average salary is around \$50,000, and they typically choose to spend that income on socialization (5).

TARGET MARKET PROFILE



**SARAH
THOMPSON**

DEMOGRAPHICS

- Age: 24
- Gender: Female
- Relationship Status: Single
- Children: None
- Location: Nashville

PSYCHOGRAPHICS

- Enjoys various types of music and attending concerts
- Likes to go out, drink, and party with friends
- Values experiences and making memories
- Is not settled down
- Is impulsive, fun, and exciting

CHANNELS

- Social media, primarily Facebook and Instagram
 - 87% of millennials use Facebook once per week and 71% use Instagram once per week (3)
- Email
 - 64% of millennial study respondents said email is their preferred form of brand communication (4)

SOCIO-ECONOMIC DESCRIPTIONS

- Occupation: Marketing Specialist
- Salary: \$44,000 (7)
- Home Environment: Downtown apartment with 3 female roommates
- Education: Bachelors of Science in Marketing

BEHAVIORAL

- Low brand loyalty (1)
- Benefits sought from purchases include experiences and happiness (1)
- 85% of millennials use social media (6)
- Spending preference: Socialization-related purchases (2)
- Prefer to shop online (2)

BRANDED ITEM



Since our hotel is centered around music, we will provide guests with their own pair of earbuds upon arrival. We chose this item because it relates closely to our theme and is something our audience will likely utilize, as young adults ages 19-29 use headphones for an average of 7.8 hours per week (9). We will incorporate our branding by providing the headphones in a case that includes our logo, which will provide organized storage for the guest and an opportunity for brand exposure for us.

LOGO



COLOR SCHEME

#44108B	Primary
#DF1265	
#88D3FF	Secondary
#C5ADED	
#FFDE59	Tertiary
#C0C0C0	

INSPIRATION BRANDS

HARD ROCK

To develop A Rockin' Getaway, we pulled inspiration from the iconic Hard Rock brand because they serve the same target audience as A Rockin' Getaway and are extremely successful. The key to the Hard Rock brand is bringing music to the forefront of everything, whether it's through musician memorabilia, constant music in the background, or glamorous decor, and that is something we hope to bring into our own brand as well. While A Rockin' Getaway will focus equally on all genres of music rather than exclusively classic rock musicians, we'd love to incorporate the atmosphere of Hard Rock locations into our hotels.



ERNIE BIGGS PIANO BAR

Ernie Biggs Piano Bar in downtown Springfield also encapsulates several brand elements that should be present at A Rockin' Getaway. When a Springfield local thinks of Ernie Biggs Piano Bar, or "P-Bar," it is known as the place everyone wants to go. It is not uncommon for there to be lines down the block waiting to get in, and you often need to make a reservation to ensure you're able to enter. This type of brand loyalty would be incredible for A Rockin' Getaway. Additionally, at the center of the P-Bar experience is not the alcohol, dancing, or socializing as it is with most bars; it's the music. People go to P-Bar to listen to the piano players and sing along with their friends, and our goal is for music to be at the center of A Rockin' Getaway as well. Additionally, P-Bar often shares photos of people singing and having a blast at their location on social media, and we would like to project a similar brand image onto A Rockin' Getaway's social media.



BRAND DESCRIPTOR WORDS (8)

1 Fun

4 Exciting

2 Energetic

5 Bold

3 Confident

6 Exclusive

REFERENCES

- 1) Woo, Angela. "Council Post: Understanding the Research on Millennial Shopping Behaviors." Forbes, Forbes Magazine, 14 Apr. 2022, <https://www.forbes.com/sites/forbesagencycouncil/2018/06/04/understanding-the-research-on-millennial-shopping-behaviors/?sh=4bf740f75f7a>.
- 2) "Psychology of Success to Millennial Marketing: USC Online." USC MAPP Online, 12 Mar. 2020, <https://appliedpsychologydegree.usc.edu/blog/psychology-of-successfully-marketing-to-millennials/>.
- 3) Jose. "What Social Media Do Millennials Use?" Digital Media Ninja, 23 Sept. 2022, <https://digitalmedianinja.com/what-social-media-do-millennials-use/>.
- 4) "How Millennials Actually Want Brands to Engage with Them." Bluecore, 8 Sept. 2022, <https://www.bluecore.com/blog/millennials-actually-want-brands-engage/>.
- 5) Josephson, Amelia. "The Average Salary by Age for Americans." SmartAsset, SmartAsset, 25 Aug. 2022, <https://smartasset.com/retirement/the-average-salary-by-age>.
- 6) Chan, Joei. "Marketing to Millennials: What You Need to Know about This Prized Market Segment." Social Media Today, 14 Nov. 2018, <https://www.socialmediatoday.com/news/marketing-to-millennials-what-you-need-to-know-about-this-prized-market-se/542034/>.
- 7) "Entry Level Marketing Salary in United States." Indeed, <https://www.indeed.com/career/entry-level-marketing/salaries>.
- 8) Allen-Short, Sarah. "500 Adjectives to Define Your Brand Personality [List]." The Marketing Doula, 2 Mar. 2021, <https://www.themarketingdoula.com/2020/02/14/500-adjectives-that-can-define-your-brand-personality/>.
- 9) HeadphonesAddict. "31+ Important Headphones Statistics & More (2022)." HeadphonesAddict, 30 Mar. 2022, <https://headphonesaddict.com/headphones-statistics/>.