



BW MARKETING BRAINSTORM

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Ways to Market



ADVERTISING



PARTNERSHIPS



SOCIAL MEDIA

1/28/2021

ADVERTISING

You can always find a Best Western Campaign



- Think of the iconic Batman spotlight, it was a sign for help, could be seen from miles away and was a sign of hope.
- Now think of a party spotlights that would move in the sky and catch your attention. You would think to yourself, “what is going on there?” or “something fun must be happening.”
- What if we got spotlights to be put at the front of our hotels or the roof to be a beacon for guests as they look for a place to stay?

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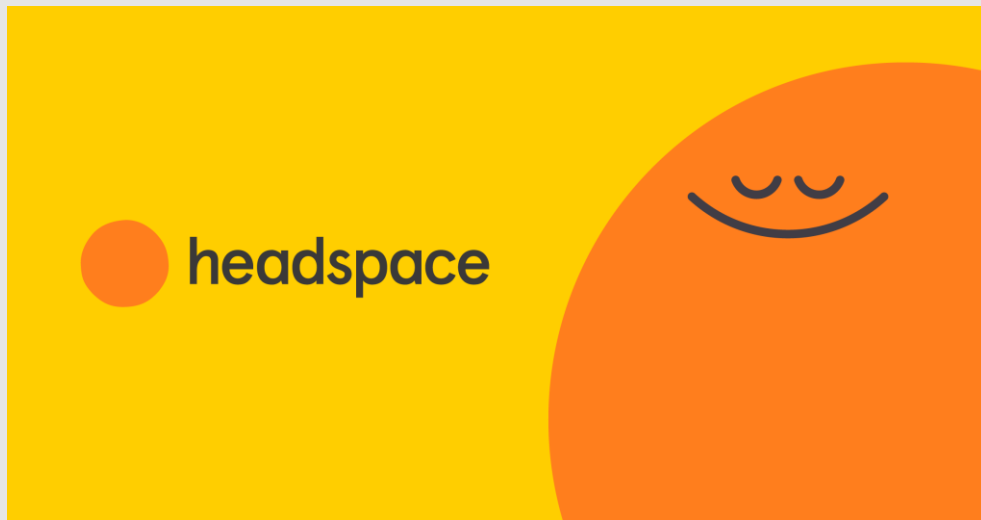
PARTNERSHIPS

IHOP



- Offering breakfast is still a big deal for guests even with COVID-19
- A partnership with IHOP could be a fun way to attract more guests to BW and get publicity
- *A one free breakfast per reservation* could draw business to the restaurants and to Best Westerns

Headspace



- The pandemic has effected everyone one way or another, and we all need time to rest and relax.
- Staying at a BW is a great way to relax but adding a platform for relaxation and meditation can reiterate what relaxation and comfort mean
- Hotels could give guests a promo code for a trial run of headspace during their stay

Smart Mirrors



- Hotels are adding new technology every year to stay up to date, helpful and interesting for their guests
- BW could partner with a smart mirror brand and have them installed for the rooms at the hotel
- Not only will this keep the brand moving forward with technology, it will boost publicity as everyone loves to show off what they experienced during their vacations whether it's a robot delivering room service or a smart mirror

Blueland



- Being environmentally friendly is a requirement for the hospitality industry
- Wouldn't it be great to say that the cleaning products BW uses are reusable helping to eliminate single-use plastic bottles

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SOCIAL MEDIA

Snapchat – Geofilter



- Sharing photos and videos is what people do when they travel
- Adding Snapchat to the mix with a Geofilter of the hotels allows guests to show their friends where they are
- Anyone in the nearby area scrolling through their snapchat filter options will also be able to see the name of the hotel

Art Competition- U.S. and Canada



- BW can host an art competition throughout the U.S. and Canada for the prize of having the art featured at a hotel
 - In hotel rooms (paintings)
 - Outside or in the Lobby (sculptures, paintings, pottery)

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THANK YOU