

BRAND
LAUNCH

HOTEL & SPA - LUXURY
HOTEL & SPA - LUXURY
theModern
NEW YORK
HOTEL & SPA - LUXURY





theModern

LUXURY HOTEL & SPA
NEW YORK

Unique serenity in the midst of the bustle.

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INTRODUCTION

A modern and sleek boutique hotel that provides a unique retreat experience in the midst of the busy city. We create a haven for professionals visiting the city, where they can disconnect from the bustle and experience a personalized retreat.

Through thoughtfully designed, color-themed rooms and rejuvenating spa services, we aim to awaken the senses and provide a unique, mood-enhancing experience that makes every stay memorable. With a focus on individuality and comfort, we strive to offer a homely, intimate alternative to larger hotel chains, ensuring guests feel cared for and eager to return every time they visit New York.



STYLE INSPIRATION



SUMMARY LAUNCH STRATEGY

Vision

Create a lasting impact by delivering memorable experiences through exceptional design, wellness, and gastronomy

Objectives

- Build a memorable brand name
- Engage with the community
- Bring in guests - achieve a 70% occupancy rate

Brand Pillars

01 Unique and purposeful design

02 Spa & Wellness

03 Gastronomy

04 Anchored in location

Launch Strategies

Collaborations

Local New York restauranters, designers, artists & lifestyle bloggers

Events

Launch party
Wellness seminar

Engagement & Amplification

Social media collaborations & paid advertising. Paid media advertising & articles.

Objectives and plans for Q3 2024 - Q2 2024 - Launch planned for November 2024

BRAND PLATFORM

Our story

Born from a desire to create a unique experience that is anchored in everything New York has to offer, while silencing the characteristically busy energy of the city.

The Modern has the desire to become a boutique hotel that caters to guests from all over the world while partnering with the best in the city.

Our philosophy

We are guided by two key principles: Everyone deserves to feel their best & the right experience is everything.

When coming to the hotel, you *experience* the unique offerings of the city at your own pace. Feel *inspired, grounded and anchored* even when travelling.



BRAND PLATFORM

Brand Vision

Our vision is to create a lasting impact on guests and locals by delivering memorable experiences through exceptional design, wellness, and gastronomy. We aim to consistently offer beauty, relaxation, and a refreshing perspective that transports people beyond the everyday.

Brand Mission

To create a unique, relaxing and catered experience for anyone looking for a peaceful break from the city’s energy.

Brand Values & Beliefs

UNIQUE EXPERIENCES

The guest experience is a top priority

RELAXATION

Relaxation is key, everyone should feel their best

DESIGN

Sleek & unique design is part of our DNA

MODERN

A modern environment from facilities to design

Personality

Friendly, Confident, Inspiring, Refined yet approachable



ECOSYSTEM

Guests of the hotel

Guest profiles on next page



Local artists:

NY has a pool of great artists. Design contests will be organised twice a year, which will allow the winning artists to showcase their art in the rooms or the lobby, making sure to curate their pieces to match the style of the hotel.



Restauranters:

Dessert and pastry chefs can sell their products here, gaining extra exposure for their restaurants. After a busy day in the city guests can come back and enjoy a delicious dessert by some of the best in the city. Treating yourself is part of the retreat experience.

GUEST PROFILES

Age: 20-55 | Working Professionals | Income: Mid-High



Explorers

Who? Travellers from the US or abroad
Values: Design, adventure, comfort, affordable luxury
Statements: “I love feeling welcome, comfortable and inspired wherever I am”
“I like to explore the world and immerse myself in different cultures”



Business Travellers

Who? Travellers coming to NY on business
Values: Comfort, relaxation, ambition, convenience
Statements: “I am busy and on the go all day, so I want to be able to relax and ground myself at the end of the day ”
“I like to combine work with pleasure”



Staycationers

Who? New Yorkers wanting a spa night/weekend
Values: Design, comfort, affordable luxury, self care, convenience
Statements: “I love feeling cared for”
“I want to relax in my own city, by myself, with friends or my partner”

BRAND PILLARS: CORE IDENTITY

01 Unique and purposeful design

- Collaboration with NY interior designer Kati Curtis (featured in AD, Elle Design, the Spruce, New York Times, and others), who is known for strategically working colors into spaces. As color is an important part of the design, this will be essential.
- Connection to local designers/artists: bi-yearly contests to display artwork in the hotel, matching the hotel's color themes.

02 Spa and wellness

- Integral part of hotel experience - retreat identity.
- Open late, accommodating for working professionals' busy schedules.
- Services include: Facials, massages, pool and sauna.

BRAND PILLARS: CORE IDENTITY

03 Gastronomy

- Quality of the food and restaurant is essential.
- Classy, modern bar with unique cocktails.
- Instead of in-house pastry chef, fresh desserts are brought in from well-known spots in New York - a taste of NY in the retreat. An example is Eileen's special cheesecake for some of NY's best cheesecakes, etc.
- Ability to (pre-)order these treats, but they will not look like takeout. Whether they are consumed at the hotel's restaurant or in the room (room service) they will be brought out on proper plates for a real dining experience.

04 Anchored in location

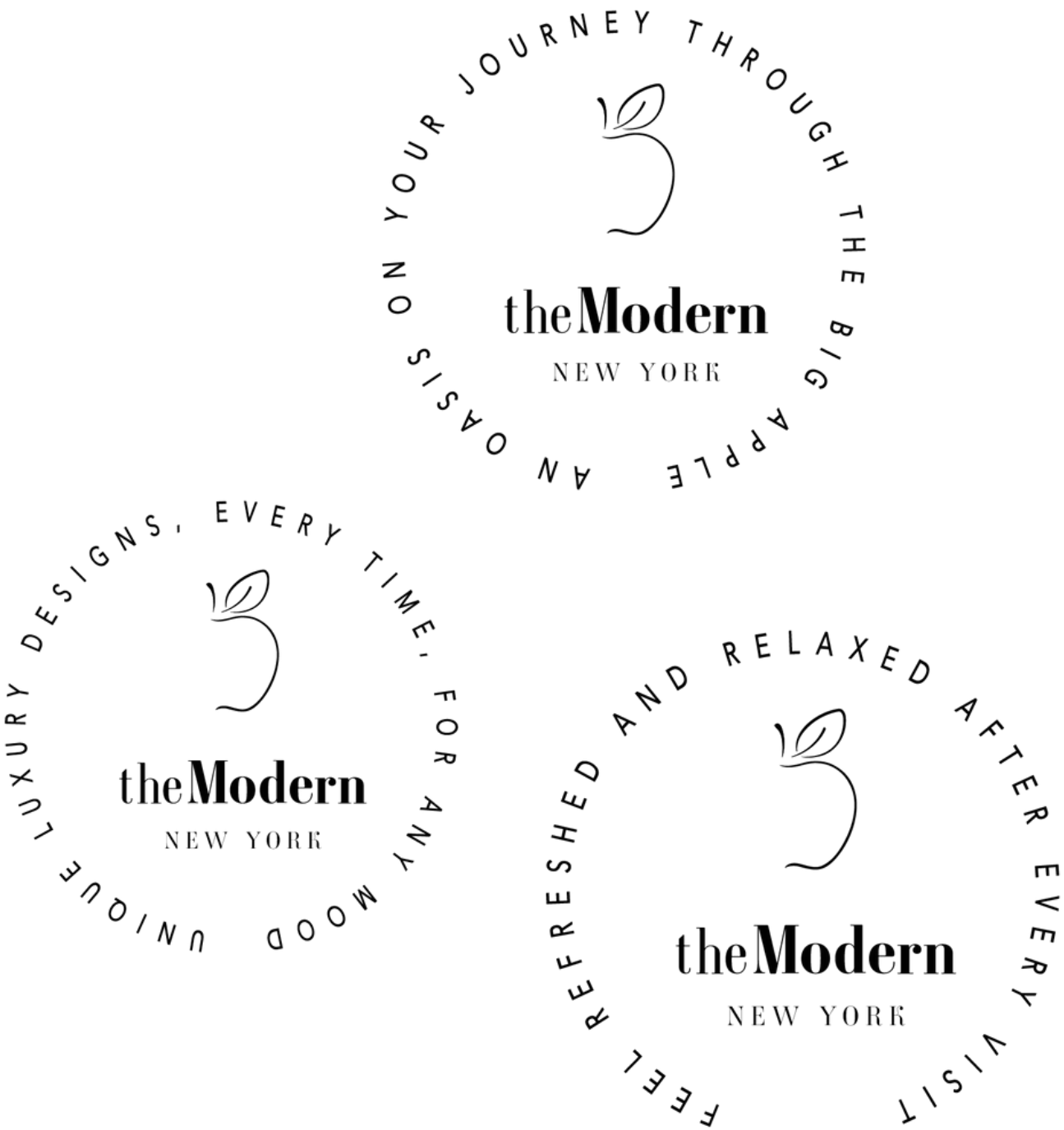
- Proximity to central park.
- New York unique vibes, neighbourhoods and restaurants around the hotel.

BRAND TONE OF VOICE

We want to paint the picture of a luxury experience mixed with comfort and approachability.

Characteristics of our brand voice: Refined, Friendly, Calm, Simple, Confident and Inspiring.

A unique haven where
the city stands still and
your time begins



LAUNCH STRATEGY

01 Collaborations

Local New York pastry shop owners, designers, artists & lifestyle bloggers.

02 Events

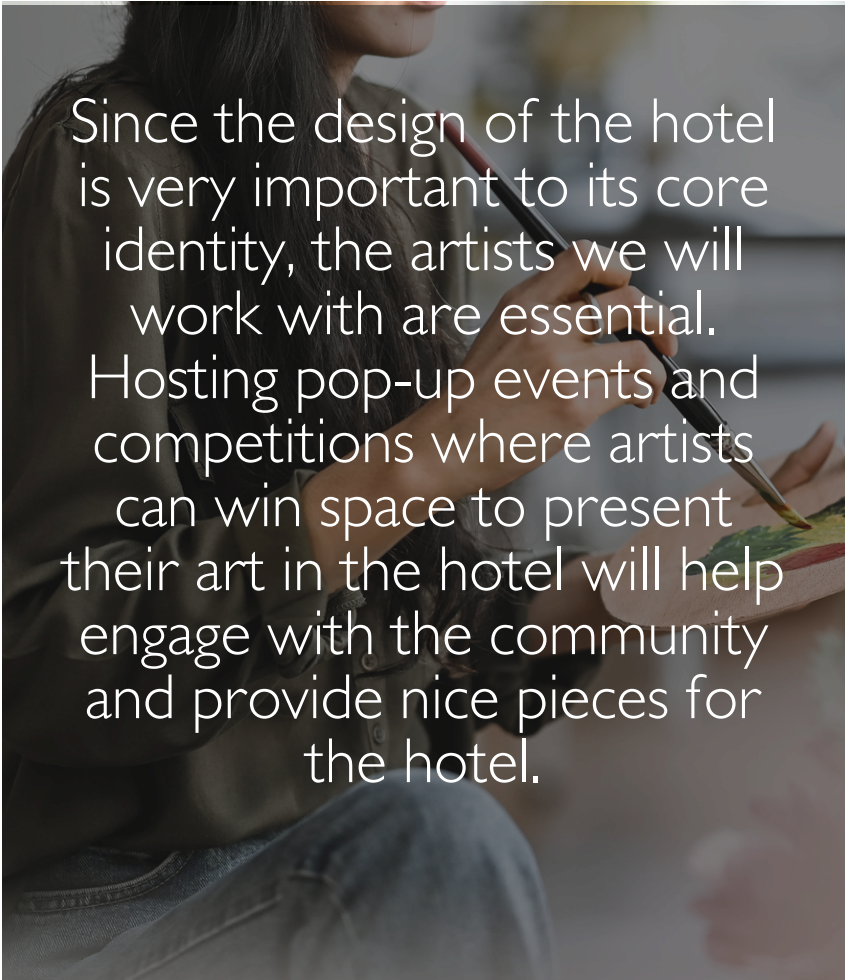
The hotel will host a few key events to mark its debut. This will include an official launch party, a wellness seminar showcasing the beauty of the spa and a pop-up art exhibition.

03 Engagement & Amplification

Social media collaborations & paid advertising. Paid media advertising & articles.

LAUNCH STRATEGY

01 Collaborations



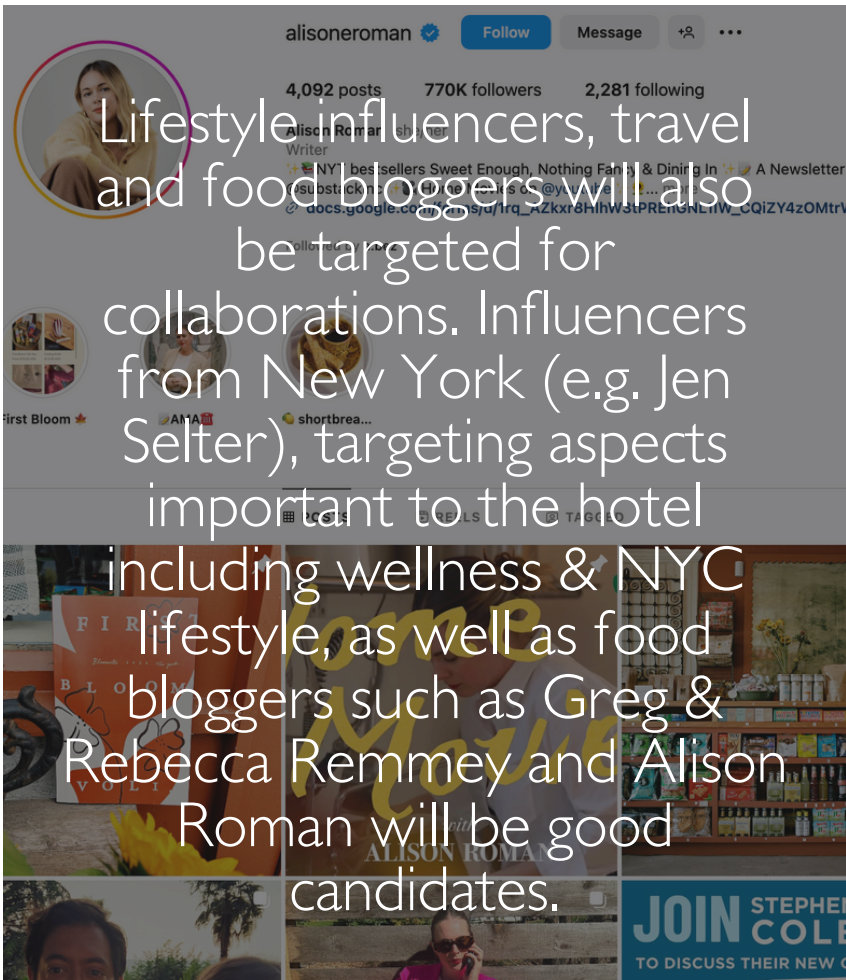
Since the design of the hotel is very important to its core identity, the artists we will work with are essential. Hosting pop-up events and competitions where artists can win space to present their art in the hotel will help engage with the community and provide nice pieces for the hotel.



The restaurateurs who will provide sweets and desserts to the hotel can be strong partners. They can help promote the new hotel in their own locations and on their own social media accounts.



Kati Curtis will be the official designer of the hotel, bringing her unique experience with New York high end clients and her knowledge for incorporating color into rooms in a tasteful and clean way.



Lifestyle influencers, travel and food bloggers will also be targeted for collaborations. Influencers from New York (e.g. Jen Selter), targeting aspects important to the hotel including wellness & NYC lifestyle, as well as food bloggers such as Greg & Rebecca Remmey and Alison Roman will be good candidates.

LAUNCH STRATEGY

02 Events

The **launch party** will mark the opening of the hotel and will showcase all its unique characteristics:

Design walk through



Our designer will host a walk through of 2 of our premium rooms along with the hotel lobby, giving an opportunity to showcase the concept and creations.

Gastronomical delights



Our chef will make key dishes from the menu, focusing on appetizers and finger foods to showcase the strength of the delicious new menu.

Showcasing desserts



Our pastry chef partners will also bring in dessert bites that will be served at the party.

Introducing the spa



The spa will be open for visiting and the wellness retreats and wellness seminar will be introduced.

LAUNCH STRATEGY

02 Events

The **launch party** will mark the opening of the hotel and will showcase all its unique characteristics:

Design walk through



Gastronomical delights



Showcasing desserts



Introducing the spa



The guest list will include people that can help spread the word through their own platforms. A diversity of guests from influencers, bloggers, press, the collaborators for this event and other notable socialites should be invited. Around 150-180 guests are recommended for this event.

LAUNCH STRATEGY

02 Events

The **wellness seminar** is meant to launch and promote the spa and its treatments. An instructor will walk the group through hands-on sessions where participants can learn and practice techniques, such as massage therapy, aromatherapy blends, or skincare analysis. Participants who bought tickets to the event will also get a voucher for a free massage session + entrance to the sauna.



LAUNCH STRATEGY

02 Events

As part of our hotel opening, we're hosting a **pop-up exhibition** featuring local artists. By highlighting the creative talent in our community, we aim to foster deeper connections and make art an integral part of our space. To help promote the event and our space, we'll be inviting artists and influencers. The hotel will run bi-yearly competitions for artists to showcase their work in the hotel and help decorate the key spaces, so this event will also be a good opportunity to connect with the artist community.



LAUNCH STRATEGY

03 Engagement & Amplification

Objectives: Brand awareness, Generate interest, Create connection, Guest acquisition

Channels:

- Print media - Hotel intro article in lifestyle & travel magazines that cater to our audience
- Social media: Own instagram and collaborator accounts
- The Modern website: Press releases will be posted here as well as updates on events



LAUNCH STRATEGY

03 Engagement & Amplification

Social media: Alongside posts from our own account, collaborative posts and paid partnerships & ads can help promote the hotel.

Collaborative posts with our key partners (pastry chefs, designer, etc) will be shared from both our and our partners' accounts. This will allow The Modern to tap into new audiences and expand reach & engagement, providing access to new potential followers and clients.

Paid partnerships and boosted posts/ads are also instrumental in driving traffic towards the hotel. We can leverage other accounts and boosting posts to promote the hotel, while gaining insight into the performance of different ads. This can help reach larger audiences that may otherwise not be reached through organic posts.

Objectives targeted: Awareness, Connection, Acquisition, Interest



LAUNCH STRATEGY

03 Engagement & Amplification

Paid media: Partnerships or paid ads with strong media platforms that reach our key demographics, can help boost reach.

Inviting journalists from magazines just as AD or Vogue living to the launch party and, if budget allows, offering them a night's stay can be a great way to partner with them for a nice review on their different channels, and an article (print and online) about the newly launched hotel.

Objectives targeted: Awareness, Connection, Interest



LAUNCH STRATEGY: SUMMARY TIMELINES

	Launch - 3 months	Launch - 2 months	Launch - 1 month	Launch	Post launch
Communication	Announcement intros of hotel, location, spa	Presentation of hotel, spa & food at and around the hotel. Launch date + party announcement (+ link to tickets)	Continuing presentation of the hotel, spa, food and art at the hotel	Launch party, focus on hotel design, event and partners	Announcement of next events. Continuing posts with hotel characteristics, focusing on lifestyle and experiences at hotel
Brand Pillar	Design, Spa & Wellness, Location	Design, Spa & Wellness, Location, Gastronomy	Design, Spa & Wellness, Location, Gastronomy	Design, Spa & Wellness, Gastronomy	Design, Spa & Wellness, Location, Gastronomy
Objective	Brand Awareness	Brand Awareness, Connection	Brand Awareness, Connection, Acquisition	Connection, Interest	Connection, Acquisition
Channel	Instagram, Website	Instagram, Website	Instagram, Website	Instagram, Website	Instagram, Paid media
Media	Own posts - Organic + boosted	Collab posts, Own posts, Paid partnerships	Collab posts, Own posts, Paid partnerships	Collab posts, Own posts, Paid partnerships	Paid Media - articles (online + offline) + socials, Paid partnerships + Organic

THE MODERN: BRAND LAUNCH



THE MODERN 2024



Thank you

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2024