MERAKI × MODUS

# WANDER

## MARKETING STRATEGY & ACTIVATION PLAN

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# TABLE OF CONTENTS

I. The Concept

II. Wander's Brand Strategy

III. Wander's Benchmarks

IV. Wander's Target Market

V. Marketing Objectives

VI. Activation & Engagement

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# Wander Manifesto

Exploration is intrinsic in us all.
We are curious, passionate, adventurous, never jaded.
The world is magical and wondrous and it is ours for the taking.

Experiences are our lifeblood and we will search far and wide, filling our minds, our souls - our hearts.
Work, play, celebration - whatever our purpose,
we treat each journey as an experience -and experiences are our currency.

Nomads of the modern age - unbounded, undaunted.
Young and young-at-heart.

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# Wander Manifesto

Set on rooftops across the globe, Wander is the globetrotter's pied a terre.
A warm, welcoming space that feels like the residence of a seasoned traveller.

Wander is a third space - an any space.  Like the wanderers, it is unbound.
It is a place to be quiet or social, to work, to unwind, to gather.
For the traveller or city dweller, it unifies through its singular notion - to bring together like-minded souls.

For an afternoon, after-work, evening or late night, Wander is buzzing and lively.
Its vantage point allowing a view onto the horizon where Wanderers always set their sights.
From a company whose name is part of the global travel lexicon, Hilton has created wander as an ode to the beautiful journey.
To the wanderlust that inspires us all.

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# THE CONCEPT & RATIONALE

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# WANDER - THE CONCEPT

Wander is Hilton's signature rooftop bar and lounge that feels like a great traveler's residence. Designed in classic Le Corbusier colors that are warm and metropolitan, the space is dynamic and highly engaging due to its wonderful collections – photos, books, wines, objects, art, music. It feels casual, homey, not posed – of a person. Of a wanderer.

Wander plays on the contrast and synergy of East and West, both blurring and highlighting the beauty of both sides of our planet. This allows for a fantastic play on the menu, on activations and also helps us move away from colonial revivalism to new globalism. A concept that hoteliers have not been able to grasp so easily in concept execution.

The arrival to Wander is notable. Etched concrete walls, a muted but highly compelling entry spaces that explodes in warm and vibrant earthy hues as you step through. The space is divided into a variety of cozy seating areas, enlivened by art, collections and greenery. Music fills the space from the music room where a resident DJ creates that sense of discovery through world music – from Italy to India – music that is similar in its genres, young, fresh and popular.

This is an inclusive place. A place that brings the world to a rooftop through the individualism of travelers.

Wander often.

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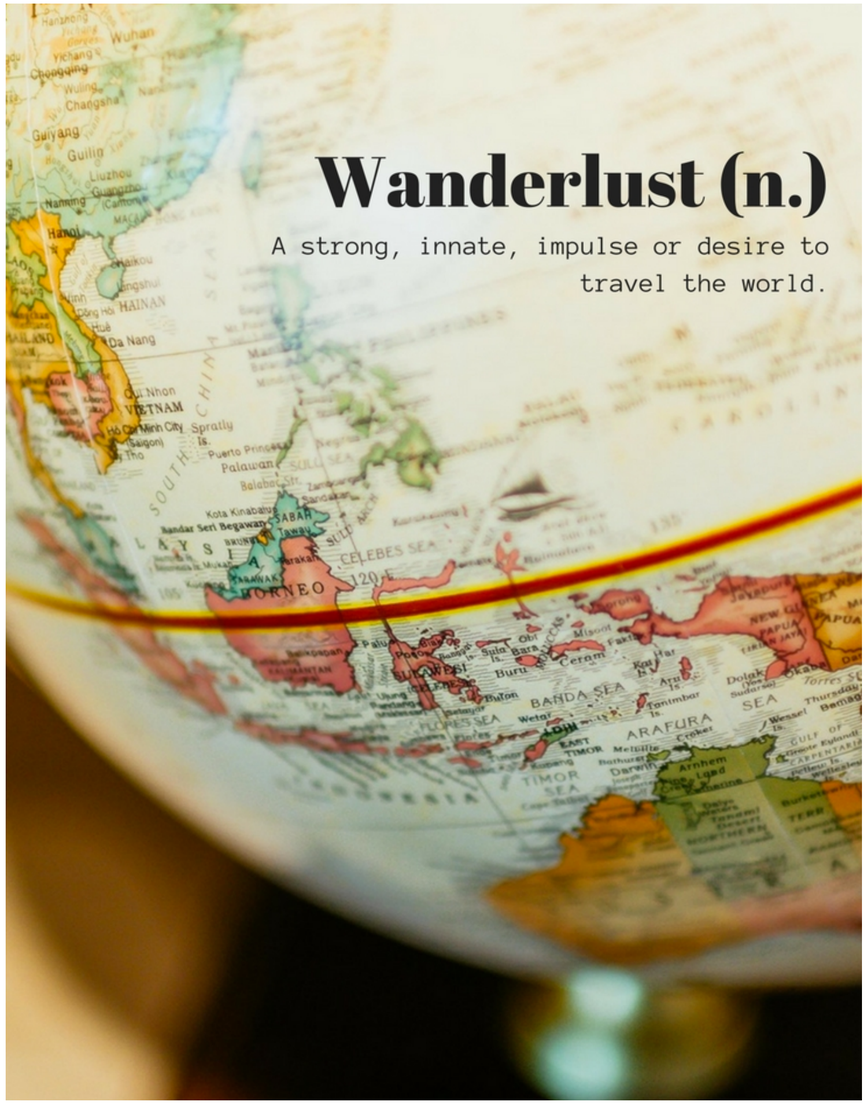
# WANDER - INSPIRED BY THE PASSION TO TRAVEL & ESCAPE




Wanderlust meaning "passion to wander" has become a part of everyday vernacular. More importantly, it has become a spirit to live by. While millennials are most known to embrace the wanderlust lifestyle, the passion for travel and escapism has actually spread over generations and become a way of life for many. Hilton has and continues to be at the forefront of recognizing the ever changing landscape of consumer lifestyles, creating memorable experiences for all their guests.

With millennials being the largest group of consumers at the moment, their changing norms are rewriting the rules for all. "A decrease in social pressure to start families and an increase of companies offering enticing vacation packages have also contributed to an increased ability for young adults to travel without sacrificing personal and professional progression."[1]

Everyone wants an experience that takes them out of their daily routine and into a place that is not the ordinary. Wanderlust is about experiences, adventure and getting out of your comfort zone. Traveling the world is one way to escape, but others escape right in their own neighborhoods or within the city they are visiting for work.

Source:
1 Travel Brands Shift Their Attention To The Millennial Market, Forbes , June 2017

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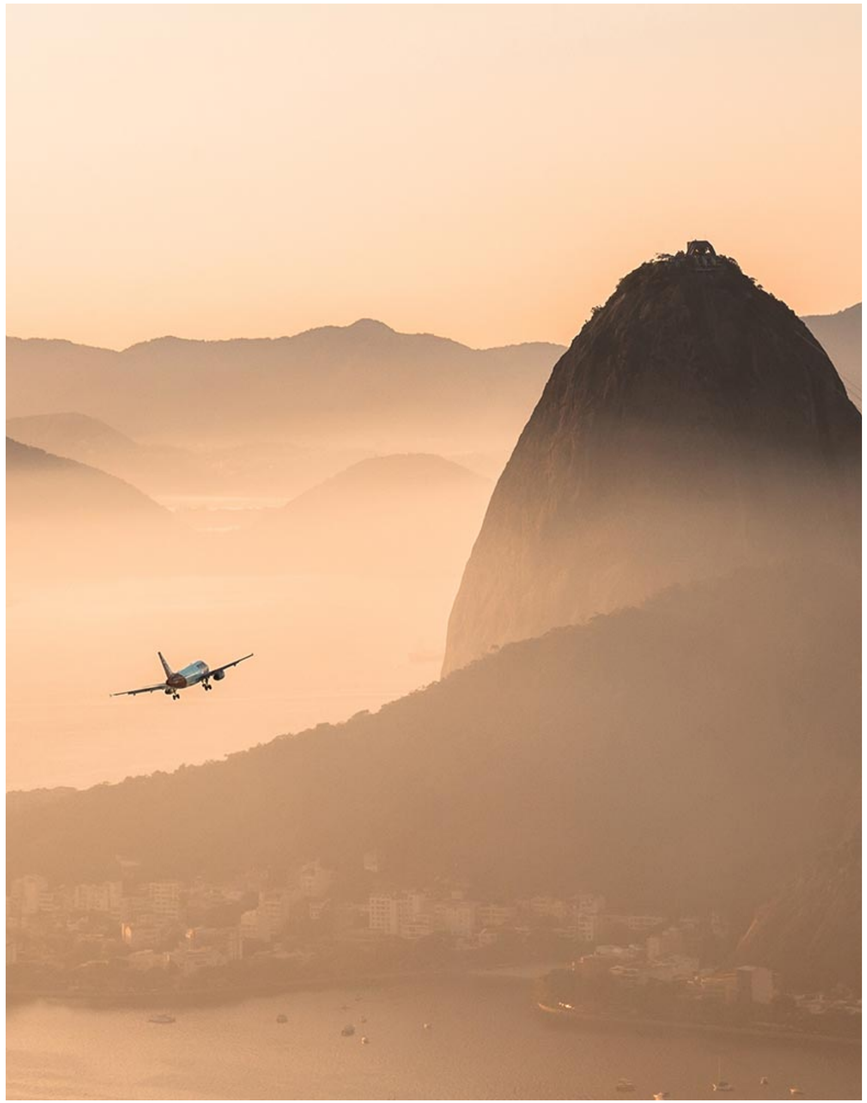
# AUTHENTIC EXPERIENCES ARE THE SOCIAL CURRENCY OF TODAY



Fueled by the younger generations and a challenging world economy, people are spending more than ever on experiences rather than "stuff." Savvy consumers are defining themselves ever more by what they have seen, done, felt, heard and been part of; and less and less by what they own. In fact, 72% of millennials say they would spend more on an experience than something physical. Older generations are following close spending more on travel and going out.

Whether it be travel, dining or activities, people have a passion to try new things and explore more than ever. The "people economy" is emotional. Authentic experiences are king, whether those experiences are far off or right in your backyard. Sharing those moments with others is the social currency of today.

Wander is all about experiences and the passion to explore. As a rooftop bar, it is an experience within itself, appealing to a youthful, worldly and culture loving set.

Source:
Travel Brands Shift Their Attention To The Millennial Market, Forbes , June 2017

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# ROOFTOPS & THEIR APPEAL

Rooftops serve as the perfect escapes for visitors and residents alike. Usually having a beautiful view of the city and a romanticism associated to them, rooftops have become a place to gather, meet, socialize and party. A place for the young, social and sensual crowd.

Each city has a list of must check out rooftops. They are place to have fun, sip a cocktail and enjoy the cityscape with a buzzing yet comfortable vibe. A great place to grab drinks with colleagues and friends, enjoying the views outdoors when the weather permits, or indoors all year around. These are venues with versatility.

Its the feeling of being a part of the city, while being above it all. Rooftop venues have become hotspots and hangouts, creating an experience of their own. Used as a third space in the mornings and afternoons, its an alternative to the Executive Lounge that is relaxed and unpretentious, open to everyone.

Through Wander, Hilton aims to bring these fun, energetic big city experiences to different locations around the globe.

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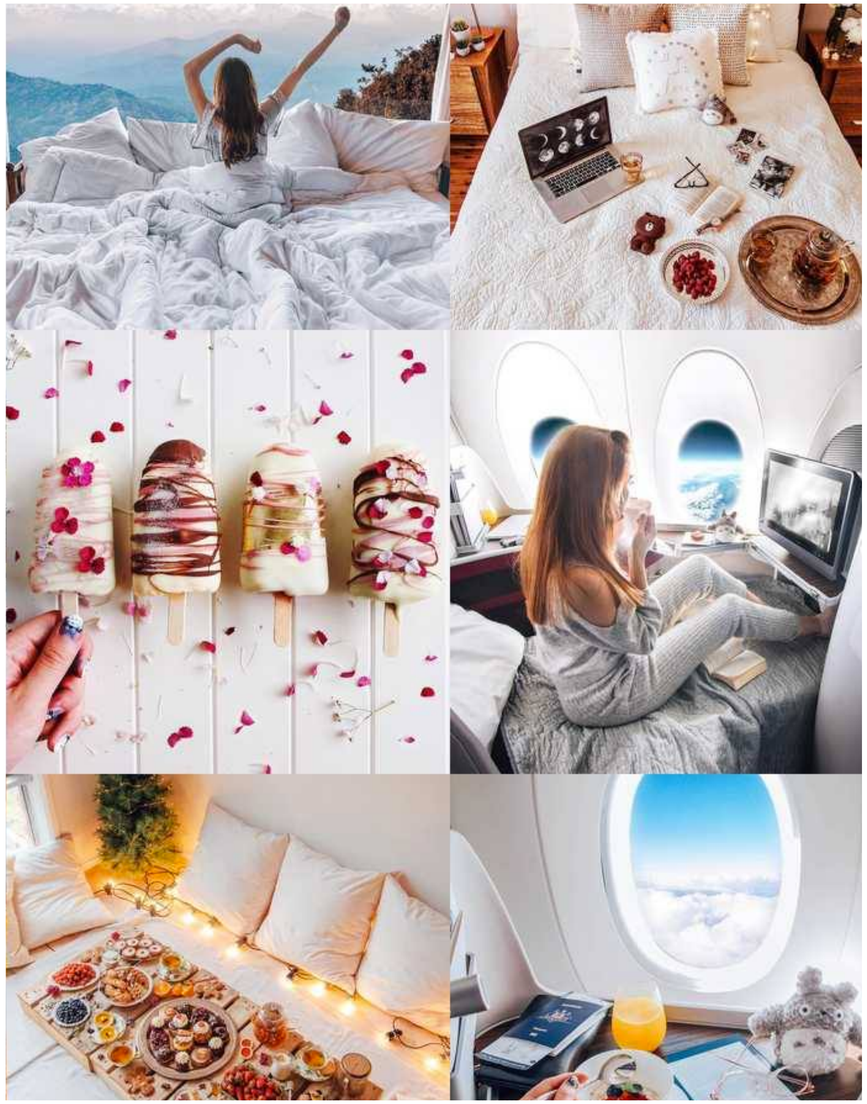
# DIGITAL & SOCIAL MEDIA'S ROLE IN ESCAPISM



Social media plays an important role in society today. Following travel bloggers, lifestyle sites and influencers online and though Instagram has become a social norm. People take inspiration from others but also live vicariously though the experiences of others.

Social media is a platform where people share their experiences, inspiring others to follow suit. Fear of missing out fuels a craving for experiences. Sharing content online is a medium that allows people to show people where you are and what you are doing. Facebook, Instagram and Snapchat focus the attention to what people are doing, more than what they are wearing or carrying.

Experiences are heavily tied to social media. People are more inclined to spend on experiences and share them on social, inspiring others to do the same.

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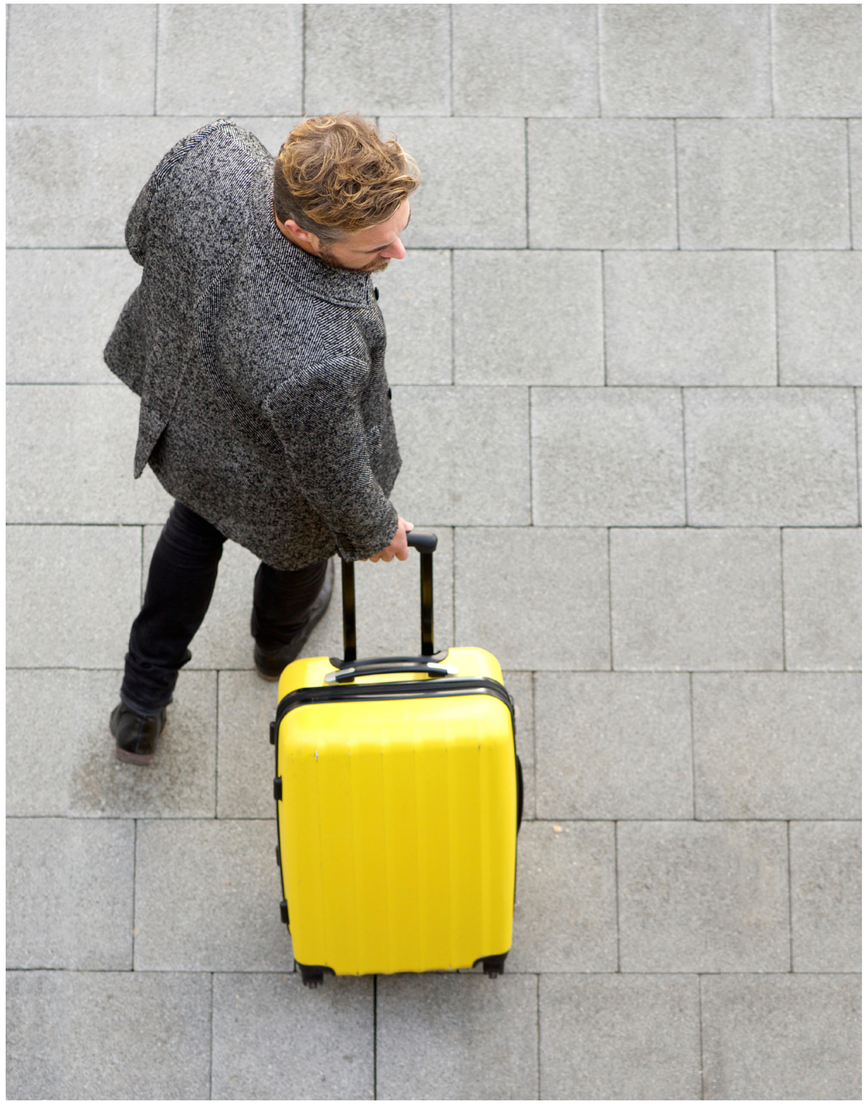
# HILTON'S ROLE IN TODAY'S HOSPITALITY LANDSCAPE



Hotel brands around the world are striving to appeal to a younger mindset with a greater passion for authentic experiences. People's lives and behaviors are changing and hospitality brands must stay relevant, giving guests more of what they want in their stays. Hilton is no different, they too are looking to enhance the customer experience though understanding their guests and providing services and offerings that are exciting and on trend.

With initiatives and experiences such as Hilton@Play and In Room Gyms, Hilton is focusing on the customer of today. Many of which are business travelers. Partnering with concert organizers and wellness brands are just a few ways Hilton is adapting to its customer of today.

"Business travel is a lifestyle for many of our guests," says Kelly Phillips, Hilton's senior vice president of global engagement and strategic accounts. "And we're seeing a growing desire by these travelers to add a leisure component to their trip and experience the destination beyond the meeting room."[1]

Source:
1 - Skift - Time Starved Business Travelers Are Missing The Bleisure Trend

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# WANDER'S BRAND STRATEGY

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## Wander's Positioning:

# Wanderful Experiences

A rooftop experience curated by a cultured traveler, created for all those with wanderlust.

Wander is a dynamic, Hilton signature rooftop bar and lounge inspired by the stylish residence of the modern day global nomad.
An engaging and comfortable escape, Wander takes the best of the East and West,
creating an energetic and vibrant experience for those who have a passion to explore.

Found across cities, Wander is a destination within the neighborhood, always promising a good time.

Grab a drink, have a bite, enjoy the moment and make it your own.
Wander on.... Wander often.

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## Wander's Vision:

# An escape for the wanderlust

Wander aims to become a Hilton signature rooftop destination, bringing the spirit of travel and wanderlust to different cities around the globe.

An engaging and recognizable bar and lounge for hotel guests and neighbors to escape to throughout the year, Wander seeks to be a dynamic space, highlighting the best of the East and West.

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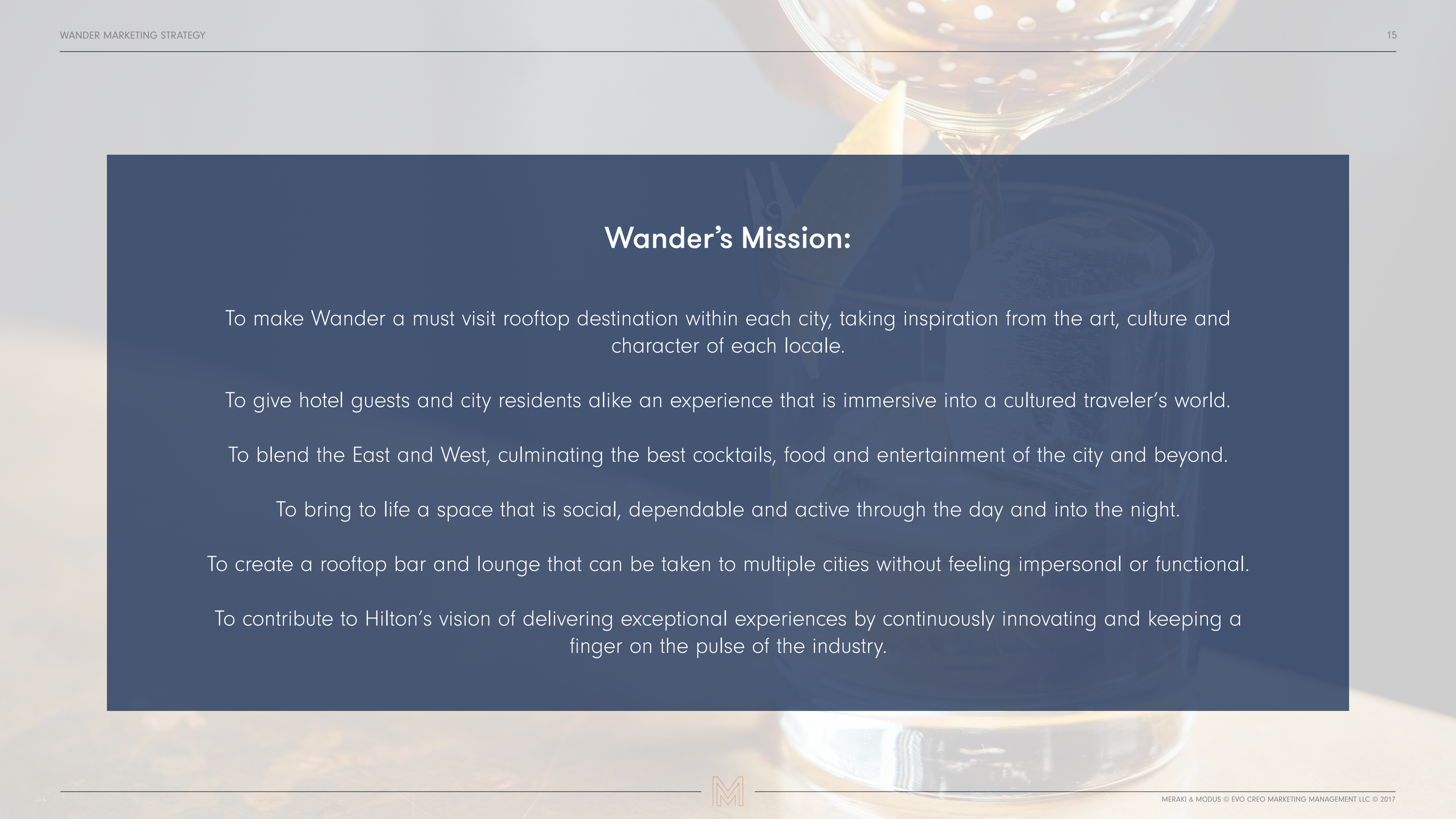

## Wander's Mission:

To make Wander a must visit rooftop destination within each city, taking inspiration from the art, culture and character of each locale.

To give hotel guests and city residents alike an experience that is immersive into a cultured traveler's world.

To blend the East and West, culminating the best cocktails, food and entertainment of the city and beyond.

To bring to life a space that is social, dependable and active through the day and into the night.

To create a rooftop bar and lounge that can be taken to multiple cities without feeling impersonal or functional.

To contribute to Hilton's vision of delivering exceptional experiences by continuously innovating and keeping a finger on the pulse of the industry.

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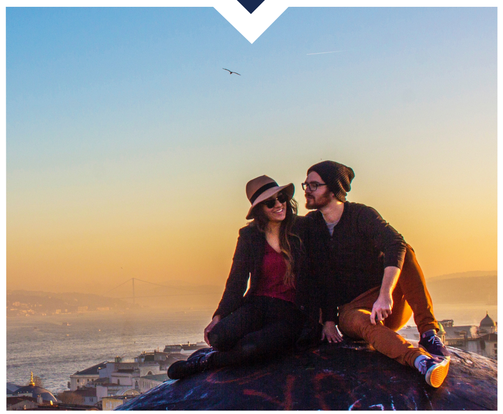
# BRAND VALUES

## WANDER IS ...

### FUN

### INCLUSIVE



### PASSIONATE

### INNOVATIVE

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## Wander's Brand Values:

# Fun

We are here for a good time. Energetic, laid-back and lively, order your favorite drink and let the evening come alive. Enjoy our space, it's your hideaway. Transport yourself above the busy streets and leave your responsibilities aside. We are here to make your day brighter, creating memories with you. Explore without going the distance. Follow your interests. Find what makes you truly happy. Dance to the rhythm of the music, find yourself lost in the prints on the walls. Let loose and don't take life too seriously. We are always up for a laugh and ready to celebrate. There is no time to waste.

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## Wander's Brand Values:

# Inclusive

We celebrate the similarities and differences found in all of us. The world is a small place, getting smaller day by day. We are for everyone, bringing together traditions, culture and specialties from East and West. We are cultured, but never pretentious, stylish but never assuming. Food and drinks are a universal language, they unite us. We believe that our neighbors are not only the people who live next door, but all of those whose lives are connected to our own. Whether your home is the local city or far away, you are always welcome. Everyone is entitled to explore a bit deeper and dream a bit bigger.

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## Wander's Brand Values:

# Passionate

We have a passion to share the beauty and charm of the world we live in. We believe travel is a means of expression and growth. We have a passion to innovate and create the best of experiences for all those who visit. We want you to find something that makes your heart skip a beat and brings joy to your day. We take our mission of creating memorable "wanderful" experiences seriously. We are enthusiastic and driven, adventurous and expressive.

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## Wander's Brand Values:

# Innovative

We are the early adopters. The trend-setters. There is always something new to explore, learn or do. We are naturally curious. We believe discovery and innovation is the key to success in today's globalized society. We like to do things differently, stick out from the crowd. We are critical thinkers, questioning the norms. We are worldly in our outlook and believe in continuous self-enrichment. We are striving to make our offering, culture and programing stand out and be on trend. We are always ahead of the game.

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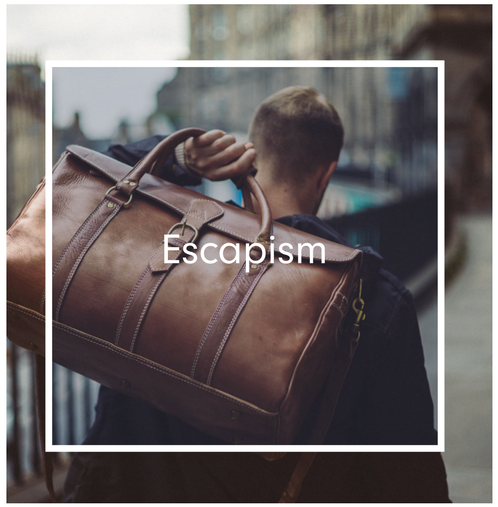
# WANDER'S USPS

## WHAT MAKES WANDER UNIQUE?



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# WANDER USPS

## ESCAPISM

Created as a quick escape, and with the avid explorer in mind, Wander is a getaway from a busy day to day routine. A place to let loose and let the upbeat rhythm of the music transport you away, no matter which city you are in. Wander is the perfect rooftop for those looking to escape without leaving the neighborhood.

Designed as a traveler's curated home, the collections of art, music and books allow you to get lost in the beauty of all that the world has to offer. Taking it one step further, the food and drinks menus have been carefully crafted to share the best of all hemispheres . The dual bars - one highlighting the cocktails, wines and spirits of the The East and the other The West.

Open throughout the day as a reprieve from a hectic business trip or a place to celebrate a birthday with friends over a cocktail, Wander is a multifaceted bar, lounge and social space that is buzzing, energetic and fun. The rich, engaging and creative activation program makes Wander more than just a rooftop bar and lounge, but a destination to experience in itself.

Explore without going too far.

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# WANDER USPS

## UNIVERSAL APPEAL

Travel is a pastime spanning across generations. Its a universal interest that is discussed over a drink at a dinner party or shared by an Instagram post. Wander has been created for the traveler, explorer and globetrotter in all of us. Its a space that brings the world closer through mixology, food, art and entertainment. Inspired by the wanderlust in us all, Wander has something for everyone. Whether its a carefully crafted Papaya Citrus Martini to start your evening, or a Middle Eastern Falafel Bowl for a refreshing lunch, Wander is about creating your own experiences.

Open in cities around the world, Wander brings to life a passion found in many - the passion to travel the world.

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# WANDER USPS

## DYNAMISM

No matter which Wander you step into around the world, each one boasts its own unique character. Each Wander venue has been curated to tell an original story through its collections and electric furnishings. While the art, photography and entertainment may change, Wander's ethos remains the same; be curious, be adventurous and have a great time.

The menu is curated, taking a wonderful and always up to date journey around the world.  At the same time, Wander brings the best of local - the beloved and fresh flavors of the city, inspired by young homegrown chefs and bartenders that are gifted and re-imagining their native flavors.Sip on an Aquavit cocktail from the edgy Western bar, or a Japanese whiskey from the East. Try something new or stick to a favorite, the choices are refreshing and out of the ordinary.

The space is versatile and charismatic, perfect to host an art installation, intimate concert or your next party. During the day, find a relaxed clubhouse like feel, which transitions to a warm, sensual bar and lounge at night. The concept has been created to adapt to the space and city in which it resides.

The activation program compliments the venue, specifically developed to keep the space energetic, fresh and relevant, creating unique experiences for guests. Some events and programs may highlight elements the local city, while others bring the world to the Wander rooftop. Each one adds an element of fun, excitement and originality to the concept.

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# WANDER USPS

## LAID-BACK SOPHISTICATION

Wander is grown up without formality. Its a destination that is friendly, vibrant and offbeat. Stylish in its design and ambiance, Wander is for those who want to take a step away from the bustle of a daily routine and into a world that is not their own. The photography, books, wine collections add culture and poise to the Wander experience. Nevertheless, its a place to be yourself.

Homey and relaxed the service and culture is easy-going, friendly and welcoming. The perfect spot to check out when traveling alone for business or with a big group for a celebration. The feel of a membership club, without the membership. Wander is a place to grab a coffee in the day and a relaxing coffee in the evening. An inclusive space that is part of the greater Hilton experience - always comforting and up to the mark. Guests can expect nothing less than the best in food, drinks, design and service.

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# WANDER'S BENCHMARKS

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# WANDER'S BENCHMARKS

As Wander aims to be a dynamic rooftop destination found across Hilton properties around the world, the benchmarks have been considered based on location, positioning and offering. Each benchmark is a well-known rooftop restaurant, bar and / or lounge within a hotel property.

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# BENCHMARKS / ROOFTOPS / CE LA VI - SINGAPORE

## THE FACTS:

### Offering:
- Rooftop restaurant, bar and lounge service Asian cuisine
- Lunch, dinner and drinks at the skybar
- Indoor and Outdoor space

### Positioning:
- An adult playground that let's you experience life at the top

### Locations:
- Rooftop of Marina Bay Sands, Singapore
- Multiple locations include: Bangkok, Hong Kong

### Pricing: $$$

### Social Media Score ●●●○○
- Presence on social media is okay
- Can be more active

### Yelp Score: 3.5 /5

### What's their story?
- Formally Ku de Ta, Ce La Vi is the first of many rooftops restaurant lounges with that name
- Meaning "this is life" the restaurant and lounge brand looks to be a global dining and entertainment concept found in prominent cities around the world
- The restaurant is a creation of chef Joseph Sergentakis serving specialties like

### Who's behind it?
- L Captain Asia - A private equity firm backed by LVMH Moet Hennessy

### What's their hook?
- A 40,000 sq. foot location that overlooks the beautiful panoramic views of Singapore Marina as well as the hotel

CÉ LA VI SINGAPORE

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# BENCHMARKS / ROOFTOPS / ST. CLOUD SOCIAL - NEW YORK

## THE FACTS:

### Offering:
- Rooftop bar and lounge focusing on drinks and small plates
- Open from day to night
- Indoor and Outdoor space

### Positioning:
- The pinnacle of luxury atop Times Square, offering a progressive cocktail menu, craft beers and an upscale seasonal small plates menu

### Locations:
- Single Location
- Rooftop of the Knickerbocker Hotel in Times Square, New York.

### Pricing: $$$

### Social Media Score ●●●○○
- Well crafted Instagram profile, simple, young lifestyle images
- Very active on Instagram, similar content posted on Facebook.

### Yelp Score: 3.5 /5

### What's their story?
- Perched on the top of the newly opened Knickerbocker Hotel in Times Square, the rooftop lounge features two bars (indoor & outdoor), cigar lounge and outdoor Skypods (VIP areas)
- Named after the hotel that once stood in the exact same location, St. Cloud has a historic past.
- Focusing on a well-crafted cocktail menu and offering craft beers, St. Cloud delivers a great ambiance of a speak-easy meets beirgarden

### Who's behind it?
- Owned and operated by the Knickerbocker Hotel

### What's their hook?
- The location right above Times Square let's people enjoy the views without being in the chaos.
- A cool, upscale experience in the center of New York City to grab a drink and a bite to eat.
- The offering, along with the view make it a popular spot for young professionals of the city and tourists alike.
- The promotion and social media is all about the young, refined crowd and mindset. Its a place to have a good time.

ST CLOUD SOCIAL ROOFTOP BAR

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# BENCHMARKS / ROOFTOPS / RADIO ROOFTOP BAR - LONDON

## THE FACTS:

### Offering:
- Rooftop restaurant, bar and lounge
- Lunch menu, Small Plates Menu, Cocktail / Bar Menu
- Brunch Menu Saturday & Sunday
- Indoor and Outdoor space

### Positioning:
- "Take your party to atmospheric heights"

### Locations:
- Rooftop of the ME Hotel London
- Second Location: Milan

### Pricing: $$

### Social Media Score ●●○○○
- Not very active on social media

### Yelp Score: 3.5 /5

### What's their story?
- Located on the 10th floor of the ME by Melia hotel in London. Radio Bar boasts a beautiful view of the city.
- Elegant and stylish, there is both and indoor and outdoor bar that serves specialty cocktails
- Every Thursday evening, Radio Bar hosts a cocktail party called "Frequency" showcasing cocktails, finger foods and a DJ

### Who's behind it?
- The One Group & One Hospitality - International Hospitality Lifestyle firm
- Creators of STK, Bagatelle, Asellina, Gansevoort Rooftop

### What's their hook?
- Centrally located in a popular hotel, Radio club draws a mixed crowd of young professionals in the area along with American tourists who enjoy the view and a nice cocktail or glass of wine.
- Having an indoor and outdoor space makes the venue desirable, no matter the weather.

RADIO

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# BENCHMARKS / ROOFTOPS / THE ROOFTOP AT MAMA SHELTER - LOS ANGELES

## THE FACTS:

### Offering:
- Rooftop restaurant, bar and lounge
- Lunch, Dinner & Drinks
- Inspired by world cuisine and flavors
- Indoor and Outdoor space

### Positioning:
- "Enjoy our homemade meals and cocktails or a cup of coffee with friends. "

### Locations:
- Rooftop at Mama Shelter Los Angeles
- Other Rooftop Locations: Paris

### Pricing: $$

### Social Media Score ●●●●○
- Very active on social media through the hotel's handles
- The rooftop is featured on the profile quite a bit, always promoting the space, offering and activations.

### Yelp Score: 3 /5

### What's their story?
- Mama Shelter is known for their millennial driven, casual, hotel concept with several locations across the world.
- The Los Angeles hotel has a vibrant rooftop restaurant and bar created for the young traveler and resident.
- A great place to grab a bite and a drink day or night
- There is a similar rooftop experience at the Paris location, however the design and offering differ

### Who's behind it?
- Operated by Mama Shelter

### What's their hook?
- Fun, colorful and young spirited, The Rooftop at Mama Shelter is the perfect restaurant hangout with great views of the Hollywood Hills.
- A large cocktail menu, driven by the beverage trends of millennials is complimented by a Rooftop food and Charcuterie Menu
- Their entertainment and activation programs make the rooftop a dynamic space with DJs and movie screenings on certain nights, in addition to yoga classes during the day.

MAMA SHELTER

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# BENCHMARKS / ROOFTOPS / THE ROOFTOP AT SOHO HOUSE - MULTI CITY

## THE FACTS:

### Offering:
- Rooftop restaurant, bar and lounge
- Lunch / Dinner / Drinks & Pool Menu
- Indoor and Outdoor space depending on location

### Positioning:
- "Take your party to atmospheric heights"

### Locations:
- Rooftops at The Soho House City Locations
- New York, Chicago, Barcelona, Berlin, Shoreditch

### Pricing: $$$

### Social Media Score ●●●○○
- Presence on social media is well maintained
- Rooftops are promoted as a part of Soho House's social media

### Yelp Score: N/A

### What's their story?
- Almost every Soho House has a rooftop offering, whether it be a pool side restaurant or a full on rooftop bar and lounge.
- Even though each rooftop looks and feels completely different, Soho House has does a great job of making the rooftop appealing and interesting.
- Many of the rooftops have beautiful views of the city they reside in.

### Who's behind it?
- Operated and created by Soho House

### What's their hook?
- Utilizing the rooftop of their locations, Soho House has made their rooftops an iconic offering for members, residents and guests.
- Most have a bar along with a restaurant and / or lounge.
- The Rooftop at the Soho House Chicago is most well-known for its panoramic views that are well enjoyed by relaxing on a comfortable sofa or by a warm fireplace.

SOHO HOUSE

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# BENCHMARKS / ROOFTOPS / SUGAR - MIAMI

## THE FACTS:

### Offering:
- Rooftop Restaurant, Bar & Garden
- Dinner & Small Plates Menu, Cocktail / Bar Menu
- Outdoor space

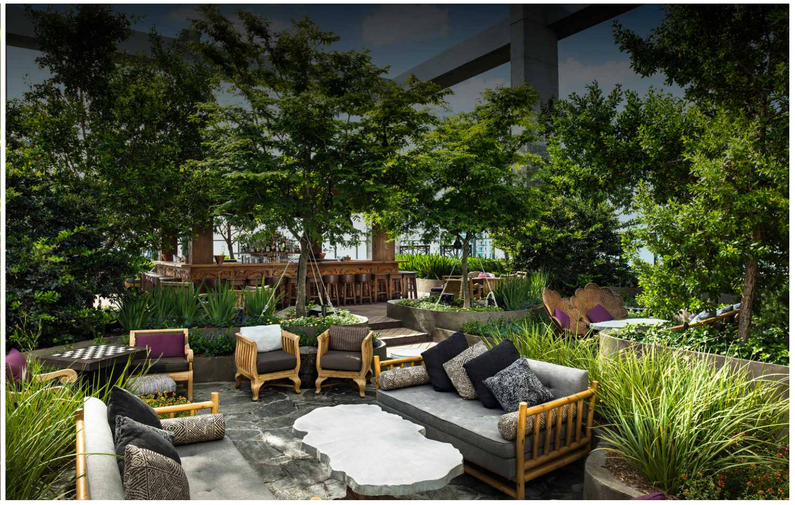
### Positioning:
- "Inspired by our Chinese and Hong Kong roots, Sugar brings an Asian-influenced restaurant & bar experience to the heart of Miami's Brickell district."

### Locations:
- Rooftop at The East Hotel Miami
- Second Location at The East Hotel Hong Kong

### Pricing: $$$

### Social Media Score ●●○○○
- No individual social media handles,
- Not promoted as a separate venue but as part of the hotel's offerings

### Yelp Score: 4.5 /5



### What's their story?
- Sugar is the rooftop restaurant, bar and garden located on the 40th floor of The East Hotel Miami - an Asian inspired boutique hotel located in Brickell City Center
- The menu combines a variety of culinary heritages; offering authentic Asian flavors, signature cocktails and family style service.

### Who's behind it?
- Operated by The East Miami

### What's their hook?
- The untraditional hideaway has a lush garden overlooking the sky and urban Downtown Miami
- A curated mix of sounds by local and international DJs create a fun and laid-back atmosphere, accentuated by panoramic views of the Miami skyline.

sugar

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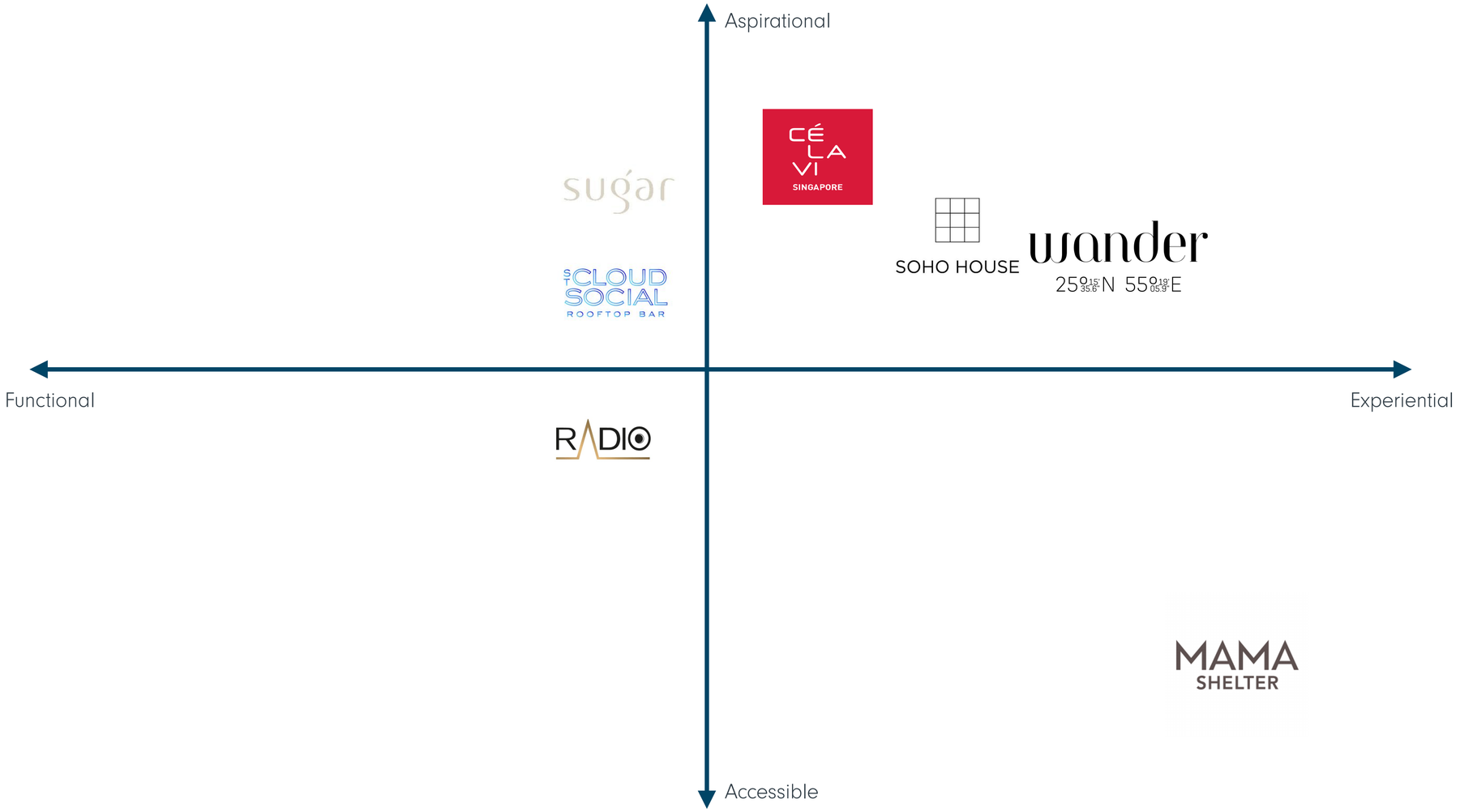
# POSITIONING MATRIX - WANDER

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# IV

# WANDER'S TARGET MARKET

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# Wander Taget Market:

## Wander is for....

The modern-day global nomad.

For those who are out and about, traveling for an industry conference or making the most of the city they call home.

For those who roam without looking back.
For the appreciators of unique experiences.

For the globally aware, who work hard to play hard.
For those who believe socializing drives creativity and and innovation

Wander is not for a defined age or nationality, but rather appeals to the multi-cultural explorer always on the move looking for something new.

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# WANDER TARGET MARKET

## HOTEL GUESTS - BUSINESS

### What are their needs, wants and desires?

- An casual yet refined rooftop lounge to relax, have fun and mingle with other guests, colleagues or friends from the city.
- An escape from a busy day of meeting and conferences.
- A place that can give me a sense of the city, without going too far.
- A well-known spot in the city to enjoy the beautiful surroundings with a drink, bite to eat and entertainment.
- A space that is lively in the day as well as the evening.
- A place in to spend sometime alone and then have people join for a drink and casual meal.
- A venue that is new and exciting, not the same old hotel bar that is attached to the lobby.
- To socialize even when traveling alone.
- A laid-back and enjoyable space that is active, interesting and exciting.
- A place that is upbeat and entertaining without being too intense.

### How do we target them?

- Social Media
- In-room Communications
- Concierge Service
- Word of Mouth

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# WANDER TARGET MARKET

## HOTEL GUESTS - BUSINESS

### What's Wander's message?

- Wander is Hilton's signature rooftop destination inspired by a passion to travel and explore.
- Wander is a fun, energetic and vibrant rooftop bar and lounge. A perfect spot to let loose after a long day with great music, a cocktail and a bite to eat.
- A place to escape to and socialize when traveling for work, even if you are on your own.
- Wander is a great for a group of friends or colleagues meeting to catch up or celebrate an occasion.
- The robust food and beverage offering brings together the best of East and West, Wander is the perfect place to indulge in a Saketini with an array of Montaditos, or a Hemingway Daiquiri with Cider Steamed Pork Baos.
- Wander is a well-known, unique spot in the city that is not just a regular hotel lobby bar.
- A laid back and dynamic space to make your own throughout the day and evening.
- The engaging venue is all about creating unique experiences for guests through a robust activation program. There is always something interesting happening, whether it be a pop-up art exhibit during the day or a dueling bar competition at night.
- Inspired by an apartment on a global nomad traveler, Wander is an escape, evoking the love for travel and exploration through food, beverage, design and programming.

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# WANDER TARGET MARKET

## HOTEL GUESTS - LEISURE

### What are their needs, wants and desires?

- An casual yet refined rooftop lounge to relax, have fun and mingle with other guests or friends from the city.
- A new place to discover and enjoy a fun evening.
- A place that showcases the city in a fun, dynamic and engaging way.
- A place that can give me a sense of the city, without going too far.
- A well-known spot in the city to enjoy the beautiful surroundings with a drink, bite to eat and entertainment.
- A space that is lively in the day as well as the evening.
- A place in to spend sometime alone and then have people join for a drink and casual meal.
- A venue that is new and exciting, not the same old hotel bar that is attached to the lobby.
- To socialize even when traveling alone or as a couple.
- A laid-back yet sophisticated, enjoyable space that is active, interesting and exciting.
- A place that is upbeat and entertaining without being too intense.

### How do we target them?

- Social Media
- In-room Communications
- Concierge Service
- Word of Mouth
- Lifestyle blogs and publications.

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# WANDER TARGET MARKET

## HOTEL GUESTS - LEISURE

### What's Wander's Message?

- Wander is Hilton's signature rooftop destination inspired by a passion to travel and explore.
- Wander is a fun, energetic and vibrant rooftop bar and lounge. A perfect spot to let loose with great music, a cocktail and a bite to eat.
- A place to socialize and meet new people even if you are on your own.
- Wander is a great place for a group of friends meeting to casually catch up or celebrate an occasion.
- The robust food and beverage offering brings together the best of East and West, Wander is the perfect place to indulge in a Saketini with an array of Montaditos, or a Hemingway Daiquiri with Cider Steamed Pork Baos.
- Wander is a well-known, unique spot in the city that is not just a regular hotel lobby bar.
- A laid back and dynamic space to make your own throughout the day and evening.
- The engaging venue is all about creating unique experiences for guests through a robust activation program.
- There is always something interesting happening, whether it be a pop-up art exhibit during the day or a dueling bar competition at night.
- Inspired by an apartment on a global nomad traveler, Wander is an escape, evoking the love for travel and exploration through food, beverage, design and programming.

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# WANDER TARGET MARKET

## LOCAL CITY RESIDENTS

### What are their needs, wants and desires?

- An casual yet refined rooftop lounge to relax, have fun and mingle with colleagues or friends from the city.
- An escape from a busy, routine-filled day.
- A place that is close by but makes me feel like I am away from my daily routine.
- A place that I can relax and be myself.
- A well-known spot in the city to enjoy the beautiful surroundings with a drink, bite to eat and entertainment.
- A space that is lively in the day as well as the evening.
- A place in to spend sometime alone and then have people join for a drink and casual meal.
- A place that works well for groups, giving people options.
- A venue that is new and exciting, not the same old rooftop bar.
- A laid-back and enjoyable space that is active, interesting and exciting.
- A place that is upbeat and entertaining without being too intense.

### How do we target them?

- Social Media
- Word of Mouth
- Local blogs and publications.

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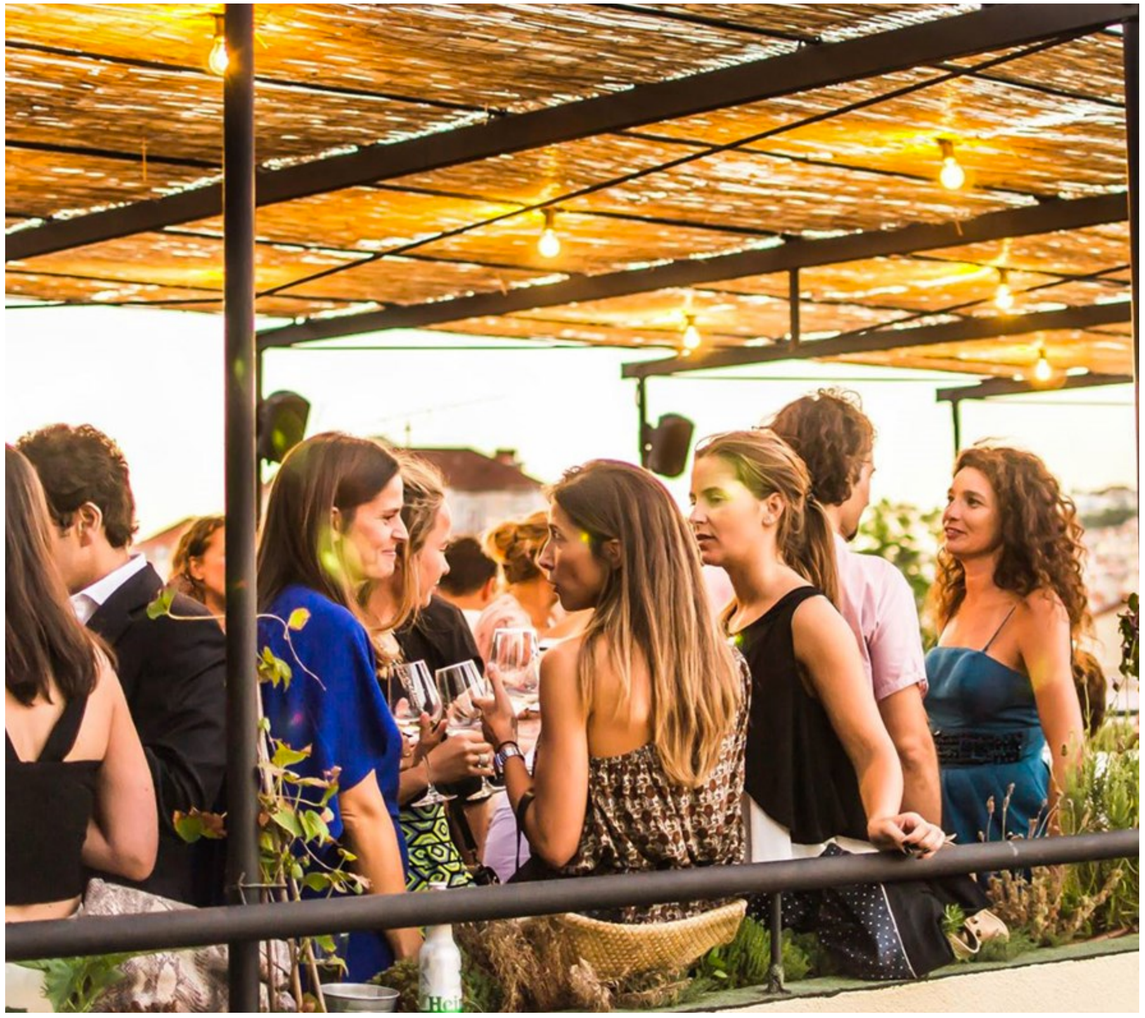
# WANDER TARGET MARKET

## LOCAL CITY RESIDENTS



### What's Wander's Message?

- Wander is Hilton's signature rooftop destination inspired by a passion to travel and explore, an ode to the wanderlust in us all.
- Wander is a fun, energetic and vibrant rooftop bar and lounge. A perfect spot to let loose with great music, a cocktail and a bite to eat.
- Inspired by an apartment on a global nomad traveler, Wander is an escape, evoking the love for travel and exploration through food, beverage, design and programming.
- An escape from the daily routine, Wander is a social rooftop that you can make your own.
- Wander is a great place for a group of friends meeting to casually catch up or celebrate an occasion. It never get old as its always changing.
- The robust food and beverage offering brings together the best of East and West, Wander is the perfect place to indulge in a Saketini with an array of Montaditos, or a Hemingway Daiquiri with Cider Steamed Pork Baos.
- Wander is a well-known, unique spot in the city to check out.
- A laid back and dynamic space throughout the day and evening.
- The engaging venue is all about creating unique experiences for guests through a robust activation program.
- There is always something interesting happening, whether it be yoga in the morning, a pop-up art exhibit during the day or a dueling bar competition at night.
- Wander makes you feel like you are away from it all without going too far.

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# MARKETING OBJECTIVES

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# Wander's Marketing Objectives

To successfully position Wander as a travel inspired Hilton signature rooftop experience in prime and secondary cities around the world.

To create brand loyalty and affinity within the direct community of hotel guests and local residents, making Wander a destination to visit within each city.

To engage guests and cultivate a following through a well thought out activation calendar, to maintain a positive and long-term relationship with them as the brand grows to multiple cities.

To constantly innovate and keep our product fresh and new by staying on the pulse of what is happening in local / regional / global trends.

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# MARKETING OBJECTIVES - PER PHASE

An activation and communications program would typically be split into three phases, Pre-Launch, Launch and Ongoing. Each phase aims to achieve the overall marketing objectives for the venue, creating hype and building a following.

## PRE-LAUNCH

- Introduce the Wander concept to the local market building curiosity and generating excitement leading up to the launch.
- Build awareness and equity for the concept and brand through strategic marketing initiatives that highlight each of our USPs.
- Create hype about the upcoming launch through a solid PR and SM campaign.
- Targeted invitations amongst media and key VIP / media clientele to experience the rooftop lounge
- Begin to build a database of customers through activation attendance.
- Encouraging posting & sharing of Wander experiences on Social Media

## LAUNCH

- Launch and build the Wander brand in the local market to be constantly top of mind through news and events, which will keep interest levels high.
- Position Wander as a dynamic and refined rooftop bar and lounge created for all those with wanderlust.
- Launch an activation program to drive traffic to Wander and begin to establish relationships with customers. The activation program will also highlight the USPs as well as promote Wander as a destination throughout the day.

## ONGOING

- Create brand loyalty and affinity with the local community.
- Continuously build brand equity and credibility
- Continuously provide a dynamic activation program to keep the venue alive and engaging.
- Constantly innovate and keep our product fresh and new by staying on the pulse of what is happening in local / regional / global trends.

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# VI

# ACTIVATIONS & ENGAGEMENT

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# ACTIVATIONS & PROGRAMMING

The Wander Activation Plan has been created to keep the space dynamic through the day and full of new experiences. Based on the location, each activation may need to be adjusted to suit the physical space or culture of the local city.

Activations have been organized into the following categories:

- Social Media & Digital Activations & Engagement
- The Battle of East Meets West
- Dynamic Spaces - Pop-Ups, Events and More
- Showcasing The World Through Wander

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# SOCIAL MEDIA & DIGITAL ACTIVATIONS AND ENGAGEMENT

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# TRAVEL BLOGGER INVITES TO THE LAUNCH

Frequency: At Launch

Target Market : Hotel Guests & Local Residents

Timing: Launch

## How will it be organized?

- Invite the famous  Follow Me To couple or other well-known travel bloggers such as ....  to the launch event.
- Give them a platform to tell their story and showcase their images within the space.
- Have them cover the opening on their blogs and social media, highlighting the concept, offerings and activation program.
- Promote the opening event on social media

## What's the rationale behind the activation?

- Shares the inspiration behind Wander.
- Builds brand awareness with local residents.
- Builds positive brand association.
- Builds brand affinity and positive partnerships.
- Promotes events in the local city.
- Builds relationships with travel bloggers.

## What are the dependents?

- Coordination with bloggers, travel and accommodation

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# ESCAPE YOUR CITY - BLOGGER MEET UP

Frequency: Once a Quarter

Target Market : Local City Residents

Timing: Launch

## How will it be organized?

- Invite 5-6 local, well-known and well-followed travel and lifestyle bloggers to escape to Wander for the day.
- Choose a day when Wander is active with other programming, encouraging them to participate in the events.
- Host the bloggers, giving them a space to work from and socialize for the day.
- Have them try different menu items, drinks and cocktails.
- Highlight the aspect of traveling / exploring with dynamic art, entertainment and food without going too far. Wander is an escape in your own city.
- Have the blogger share his / her experience with their followers on Instagram, Instastory, Facebook & Snapchat and write a bit about their experience on their site.

## What's the rationale behind the activation?

- Gives local bloggers a social space to work from and meet at.
- Engages with the blogging community within a local city.
- Highlights Wander as an escape within the city.
- Builds awareness about the offering in the local city.
- Creates a buzz within the blogger community about a new space and offering, highlighting the activation calendar and programming.
- Creates a buzz for Wander, emphasizing the dynamism and uniqueness of the location and concept

## What are the dependents?

- Work with the PR agency to invite the well-known and followed bloggers that would enjoy the space.

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# HOST A TRAVEL BLOGGER TO EXPERIENCE YOUR WANDER & YOUR CITY

Frequency: Once a Quarter

Target Market : Mass

Timing : Ongoing

## How will it be organized?

- Invite a travel blogger from another city on a sponsored trip to experience Wander and its local city.
- Host their stay at the Hilton property and have them visit Wander on each day they are spending in the city.
- A sample itinerary could be: one night for drinks, the next day for a yoga class and the last for a hosted event with local residents.
- During the day create a guided tour with the concierge team, sponsored by Wander so that the blogger can experience the city as a tourist.
- Have the chosen blogger share his / her experiences with their followers, tagging and posting about the "Wanderful Experience."

## What's the rationale behind the activation?

- Engage with the greater travel blogging community, highlighting the Wander experience.
- Highlight the design, activations and programming at Wander.
- Builds awareness about the offering on blogs and social media.
- Creates a buzz within the blogger community about Wander's concept and programming
- Creates a buzz for Wander, emphasizing the dynamism and uniqueness of the location and concept.
- Builds brand affinity with the blogging community.
- Creates affiliation with the Hilton brand.

## What are the dependents?

- Work with the PR agency to invite the well-known and followed travel bloggers
- Plan out an itinerary for the blogger to enjoy the sites and local city
- Work with the Hilton team to secure sponsorship for the stay and meals.

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# FROM WHERE I WANDER - WANDER THE WORLD COMPETITION

Frequency: Ongoing

Target Market : Mass

Timing: Ongoing

## How will it be organized?

- Take a picture of yourself at the Wander rooftop you are at and share it with us on Instagram, tagging Wander and hash tagging #Fromwherelwander
- Those who are the first to visit all the Wander destinations at least once, posting and tagging their pictures on Instagram win a night at a Hilton property.

## What's the rationale behind the activation?

- Builds awareness of the other Wander rooftop destinations
- Creates a buzz on social media
- Creates a buzz for Wander, emphasizing the dynamism and uniqueness of the location and concept.
- Creates affiliation with the Hilton brand.

## What are the dependents?

- Work with the Social Media agency to follow the hashtag and award winners
- Work with Hilton Corporate to award winner s a complimentary night

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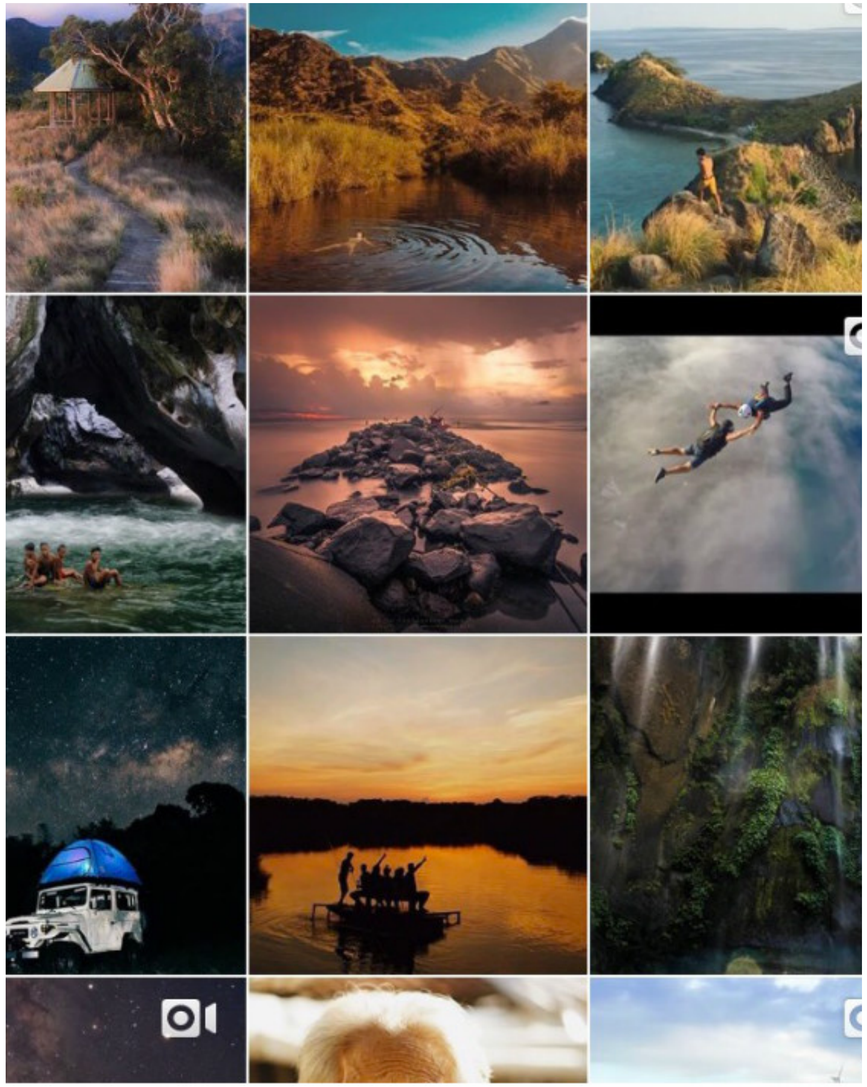
# #WANDERTHEWORLD INSTAGRAM BRAND PAGE



Frequency: Ongoing

Target Market : Mass

Timings : Ongoing

## How will it be organized?

- Create an Instagram account separate to the the Wander location specific business handles
- Set up @wandertheworld account to feature travel moments from all those who feature exciting travels
- This can serve as the Wander brand page.
- Encourage followers to post from their vacations hashtagging #wandertheworld
- Feature and tag the best looking posts and destinations on the @wandertheworld page based on the #wandertheworld tag.
- Build a following on the travel escapes of all those who follow, creating a travel inspiration community.
- This would be a brand account highlighting travel similar to @beautifuldestinations, rather than specific events at Wander locations.
- Showcase Wander rooftops on the Instastory

## What's the rationale behind the activation?

- Creates a buzz and community on social media showcasing travel and wanderlust
- Creates a buzz for Wander, emphasizing the inspiration behind the concept.
- Connect with a larger audience on social media.
- Connect with the larger wanderlust community.
- Build brand awareness.

## What are the dependents?

- Work with the Social Media agency to create and manage the Wander The World Instagram account

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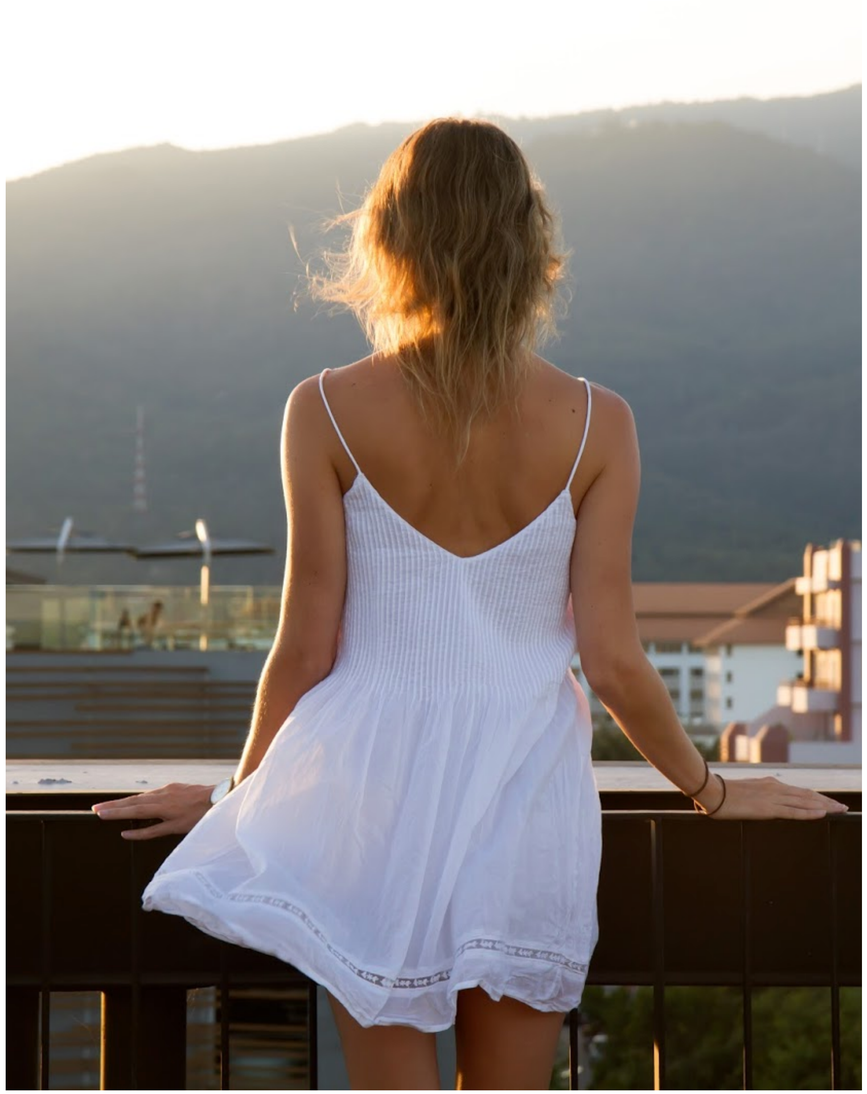
# INSPIRATION FROM A GLOBAL NOMAD



Frequency: Once Every Two Months

Target Market : Local Residents

Timings : Ongoing

## How will it be organized?

- Invite travel influencers, journalists and bloggers to share their travel and planning experiences with guests on the Wander rooftop.
- Set up an event for the after-work crowd to meet the chosen travel influencers and curators, learning from their experiences and advice.
- Have the travel influencer speak and start a discussion about a variety of topics that they have had experience with, sharing specific destinations, restaurants and sites they visited.
- Topics and themes of discussion can include, Women traveling alone, traveling with children, culinary tourism etc.
- Promote the event on Wander's social media, reaching out to local residents in the area.
- Have a special menu of cocktails and appetizers, similar to a happy hour menu, that will showcase Wander's menu and encourage guests to grab a drink and bite while they chat.

## What's the rationale behind the activation?

- Creates a buzz and community on social media showcasing travel and wanderlust
- Creates a buzz for Wander, emphasizing the inspiration behind the concept.
- Connect with local or national travel influencers and media.
- Additional revenue stream during slower day-parts.
- Build brand awareness and affinity.

## What are the dependents?

- Work with the PR agency to create a list of influencers to showcase.

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# THE BATTLE OF EAST & WEST

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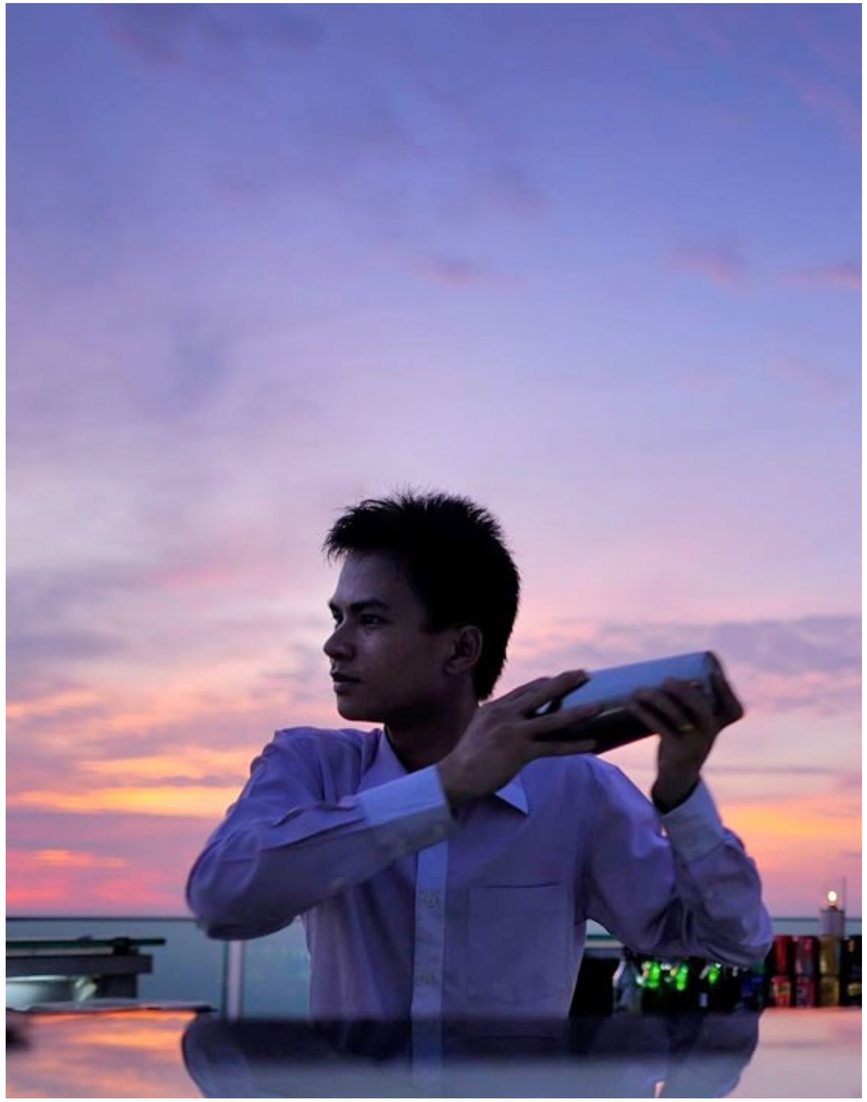
# DUELING WANDER MIXOLOGISTS



Frequency : Four Times Through The Year for a week

Target Market : Hotel Guests and Local Residents

Timing : Ongoing

## How will it be organized?

- Invite Wander bartenders from other cities to participate in a East meets West dueling bartender competition.
- Have one bartender take charge of the East bar and the other The West, creating a special menu of cocktails for the night based on the bar they are dueling at that night.
- Let the show begin when the venue is full.
- Each bartender should make their specialties based on the ingredients within the bar.
- Have the guests vote which is best, East or West, declaring the winner at the end of the night.
- Promote the event on social media, highlighting the well-known mixologists from the city.

## What's the rationale behind the activation?

- To activate the Duel Bars and promote a signature feature at Wander
- To bring in guest mixologists / bartenders to the space, creating new experiences and offerings for regular guests.
- Builds awareness about a signature element at Wander - The Duel Bar
- An activation to keep the programming interesting at
- Highlights Wander's USPs of being dynamic.
- Encourages the team as they are given the opportunity to travel.
- Builds brand affinity

## What are the dependents?

- Logistics of travel and accommodation for visiting bartenders.

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# BESPOKE COCKTAILS - EAST OR WEST

Frequency: Several Times Through The Year

Target Market : Hotel Guests & Local Residents

Timing : Ongoing

## How will it be organized?

- Have a flavor wheel of Eastern and Western inspired ingredients at each respective bar.
- Guests can spin the wheel, letting the chances decide what flavors he bartender should be present in their cocktails.
- Encourage guests to try a bespoke cocktail from each bar, giving them a chance to try new flavors and concoctions.

## What's the rationale behind the activation?

- Create new experiences for guests.
- Features the Wander Duel Bar
- Highlights the Wander USPs of Universal Appeal and Laid-Back Sophistication.
- Leveraging on and showcasing the trend of mixology and cocktails.
- Allows guests to engage with Wander and create their own experiences within the space.

## What are the dependents?

- Work with bartenders to create a list of ingredients for each bar.
- Promotion of the activation within the space and on social media.

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# BATTLE OF THE DJS - EAST MEETS WEST

Frequency: Twice a Year

Target Market : Hotel Guests and Local Residents

Timing : Launch & Ongoing

## How will it be organized?

- Invite DJs that are well-known from the Eastern Hemisphere and one from the West to perform on the same night and battle it out for the win.
- Have each DJ preform for the same amount of time, and then give guests the chance to choose who they believe is the best for the night.
- DJs can be from two different counties, one well-known in America vs. one that is well known in Dubai.
- Create a social media campaign around the event, sharing information and spreading the word.

## What's the rationale behind the activation?

- Promotes Wander as a dynamic space.
- Allows for engagement with the brand
- Keeps the Wander offering new and exciting
- Showcases talent from around the globe
- Builds brand affinity

## What are the dependents?

- Book appropriate DJs for the night
- Travel and accommodation
- Space and equipment need to be considered,

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# DYNAMIC SPACES - POP-UPS, EVENTS & MORE

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# WANDER SNAPSHOTS - FUJIFILM WONDER SHOP POPUP

Frequency: Ongoing For One Month of The Year

Target Market : Hotel Guests & Local Residents

Timing : Ongoing

## How will it be organized?

- Partner with Fujifilm to set up an Instax pop-up Wonder Photoshop at Wander
- A Wonder Photo Shop is a place to interact with photography equipment but also get inspired, giving people ideas of what to do with their pictures.
- Encourage people to print their travel pictures instantly from their phones on the Instax printers or take a few using the new Instax Mini 9
- Create a spot where guests can pin and leave a picture on the wall.
- Photo experts can share camera and travel photography tips.
- Share the pop-up on Wander's social media, encouraging people to come out and share their pictures.

## What's the rationale behind the activation?

- Create new and exciting experiences for guests through partnered pop-ups.
- Promote the art and hobby of travel photography
- Bring people to Wander during slower times of the day.
- Allows guests to engage with Wander and create memories within the space.
- Builds brand affinity and positive partnerships.
- Highlights the USPs - Dynamic and Universal Appeal.

## What are the dependents?

- Work with the Fujifilm team to bring the Wonder Shop Pop-up to the Wander Rooftop

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# SPINNING ON THE WANDER ROOFTOP

Frequency: Mornings 1-2 times a month

Target Market : Hotel Guests & Local Residents

Timing : Ongoing

## How will it be organized?

- Partner with a local spin studio and host a spin class on the picturesque rooftop.
- The spin studio will come set up the bikes at the location and lead the class.
- Promote the class on Wander's social media as well as in the rooms, so in-house guests can also join in.
- Have the Spin Studio also promote the class in their "pop-up" location, spreading the world to local residents.
- Set up a post-workout juice and hydration bar.

## What's the rationale behind the activation?

- Create new and exciting experiences for guests through partnered pop-ups.
- Promotes wellness and activity in a dynamic space.
- Bring people to Wander during slower times of the day.
- Builds brand awareness with local residents.
- Builds brand affinity and positive partnerships.
- Alternative revenue stream.

## What are the dependents?

- Coordination with the local spin studio and logistics for set up.

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# YOGA ON THE WANDER ROOFTOP

Frequency: Mornings Two Times A Week

Target Market : Hotel Guests & Local Residents

Timing : Ongoing

## How will it be organized?

- Partner with a local yoga studio and host yoga classes on the picturesque rooftop
- Set up yoga mats in an open space on the rooftop, outdoors when the weather permits, and have the yoga studio lead the workout.
- Promote the class on Wander's social media as well as in the rooms and at the gym, so in-house guests can also join in.
- Have the partnered yoga studio also promote the class in their "pop-up" location, spreading the world to local residents.
- Set up a post-workout juice and hydration bar.

## What's the rationale behind the activation?

- Create new and exciting experiences for guests through partnered pop-ups.
- Promotes wellness and activity in a dynamic space.
- Bring people to Wander during slower times of the day.
- Builds brand awareness with local residents.
- Builds brand affinity and positive partnerships.
- Alternative revenue stream.

## What are the dependents?

- Coordination with the local yoga studio and logistics for set up.

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# BRAND EVENTS & POP-UPS

Frequency: Ongoing

Target Market : Hotel Guests & Local Residents

Timing: Ongoing

## How will it be organized?

- Partner with wellness and lifestyle brands to launch and promote up and coming brands in the city.
- Encourage companies to rent the space during the day or weeknights for product launches and events.
- Set up a pop-up shop or event on the rooftop and invite guests to come in and shop or explore.
- Work with the designer or brand to put together an appropriate menu of cocktails, drinks and snacks to be served.
- Promote the pop-up shops and events on social media.
- Brands and products should be in-line with the ethos of Wander and align with the concept.
- Examples of products could be an athleisure brands, wellness brands, travel brands, etc.

## What's the rationale behind the activation?

- Create new and exciting experiences for guests through partnered pop-ups.
- Promotes the dynamic space.
- Bring people to Wander during slower times of the day.
- Builds brand awareness with local residents.
- Builds positive brand association.
- Builds brand affinity and positive partnerships.
- Alternative revenue stream.

## What are the dependents?

- Coordination with brands and event companies
- Logistics for set up.

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# HOST MINI POP-UP MUSEUMS & EXHIBITS

Frequency: Twice a year for 2 weeks

Target Market : Hotel Guests & Local Residents

Timing: Ongoing

## How will it be organized?

- Museums such as the Ice Cream Museum are popping up in cities around the world and getting a lot of press.
- Use the Wander spaces around the world as a host space for these pop-ups.
- If there is a museum or art exhibit that is visiting a city, a mini pop-up can also be promoted within the Wander space.
- Promotes the visiting pop-ups on Wander social media and other channels.
- Host events around the pop-up for the weeks in the space, for examples a pop-up ice cream museum may inspire an ice cream bar at Wander.
- Encourage the events coordinator of the museums or exhibits to partner with other Wanders around the world.

## What's the rationale behind the activation?

- Create new and exciting experiences for guests through partnered pop-ups.
- Promotes the dynamic space.
- Bring people to Wander during slower times of the day.
- Builds brand awareness with local residents.
- Builds positive brand association.
- Builds brand affinity and positive partnerships.
- Promotes events in the local city.
- Alternative revenue stream.

## What are the dependents?

- Coordination with museums and event companies
- Logistics for set up.

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# THE BEST OF THE CITY - WANDER FOOD HALL

Frequency: Twice a year for a week

Target Market : Hotel Guests & Local Residents

Timing: Ongoing

## How will it be organized?

- Invite the best food trucks and homegrown food brands to showcase their signature dish at the Wander Food Hall.
- Can coincide with the food festival of the city.
- Have the food hall run from afternoon till evening.
- Promote the event on Wander's social media.

## What's the rationale behind the activation?

- Create new and exciting experiences for guests through partnered pop-ups.
- Promotes the dynamic space.
- Bring people to Wander during slower times of the day.
- Builds brand awareness with local residents.
- Builds positive brand association.
- Builds brand affinity and positive local partnerships.
- Promotes events in the local city.
- Alternative revenue stream.

## What are the dependents?

- Coordination with the brands and event companies
- Logistics for set up.
- Licensing and permitting

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# TRAVEL TAKEOVERS ON THE ROOFTOP

Frequency: Twice a year

Target Market : Mass

Timing: Ongoing

## How will it be organized?

- Invite a travel show or publication to take over the Wander space for the night.
- Showcase photography and stories from their latest edition, focusing on new hot spots and trends.
- Display the photography and art based on the theme of the publication or show for that month.
- Invite local bloggers and regular customers to the event, along with the guest list of the publication / media house.
- Promote the partnership and event on social media.
- Invite a different media publication each time.
- Encourage the publication to feature Wander in their next edition and online, highlighting the concept and offering.

## What's the rationale behind the activation?

- Create new and exciting experiences for guests through partnered pop-ups.
- Promotes the dynamic space.
- Builds brand awareness with local residents.
- Builds positive brand association.
- Builds brand affinity and positive local partnerships.
- Builds brand awareness nationwide.
- Alternative revenue stream.

## What are the dependents?

- Coordination with the travel publication or media houses.
- Logistics for set up.
- Licensing and permitting

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# LAUNCH A NEW HILTON DESTINATION

Frequency: N/A

Target Market : Local Residents, Media and In-House Guests

Timing: Ongoing

## How will it be organized?

- When Hilton announces that they are going into a new location, have each Wander around the world promote the new destination.
- The destination can be a new city or resort location anywhere in the world.
- To celebrate the announcement, each Wander can showcase a special food and drinks menu inspired of that region and location.
- If the new property is launching in Bangkok, the food, drinks and entertainment can be inspired by Bangkok / Thailand at each Wander, highlighting the opening of the new hotel.
- The art and photography within the space can change as well based on the location.
- Promote the new opening, celebration and destination on Wander's social media.

## What's the rationale behind the activation?

- Create new and exciting experiences for guests.
- Promotes the dynamic space.
- Promotes travel and discovery of new destination.
- Builds brand awareness with local residents.
- Builds positive brand association.
- Builds brand affinity and positive local partnerships.
- Allows guests to escape to another destination for the night.
- Promotes the Hilton brand and offering.

## What are the dependents?

- Coordination with Hilton Corporate Office announcements.
- Logistics for set up.
- Licensing and permitting

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# SHOWCASING THE WORLD THROUGH WANDER

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# SHOWCASING COFFEE OF THE WORLD

Frequency: Monthly Rotation

Target Market : Local Residents and Hotel Guests

Timing: Ongoing

## How will it be organized?

- Coffee is grown and enjoyed in different parts of the world. Each region has a special roast, preparation method and culture that revolves around coffee.
- Highlight a new coffee region every month at Wander, creating a new coffee menu and program to reflect.
- One month can showcase popular coffee methods and beans of the US, offering nitro-brew and iced coffee. Another month can focus on the coffee of the Arab world, offering an authentic Arabic and Turkish blend.
- Promote the dynamic coffee menu on social media and in guest rooms.
- Host coffee afternoons, bringing in baristas to speak about coffee and do cupping events.

## What's the rationale behind the activation?

- Creates new experiences for guests.
- Promotes Wander's dynamic offering.
- Promotes the USP Universal Appeal.
- Builds brand awareness with local residents.
- Leverages off coffee trends.
- Builds brand affinity.

## What are the dependents?

- Menu development and operational logistics.

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# THE TEA COCKTAIL TRAIL

Frequency: Monthly Rotation

Target Market : Local Residents and Hotel Guests

Timing : Ongoing

## How will it be organized?

- Work with the mixologists to create a tea cocktail menu, showcasing teas from around the world.
- Introduce a new tea cocktail as a special each month.
- Cocktails can be inspired from several tea growing and consuming regions around the world, including India, Sri Lanka, Japan, and England.
- Promote the dynamic menu offering on social media and within the location, encouraging guests to give it a try.

## What's the rationale behind the activation?

- Creates new experiences for guests.
- Promotes Wander's dynamic offering.
- Promotes the USP Universal Appeal
- Builds brand awareness with local residents.
- Leverages off cocktail trends.
- Builds brand affinity.

## What are the dependents?

- Menu development and operational logistics.

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# PLAYLIST & COCKTAIL FLIGHT

Frequency: Monthly Rotation

Target Market : Local Residents and Hotel Guests

Timing: Ongoing

## How will it be organized?

- Set up personal headphones with different types of music that can be listened to in the Music Den.
- Have the mixology team curate a cocktail list with mini cocktails that go well with each type of music curated by a DJ.
- Match tastes with the profile of the music.
- Sell the curated flight along with the experience of listening to a selected playlist.
- The playlists can then be shared with guests through Sound Cloud or Spotify.
- Promote the special experience as a way to discover the beats and cocktails of the world.
- Share the activation on social media.

## What's the rationale behind the activation?

- Creates new experiences for guests.
- Promotes Wander's dynamic offering.
- Promotes the USP of escapism and laid back sophistication.
- Builds brand awareness with local residents.
- Leverages off cocktail trends.
- Builds brand affinity.
- A great activation for someone who is traveling alone.

## What are the dependents?

- Menu development, playlist development and operational logistics.

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# WINE FLIGHT NIGHT

Frequency: Bi-monthly Rotation

Target Market : Local Residents and In-House Guests

Timing: Ongoing

## How will it be organized?

- Work with a sommelier to create wine flights based on wine growing region or grape, showcasing the wine collection at Wander.
- Create a few different flights that can be sold each month, keeping the price point mid-range.
- Have the sommelier put together tasting notes for each of the wines, giving guests a sense of the wine, and why these were paired together.
- Share these notes with guests and encourage the team to engage in a conversation about wine with guests.
- Flights can include white, red and rosé grapes.

## What's the rationale behind the activation?

- Creates and share new experiences for guests.
- Promotes Wander's dynamic offering.
- Leverages off trends - people enjoy wine as a alternative to cocktails and hard liquor.
- Builds brand affinity.
- Creates opportunities for the team to engage with the guests.

## What are the dependents?

- Wine flight development and operational logistics.

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# DINNER & DRINKS AROUND THE WORLD

Frequency: Once A Quarter

Target Market : Local Residents and Hotel Guests

Timing: Ongoing

## How will it be organized?

- Work with the Wander team to put together a dinner offering that takes guests on a journey around the world.
- The food, drinks and music change with each course, highlighting a new country or region.
- By the end of the night, guests have gotten a taste of a few different countries with distinct experiences.
- The music changes based on the country that the food and drink is paired with.
- Guests can reserve a table with friends or alone, sitting at a communal table that will always be available.

## What's the rationale behind the activation?

- Creates new experiences for guests.
- Promotes Wander's dynamic offering.
- Promotes the USPs of Universal Appeal and Escapism.
- Builds brand affinity with local residents.

## What are the dependents?

- Menu development, music curation and operational logistics.

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# POSTCARDS FROM A WANDERER

Frequency: Ongoing

Target Market : Hotel Guests

Timing: Ongoing

## How will it be organized?

- Each Wander location will have a custom designed postcard that will be given to guests as a collectable.
- The postcards should be fun, interesting and of the city.
- Encourage guests to write a message to a friend or loved one (maybe after a cocktail or two) and the Wander team will mail it for them, anywhere in the world.
- For those who want to keep the postcard as a memory, collect one from each Wander around the world.

## What's the rationale behind the activation?

- Builds brand awareness.
- Adds and element of fun and a piece of Wander guests can take with themselves
- Builds brand affinity.

## What are the dependents?

- Menu development and operational logistics.

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