



**B R A I N
T R U S T**

HOSPITALITY MARKETING AGENCY OVERVIEW

Brand | Creative | Public Relations | Social Media | Digital | Web | braintrustagency.com

The Recovery Starts Now

Finally, the travel industry is starting to show positive signs. More than 80% of consumers believe travel will resume by Summer or Fall 2021. Every hotel, restaurant, and attraction in your market will be vying for the same dollar and the same demand. Your property needs to have the right strategy, the right messaging, and the right marketing partner.

And with Braintrust, you will.



VACCINATION NATION

19.9% of Americans have received a Covid-19 vaccine and **82.8%** are “likely” or “completely likely” to get the vaccine as soon as available.

(As of 03.13.2021)



READY TO GO

23.5% of consumers expect travel to resume by Summer 2021. **59.9%** expect it to resume by September 2021.



ROAD TRIP

67% of consumers plan to travel within their state at least once per quarter when travel resumes.



IMPROVING FINANCES

Despite the pandemic, **54%** of consumers are “living comfortably” or “not at all” worried about their finances.

A Proven Partner in Hospitality Marketing

We are Braintrust, an integrated creative and marketing agency that specializes in travel and hospitality. Since 2006, we've had the privilege of working with clients of all types and sizes, in 26 states and 6 countries. Braintrust works as an extension of your in-house marketing team to deliver creative solutions to re-energize your brand, reconnect with your guests, and drive results in the age of the new normal.

We get it, and we get it done.

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Los Angeles | Las Vegas | New York | Nashville | braintrustagency.com





How We Can Help

Modern consumers have the attention span of a squirrel jacked up on a double espresso. As the travel industry reignites, your property needs marketing support that is swift and smart. As travel and hospitality marketing specialists, we can immediately integrate with your business and be a nimble and dynamic partner that supports your business with the following services:



Branding & Creative Design



Public Relations & Social Media



Digital & Website

Experience with Soft Brands and Managed Brands

Since 2006 Braintrust has worked with independent hotels, major brands, and soft brands including Preferred Hotels, Curio Collection, Autograph Collection, Tribute Portfolio, and is an approved Marriott agency. We have supported brand marketing initiatives on both a corporate and property-level with leading hotel management companies including Aimbridge, Interstate, Pyramid, Crescent, and Remington, and represent hotel assets owned by major private equity and development firms.

AUTOGRAPH
COLLECTION®
HOTELS

TRIBUTE
PORTFOLIO

CURIO
A COLLECTION BY HILTON™

TAPESTRY
COLLECTION
BY HILTON™

Preferred™
HOTELS & RESORTS

Aimbridge
HOSPITALITY™

CHR
CRESCENT
HOTELS & RESORTS

R
REMINGTON

▲
PYRAMID

⊕
HIGHGATE

Relevant Experience



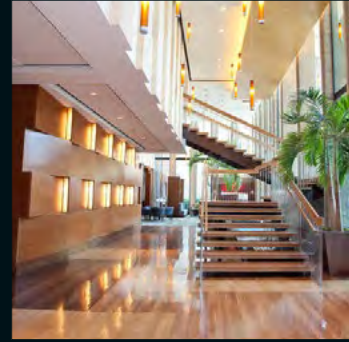
THE VENETIAN RESORT
Creative Design



THE GALLIVANT TIMES SQUARE
Brand Development, Social Media,
Public Relations, Collateral, Website



**HAYES MANSION SAN JOSE,
CURIO COLLECTION**
Brand Positioning, Creative Design,
Public Relations



**DALLAS HIGHLAND,
CURIO COLLECTION**
Brand Positioning,
Collateral, External Marketing



COLONIAL WILLIAMSBURG RESORTS
Brand Development, Creative Design,
Public Relations, Social Media



WOLFGANG PUCK
Social Media, Digital Marketing,
Creative Design



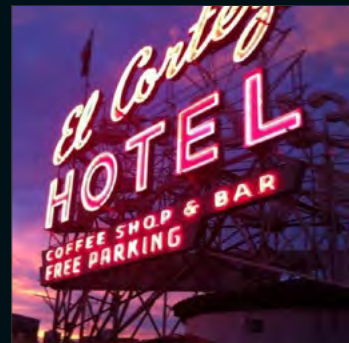
WALDORF ASTORIA CHICAGO
Brand Strategy



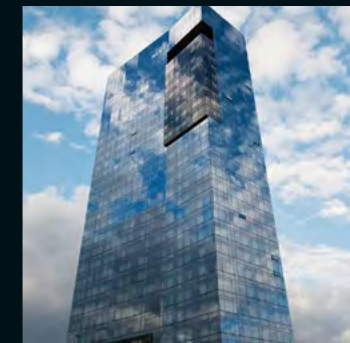
CANVAS DALLAS HOTEL
Brand Development, Social Media,
Public Relations, Collateral, Website



LUXE CITY CENTER HOTEL
Brand Development, Social Media,
Public Relations, Collateral, Website



EL CORTEZ HOTEL & CASINO
Creative Design, Media Buying,
Digital Marketing



THE DOMINICK NEW YORK
Brand Development, Social Media,
Public Relations, Collateral, Website



ALLEGIANT AIRLINES
Creative Design, Social Media Strategy,
Experiential Marketing

Extensive Hospitality Experience

Independent / Soft-brand Hotels

Aliante Casino Hotel
Bardessono Napa Valley
Beeman Hotel Dallas
Cachet Boutique Hotel New York
CANVAS Dallas Hotel
Clementine Hotel & Suites Anaheim
Colonial Williamsburg Resorts
The Cosmopolitan Casino Resort, Las Vegas
The Dominick Hotel NYC
The Duke Newport Beach
Hotel Erwin, Venice, CA
Grand Orlando Resort at Celebration
Hayes Mansion San Jose
Highland Dallas Hotel, Curio Collection
Hotel Hendricks, New York
The Jung Hotel New Orleans
The London NYC
The LINQ Las Vegas
Lodge and Spa at Callaway Gardens, GA
Luxe City Center Hotel, Los Angeles
Morongo Casino Resort
New Haven Hotel, CT
New Orleans Hotel Collection
Oceana Beach Club, Santa Monica, CA
Platinum Hotel, Las Vegas
Roosevelt Hotel New York
Silverton Casino & Hotel
Stewart Hotel New York
Stratosphere Hotel & Casino
Tropicana Casino Resort
Venetian Casino Resort
The Wink Hotel, Washington D.C.
Hotel Yountville

Branded Hotels

Conrad Chicago
Courtyard by Marriott Manhattan Midtown
Crowne Plaza Dublin, OH
DoubleTree Downtown Los Angeles
DoubleTree Los Angeles Pomona
Hamilton, Crowne Plaza, Washington D.C.
Hilton New Orleans, St. Charles
Hilton Garden Inn Hollywood
Hilton Burlington
Hilton Phoenix Airport
Hilton Newark
Holiday Inn LAX
Hyatt Sonoma
Hyatt Centric Ft. Lauderdale
Laguna Cliffs Marriott Resort & Spa
Renaissance Hotel Las Vegas
Renaissance Hotel Reno
The Ritz-Carlton, Dallas
Sawgrass Marriott Resort
Sheraton Gateway LAX
Sheraton Los Angeles San Gabriel
Sheraton Nashville Grand
Sheraton Philadelphia Downtown
Trump Hotel Las Vegas
Waldorf Astoria Chicago
Westin Alexandria, VA
Westin Las Vegas
Westin Washington D.C.
Westin San Diego

Retail / Attractions

Allegiant Airlines
Broadway at the Beach, Myrtle Beach
Wayne Newton's Casa de Shenendoah
Cowabunga Bay Waterpark
Downtown Las Vegas Events Center
Ethel M Chocolates, a division of MARS
Grand Bazaar Shops at Bally's Las Vegas
Interjet
Las Vegas Mob Museum
Las Vegas Sands Expo
M&M's World
Minus 5 Ice Lounge
Planet Fitness
Richard Petty Driving Experience
Squaw Valley Ski Resort
Sundance Helicopters
Tivoli Village
Thrive Private Aviation
TOPSHOP | TOPMAN
Vermont Convention Bureau

Food & Beverage

Barrymore Restaurant, Las Vegas
Bon Appetit's Vegas Uncork'd
Buca di Beppo
Chef Carla Pellegrino
Famous Dave's BBQ
Fearing's Restaurant, Dallas
Holstein's Shakes and Buns
House of Blues
LBS
Michelin Guide
Pink's Hot Dogs
Planet Hollywood
Protein House
Roti Modern Mediterranean
Stoney's Rockin' Country
Trader Vic's
Wolfgang Puck
Xyience Energy Drinks

**Includes Clients Past and Present*

**B R A I N
T B U S T**

Your Brand is More Than a Logo

(But we do make great logos, we must say...)

Whether it's a new build, a transition, a restaurant, a hotel, or an integrated resort, when it comes to brand development, you're covered with Braintrust. We blend analytics with creativity to deliver on-point positioning, names, and visual identities that bring your brand to life.



[Click to download our complete brand development portfolio](#)



In-House Creative Design

From concept to completion, Braintrust offers a full in-house creative team. Whether it's brand development or banner ads, or anything in between, our team delivers a compelling creative vision on time and on budget with a scope of capabilities that includes:

- » **Branding & Concepting**
- » **Graphic Design**
- » **Photo / Videography**
- » **Illustration**
- » **Motion Graphics**
- » **Digital Design**
- » **Collateral Production**



P.R. stands for Producing Results

On the phone, on the fly, and in the know, our public relations teams in New York, Los Angeles, and Las Vegas deliver enormous firepower to conduct aggressive and sustained public relations campaigns. Through our relationships with top editors and media influencers, our team delivers strategic, creative, and impactful P.R. campaigns that begin with strong strategic planning and culminate in monthly reports full of brag-worthy clips.

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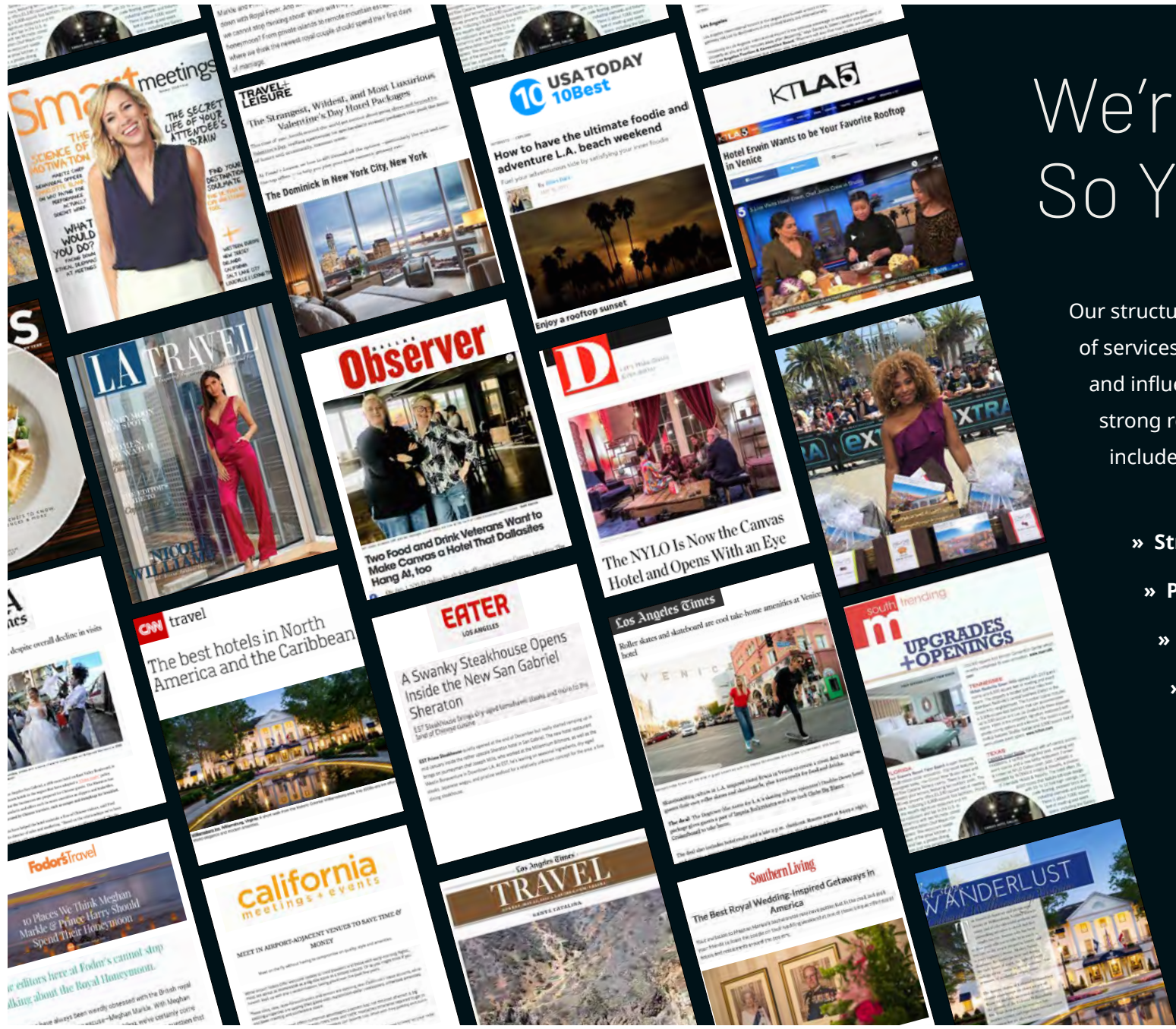


We're In the Know, So You're in the News

Our structured Public Relations campaigns includes a robust suite of services that ensures we deliver media coverage from top media and influencers on a local, regional, or national scale. Blending strong relationships with creative story angles, our PR services include:

- » Strategic Communications Planning
- » Proactive News Bureau, Pitching and Media Relations
- » Road Shows & Deskside Briefings
- » Partnerships & Promotions
- » FAM Trips & Media Visits
- » Stunt and Spectacles
- » Podcasts and New Media Outreach
- » Community Relations
- » Executive Media Training

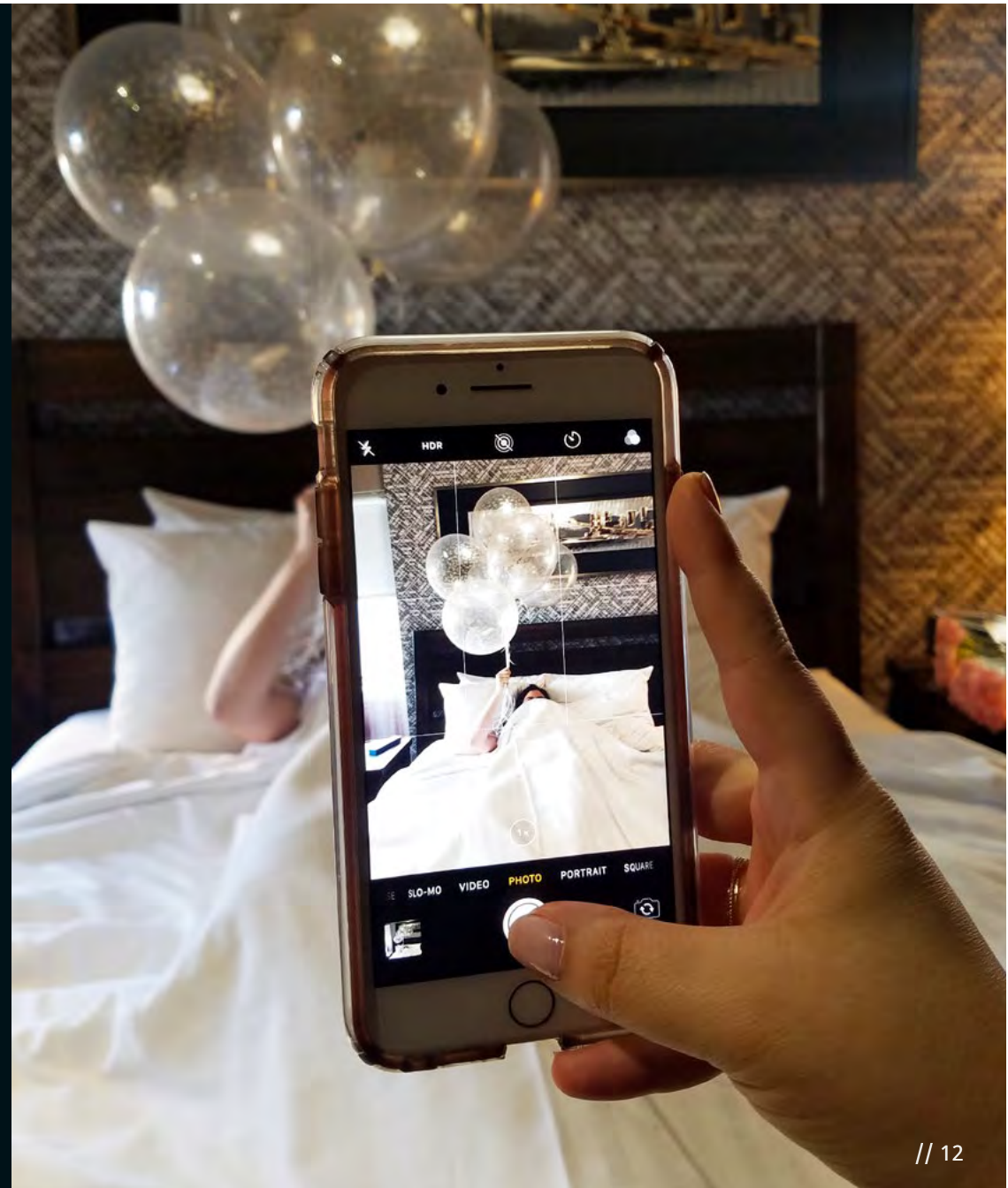
**BRAIN
TRUST**



Social Media Click. Like. Love.

The first Nevada-based agency recognized for Facebook marketing excellence, Braintrust offers comprehensive social media services with in-market content teams in key destination and gateway markets. With a KPI-centric approach to social media we look at strategy and creative messaging to drive audience growth, engagement, website traffic, and guest conversion.

**B R A I N
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Social Media Services

Everyone says that they “do” social media, but what does that mean? Braintrust structures our social media services to encompass a comprehensive, proactive online platform for your brand:

SOCIAL MEDIA STRATEGY

- » Comp set analysis
- » Channel evaluations
- » Messaging strategy
- » Cadence and frequency
- » Goal setting and audience growth
- » Tone and voice
- » Mood board and style guide

CONTENT MANAGEMENT

- » Content creation
- » Quarterly photoshoots
- » Real-time special event coverage
- » Content calendars
- » Posting to multiple channels
- » Facebook, Instagram, Twitter
- » Sourcing User Generated Content

LISTEN & RESPONSE

- » DM monitoring
- » Hashtag monitoring
- » Guest communication
- » Management alerts
- » Reputation management

CONTESTING & DATA CAPTURE

- » Contest concepts and ideas
- » Creative design
- » Execution
- » Adhere to platform T&C's
- » Winner notification
- » Data capture

INFLUENCER MARKETING

- » Identify objectives
- » Target Influencers
- » Outreach and pitching
- » Formal agreements
- » Partnership executions
- » Evaluation and analysis

ANALYSIS & REPORTING

- » Monthly reporting
- » KPIs and top posts
- » Trends and YTD
- » Dashboard reporting
- » Comp set analysis
- » Tech trends analysis

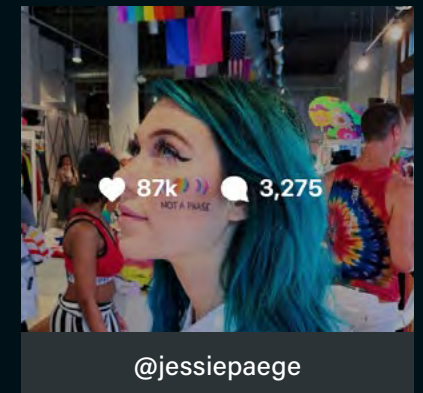
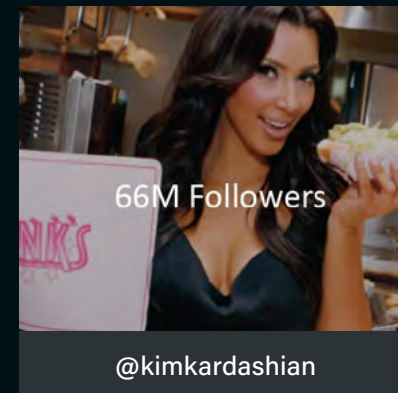
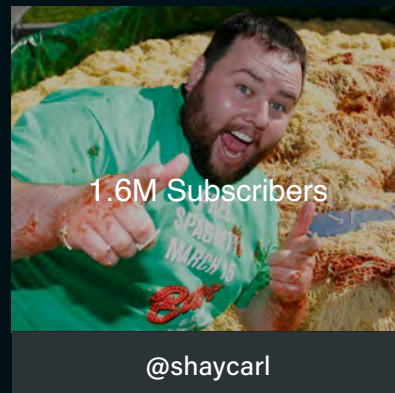
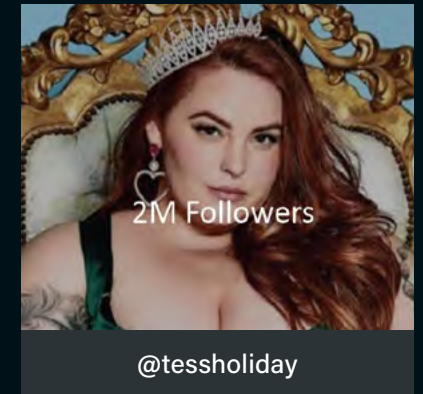
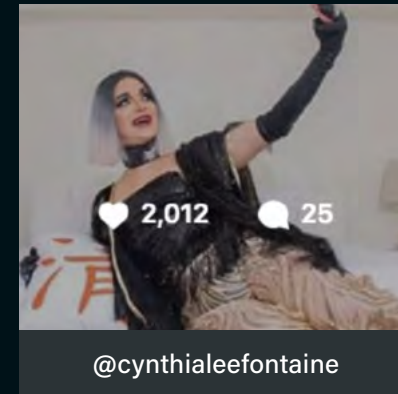
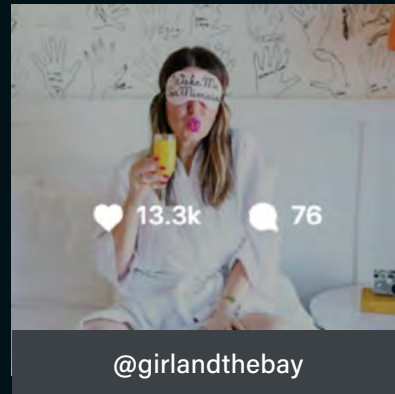
DELICIOUS RESULTS: Braintrust created and executed social media and content strategy for Wolfgang Puck yielding dramatic audience growth.

Influencing the Influencers

Combining our robust network of relationships with a proprietary database and methodical vetting process, Braintrust delivers influencers that matter, deliver the right message, and drive guest conversions.



INFLUENCERS THAT MATTER: With a database of more than 100,000 social media personalities, we deliver qualified influencer partnerships.



Creativity is our Domain

With an in-house team of interactive designers and developers, Braintrust can support your brand with a powerful website and online presence. From stunning design, cutting-edge development techniques, complete hosting solutions, site management, and Search Engine Optimization and Search Engine Marketing, Braintrust is a complete partner for your website needs.



[Click to visit our website development portfolio](#)



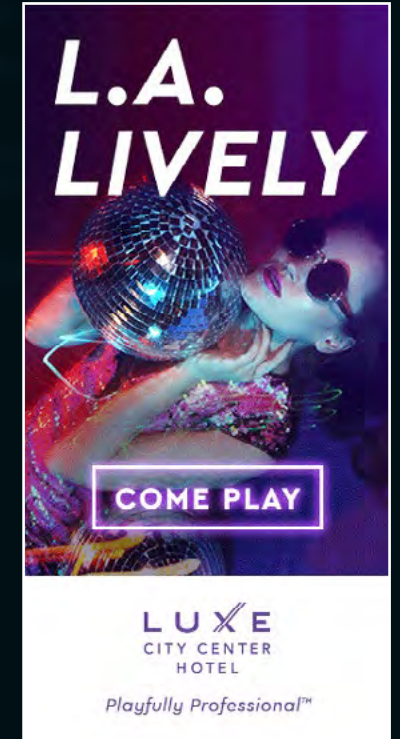
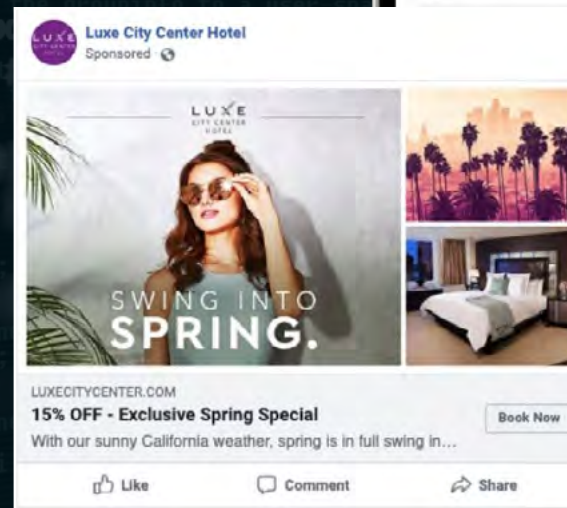
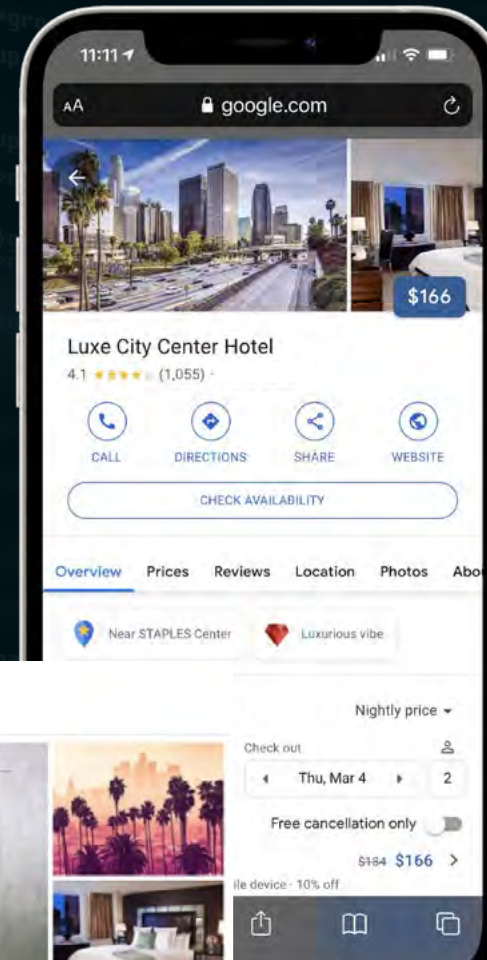
Website Design & Development

Your website is your digital showroom, and a crucial aspect of your marketing. As a true partner, Braintrust offers some important differences when it comes to creating your website:

- » Unique customized designs based on your needs
- » In-house team of Developers, not outsourced freelancers
- » We believe that your website belongs to you
- » No proprietary coding platforms to “lock you in”
- » Consistent human point of contact from start to finish
- » Customized content management designed for your needs
- » Regular updates and refinements to maximize SEO
- » Complete hosting solutions
- » Daily malware, site vulnerability, security scans and alerts

SEO, PPC, CTR, SEM Digital Marketing FTW

Today, more than 70% of travel decisions are made online and modern consumers will reference more than ten on-line sources before making a decision. With our proprietary DSP (Demand Side Platform) and DMP (Data Management Platform), Braintrust is able to hyper-target your customer and deliver the right message, at the right time through pay-per-click, meta, display, or social media paid digital advertising.



PR & Social Media Case Studies

Versatile and nimble, Braintrust can support hotel property marketing as a fully integrated partner, or focus on a specific area or project. We've worked with branded properties, independents, restaurants, attractions and more. Regardless of your situation, we've likely been there, but here are just a few of our success stories.

Sheraton Los Angeles San Gabriel



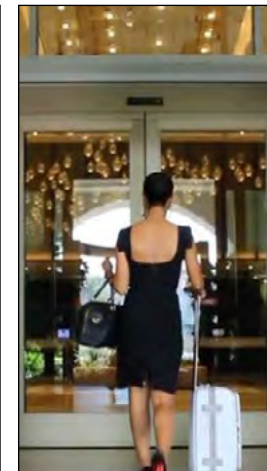
MARKETING SUPPORT FOR MARRIOTT'S "OPENING OF THE YEAR"

Sheraton hotels is known in China as the first luxury hotel brand to enter the market, but in the U.S. the brand was somewhat suffering from a lack of identity. When a developer chose to open an extremely upscale Sheraton property in San Gabriel, a quickly growing neighborhood on the outskirts of Los Angeles, Braintrust was tasked to support the marketing for the property and draw visitors to a hotel that was a challenging location for many regional, let alone national / international, visitors, as well as connecting with the local Asian community.

Braintrust delivered a marketing campaign that helped the property earn "Opening of The Year" accolades by Marriott International. The P.R. campaign yielded more than 50 media hits during the launch campaign, reaching 43.5 Million media impressions valued at \$208,669 in outlets such as The New York Times, World Journal, The Points Guy, Los Angeles Times, ABC 7 Eyewitness News, KTLA Morning News, Fox6 Now, LA Travel Magazine, and many others.



The AAA Four Diamond Sheraton San Gabriel was recognized by Marriott International as both its "Opening of The Year" and "Hotel of The Year" in 2018.



Showcasing innovative technology, TUG service robots proved to be a big hit with guests... and the media.



The hotel was designed to cater to the area's Chinese guests with familiar touchpoints: Congee at the breakfast buffet, signs in English and Mandarin, and slippers in each room.



Culturally relevant guest touchpoints were developed to enhance the experience and "surprise and delight" travelers.

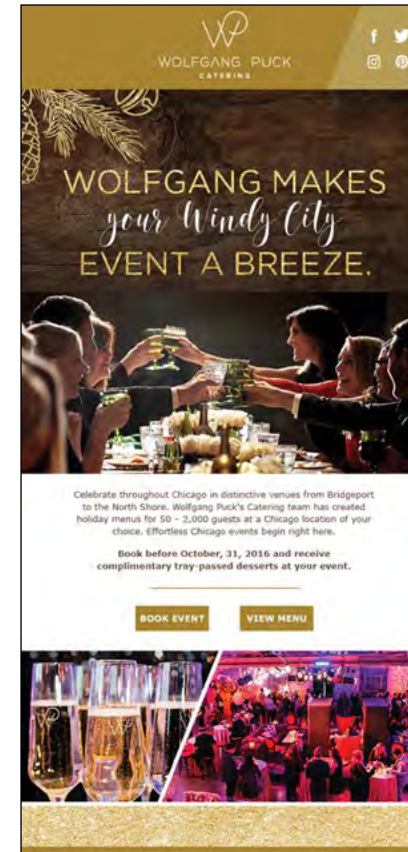
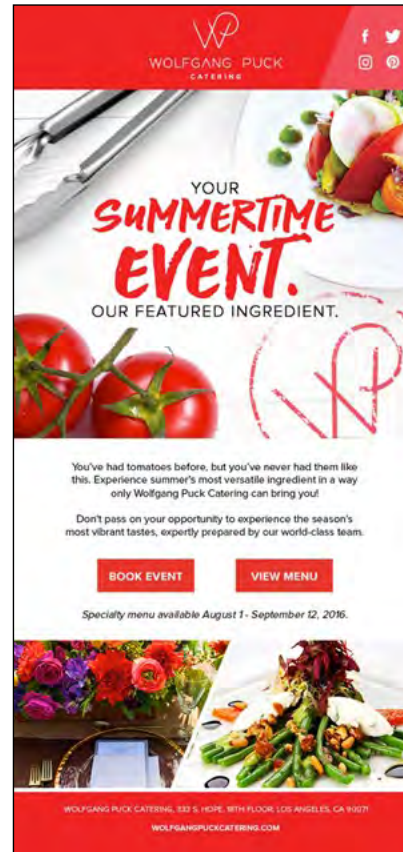
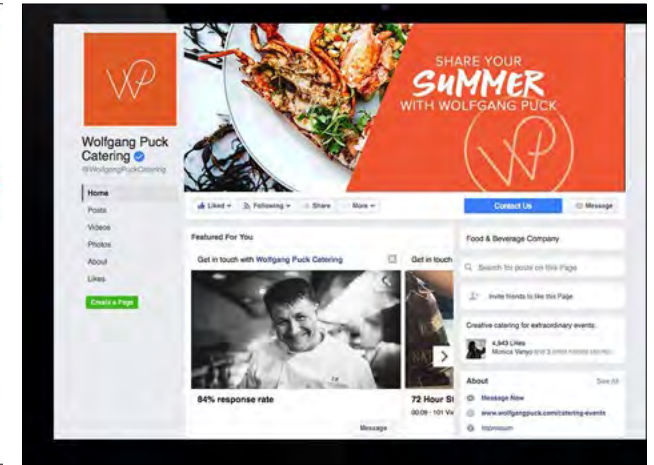
Wolfgang Puck



WOLFGANG PUCK SOCIAL MEDIA STRATEGY

The Wolfgang Puck brand executes an international, high profile communications and social media strategy. Braintrust was enlisted to develop a holistic social media strategy for the entire Wolfgang empire and manage content for Wolfgang Puck's personal brand, as well as digital marketing for Wolfgang Puck Catering.

Managing a social media audience of almost 1M across multiple channels, Braintrust implemented a content strategy that increased Twitter impressions by 991%, Instagram engagement by 264%, and doubled audience engagement on Facebook. In addition, we supported various special events involving Wolfgang Puck, including his catering of the Academy Awards®, which included social media initiatives that drove a 3,857% increase in Instagram engagement and attracted more than 9,000 new followers over a one-month period.



Colonial Williamsburg Resorts

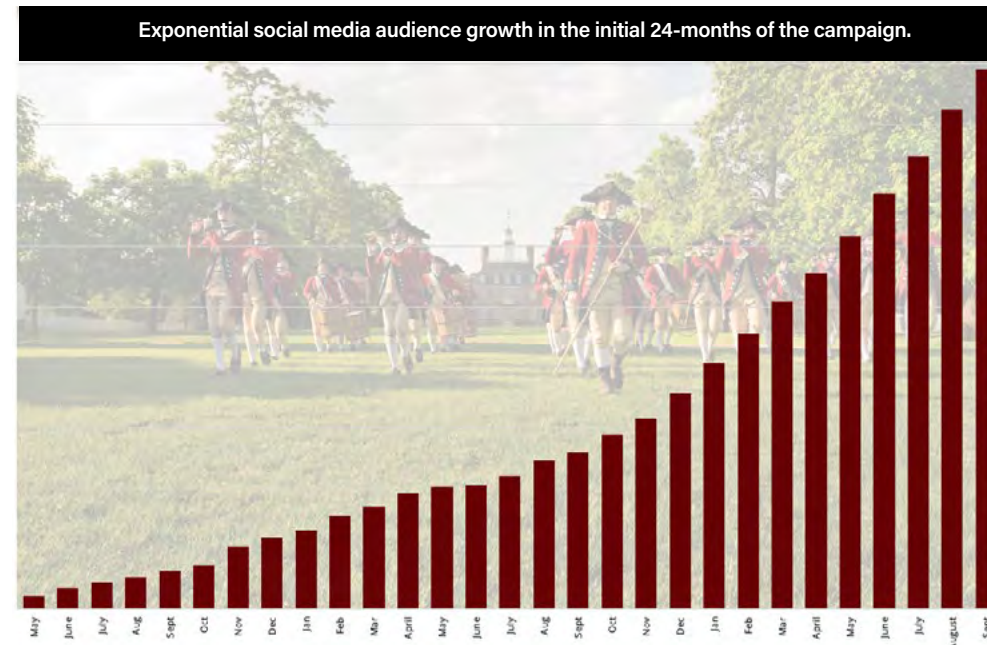
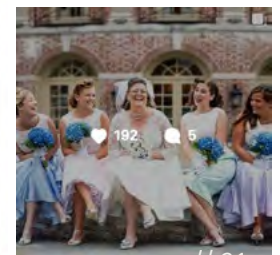
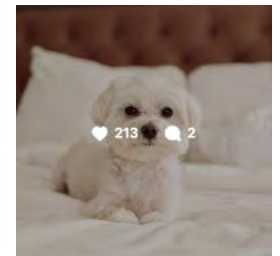
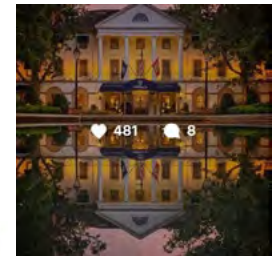
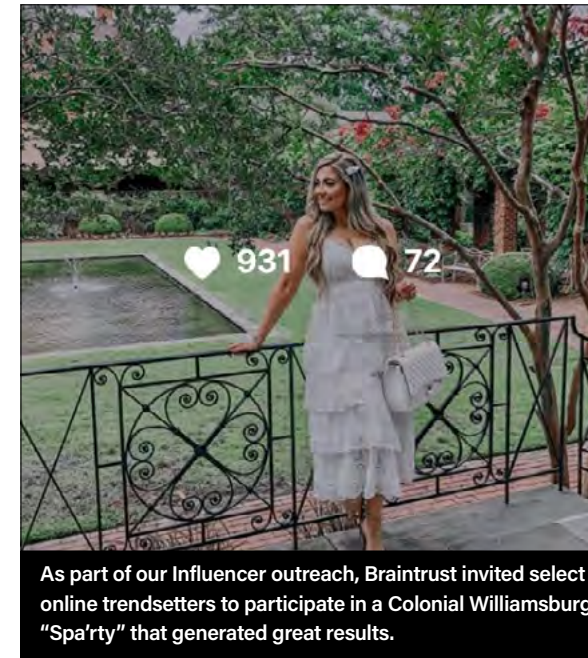


LAUNCHING SOCIAL MEDIA AT A HISTORIC RESORT

Braintrust worked with Colonial Williamsburg Resorts to launch the hospitality brand on social media with a focus on brand awareness, fan acquisition, and audience engagement.

With six hotels, over ten food & beverage outlets, golf, spa, and historic elements, there are numerous items to feature on social media outlets. Braintrust created a comprehensive social media strategy for Colonial Williamsburg Resorts that has grown from an audience of zero to one of more than twenty thousand, generating more than six million impressions, and over 60,000 engagements on Facebook, with Instagram pacing at 14,371% annual growth.

Additionally, Braintrust has organized and executed influencer market visits, the latest resulting in driving 1,273 visits to the Colonial Williamsburg website to book a specialty Spa package.



Dallas Highland by Curio Collection



INTRODUCING THE FIRST CURIO COLLECTION HOTEL

The Highland Dallas was the first hotel to join Curio – A Collection by Hilton, a selection of one-of-a-kind properties that celebrate their individual personalities, while ensuring the quality and consistency that comes with a world-class brand. Braintrust was tasked with creating a comprehensive launch strategy for the hotel that included brand strategy, creative design, public relations and social media.

Within a four-month launch period, Braintrust secured placements in local, regional, and national media outlets including, FD Luxe, Dallas Morning News, Zagat.com, CultureMap Dallas, D Magazine, Modern Luxury, Yahoo.com and more. USA Today's "10 Best" also recognized the new hotel as one of Dallas' top hotels in an overall P.R. campaign that yielded 337 Million media impressions valued at more than \$600k in media value.



Canvas Dallas Hotel



INTRODUCING CANVAS DALLAS HOTEL

An on-trend boutique hotel property in the vibrant Cedars District of Dallas, a 76-room property was transitioning from the NYLO brand to an independent. Braintrust was engaged to develop a new name, brand, and then bring the brand to life with a robust marketing campaign. The result was the art-inspired CANVAS Dallas Hotel.

Within months of launching the hotel, Braintrust had secured more than 50 pieces of coverage across travel, food and beverage, meetings and conventions, and lifestyle outlets, achieving the objectives to create buzz about the hotel in local, regional, and national media including VOGUE Australia, USA Today, PaperCity Magazine, D Magazine, Dallas Observer, and many others.

Additionally, Braintrust worked with the CANVAS team to create elements that would generate buzz on social media and traditional media outlets through creative and on-brand partnerships that provided authentic and unique experiences guests.



Canvas Dallas
Dallas' New Art Hotel Creates a Whole New Scene on Lamar Street
This Hotel is its Own World — Step Inside Canvas
By Lisa Pappas



A new art-centric hotel called Canvas is now open in Dallas at 1327 South Lamar Street. The artist hotel took over NYLO Dallas earlier this year and has transformed the interior into a new loft/art gallery, displaying work exclusively from local artists.

DCX Studios, an accomplished artist, and award-winning interior designer Jen Mankin teamed up to create the art inside of the hotel. Sonnet and Marlin launched SONNETMARTINI, an art consultancy company in October.

NYLO ARTS
The NYLO Is Now the Canvas Hotel and Opens With an Eye Toward Attracting Locals
NYLO South Side got an art-centric makeover - and Soda Bar is looking better than ever.



It was a brisk Thursday night when a friend and I arrived at the grand opening party for the new Canvas Hotel in the Cedars. We came in through a side door, nearly missing the official entrance where satin-gloved hands were doling out champagne from behind a gold curtain. Luckily, it was hard to miss. Two photographers clad in painter's coveralls snapped pics of guests as they grabbed flutes

H HOTEL MANAGEMENT
OWN OPERATE TECH DESIGN PROQUIRE HOTEL ROI

Development
Former Nylo Dallas to convert to the Canvas Hotel

By Elliott Meiss | Dec 10, 2018 1:37pm



The former Nylo Dallas South Side is preparing to reopen as the Canvas Hotel Dallas on Jan. 7, 2019. The property will include a rooftop lounge and pool, meeting and event spaces and a new lobby restaurant. The hotel is being created and managed by Intrigue Hotels & Resorts, the independent Florida division of Interstate Hotels & Resorts, and is

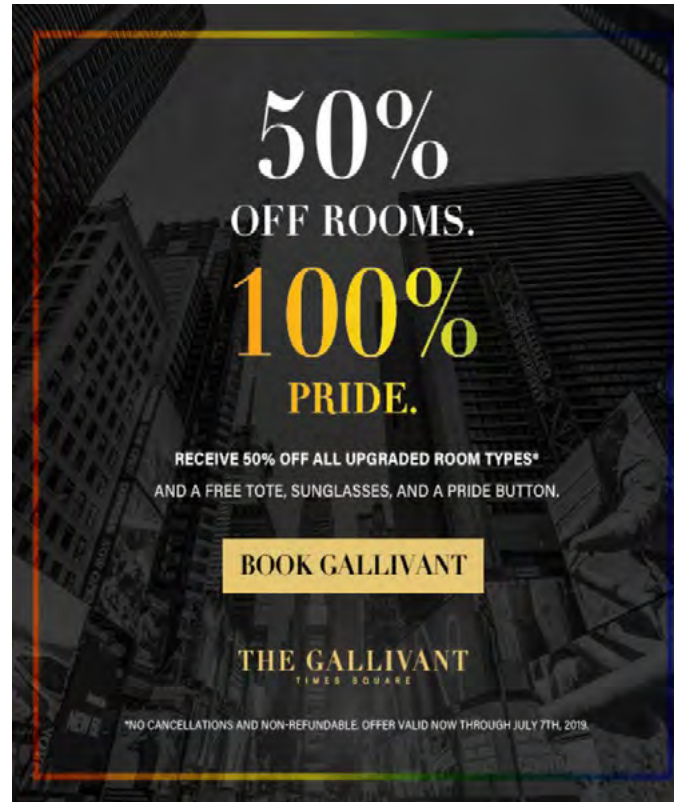
The Gallivant Times Square



CONNECTING A TIMES SQUARE BOUTIQUE HOTEL WITH NEW YORK PRIDE MONTH

In an effort to elevate Pride festivities at The Gallivant Times Square hotel, Braintrust worked with the hotel team to put together a compelling Pride room sale package complete with a complimentary Gallivant tote bag, water bottle, custom Pride button, and Pride sunglasses. We promoted this on social media with organic posts, boosted posts, deployed multiple e-blasts, and ran the offer via Sojern display ads. The offer generated 97 rooms nights and yielded more than \$20k in direct revenue.

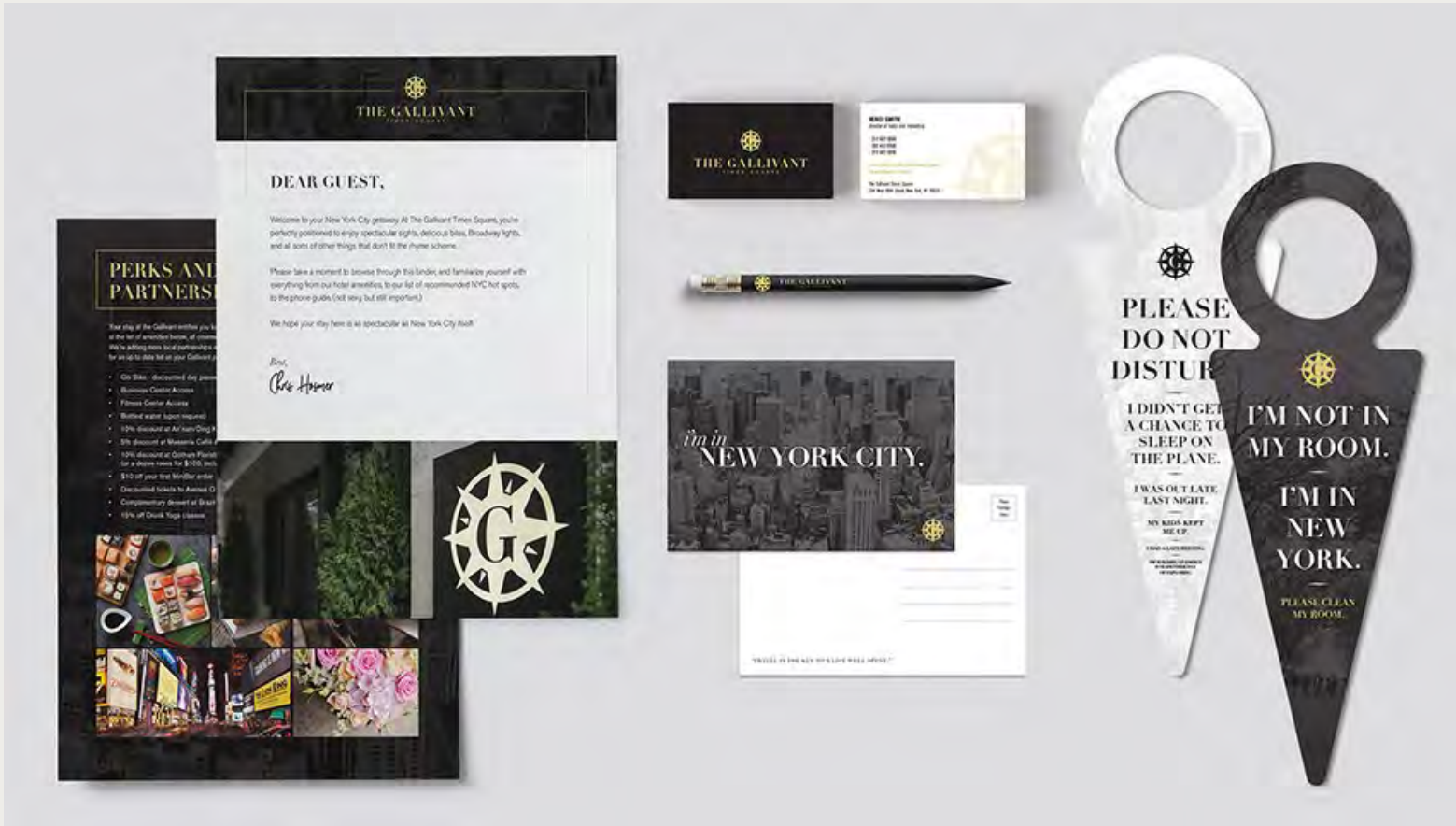
In addition, we partnered with LGBTQ+ influencer Jessica Paege who posted about her stay at the hotel during Pride. The influencer helped elevate The Gallivant's social media engagement by 569%, and yielded a 16,600% increase in Instagram followers during Pride month, effectively connecting The Gallivant with the LGBTQ+6 community.



Design Examples & Creative Portfolio

With an award-winning team of in-house designers, Braintrust delivers robust creative support from digital to print to video. Adapt at adhering to brand standards of major brands, or forging the creative direction for independents, we bring compelling creative solutions to support your marketing needs.

THE GALLIVANT TIMES SQUARE: BRAND DEVELOPMENT



brand
VOICE

BOOK A ROOM. DROP YOUR BAGS. DISCOVER THE CITY.

THE GALLIVANT TIMES SQUARE
Located in "The Heart of New York City" — midtown lower level, 48th and Broadway — The Gallivant Times Square is the latest addition to our Manhattan offering, offering theater, entertainment, and exploration.

Having captured the excitement and energy of New York City quite like the rest of the world, this brand aligns with the Gallivant from the innermost to the outermost. It's the heart of the city, the heart of the hotel, and the heart of the experience. The Gallivant Times Square is the latest addition to our Manhattan offering, offering theater, entertainment, and exploration. Having captured the excitement and energy of New York City quite like the rest of the world, this brand aligns with the Gallivant from the innermost to the outermost. It's the heart of the city, the heart of the hotel, and the heart of the experience.

compass
MARK

The compass mark can be used alone or as a design element in a brand.

color
PALETTE

The color palette for The Gallivant was selected for its warm and welcoming nature — appropriate for a hotel property — while also reflecting the timeless feeling of excitement and energy that is Times Square. These colors have also been throughout New York City in color architecture and design. This allows The Gallivant to be a true representation of its location.

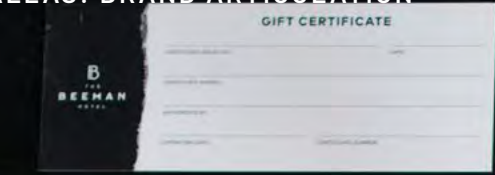
NAME	HEX	CMYK	SPOT	CMYK	SPOT
ORANGE	#E69A00	100% 0% 0% 0%	PANTONE 148C	100% 0% 0% 0%	PANTONE 148C
YELLOW	#F1C40F	100% 0% 0% 0%	PANTONE 116C	100% 0% 0% 0%	PANTONE 116C
BLACK	#2C3E50	0% 0% 100% 0%	PANTONE 6C	0% 0% 100% 0%	PANTONE 6C
RED	#A52A2A	0% 0% 100% 0%	PANTONE 485C	0% 0% 100% 0%	PANTONE 485C
WHITE	#FFFFFF	0% 0% 0% 0%	PANTONE 382C	0% 0% 0% 0%	PANTONE 382C

let's write
WORDS

use this for STATEMENTS

IT'S ACCEPTABLE TO USE ALL CAPS WHEN WRITING A LARGER HEADLINE LIKE THIS ONE YOU SEE HERE.

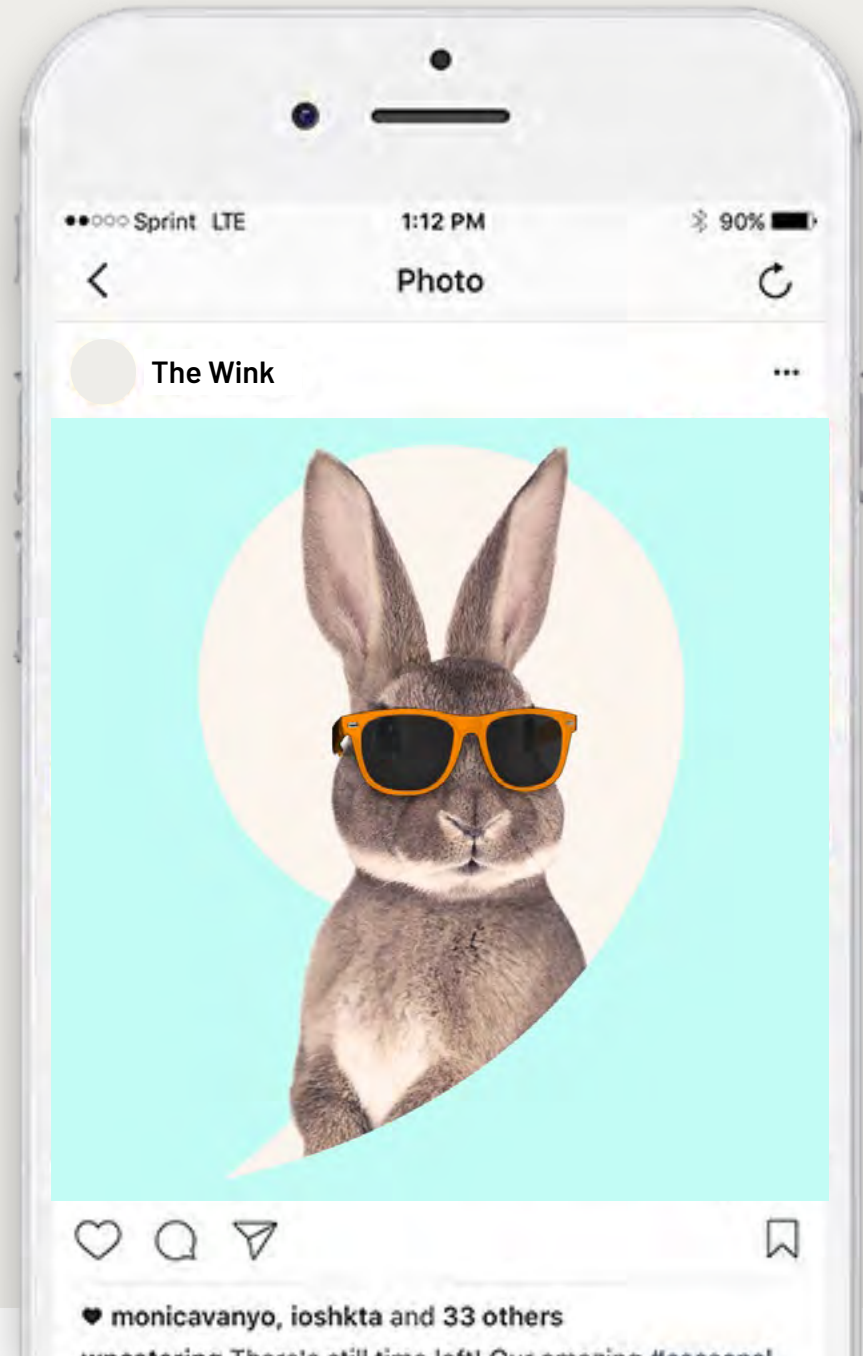
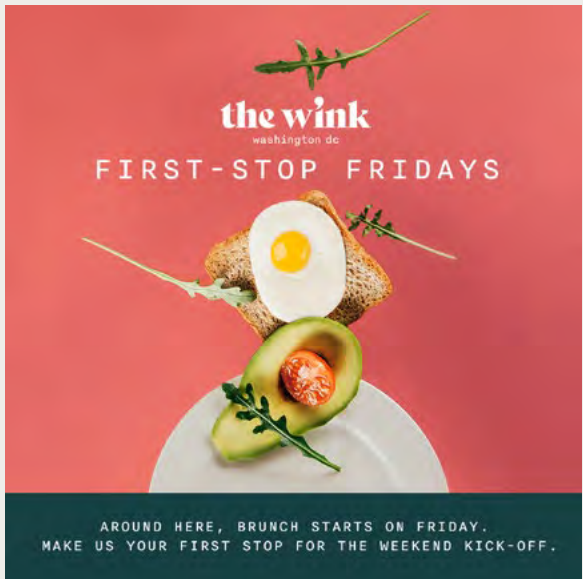
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