

***A comparison of the marketing methods of Six Senses
and Moxy***

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The essay focuses on Six Senses and Moxy to develop the understanding on marketing essentials. These two brands use different tactics to stand out from the crowd and get the attention of their target groups. This essay focuses to discuss the marketing decisions and paths these companies have taken, including their current market positions, marketing mix STPD, sustainability, social, geopolitical, and modern issues. Six Senses is a luxury hotel and vacation company that cares about the health and the environment, while Moxy is a modern lifestyle hotel brand that caters to guests who care about cost and what's in style (Moxy Hotels, 2023). Six Senses is a luxury hotel and resort chain with offices in Bangkok, Thailand. It was formed in 1995 and is known for providing guests with beautiful settings (Six Senses, 2023). Six Senses hotels and spas take an all-around approach to luxury and sustainability, with things like eco-friendly design, organic fields, and health services. Marriott International started the Moxy hotel company in 2014, and it has quickly grown to have more than 80 places around the world. Moxy hotels are different, fun, and bold.

Six Senses targets luxury eco-conscious travellers. The firm targets a limited number of eco-conscious clients with innovative events. Six Senses manages remote hotels and resorts. These resorts are for experienced and adventurous tourists. Moxy targets a younger population that appreciates cheap prices and simple access. The firm markets itself to young adults and youngsters on a budget as exciting and fashionable. Six Senses targets rich luxury travellers ready to spend extra for eco-friendly, personalised excursions. The firm attracts eco-conscious travellers (Herlina et al., 2019). Moxy is for budget tourists who seek something fashionable, affordable, and simple. Young, bold travellers from generations Y and Z adore the brand's tech-driven offerings and contemporary aesthetic. Six Senses is an expensive health and environmental company. The firm seeks to attract travellers who desire eco-friendly luxury. It promotes distinctive and entertaining products like health classes and green initiatives. By highlighting its engagement with local conservation organisations, Six Senses has become a premium eco-brand (George, 2021). However, Moxy provides travellers with an economical, enjoyable, and technologically sophisticated choice. Young individuals seeking a distinctive vacation choose the brand for its group activities, exciting events, and cool art. Six Senses and Moxy differentiate themselves by focusing on their products and customers' experiences. Six Senses differentiates itself from competitors by emphasising health and the environment via eco-friendly practices and relationships with local conservation organisations. Moxy is unique since it emphasises entertaining and unexpected conversation.

The ways that Six Senses and Moxy sell their products are different. 80% or more of the people who visit Six Senses' website do so through a search engine. This shows that search engine optimisation (SEO) and content marketing are important to the company. Last month, their website visits increased by 7%. 14% of the organisation's website visits are done through paid search. More than 4% of all the people who visit Six Senses' website do so through social media sites like Facebook, Instagram, and YouTube. Moxy, on the other hand, 69% of its website visits are organic (Similarweb, 2023). Last month, their website visits dropped by 18.5%. Moxy also has a large number of followers on social media. More than 6% of all traffic comes from these sites combined. Both businesses also use email marketing to stay in touch with their customers. Search engine optimisation (SEO) and content marketing are the most important things for Six Senses, while pay-per-click (PPC) advertising is more important for Moxy (Similarweb, 2023). Both companies use email and social media to tell people about their goods and talk to them.

Six Senses and Moxy are different when it comes to their **products**, which is a key part of any successful marketing plan. Six Senses is a high-end hotel company that gives its guests unique stays that focus on health and being good to the earth (Mahafzah and Esenye, 2019). They offer, among other things, high-end housing, spa services, gourmet meals, and exercise routines. Six Senses locations are known for being quiet and private because they are in remote and unusual places. On the other hand, Moxy is a group of cheap hotels that focuses on offering hip and modern rooms for young travellers. They have everything from small but comfy rooms to common places with the latest technology and fun things to do (Herlina et al., 2019). Moxy hotels are often found in big towns, and they offer stylish rooms that don't break the bank.

Price is also an important part of the marketing mix, and this is where Six Senses and Moxy are different (Giousmpasoglou et al., 2021). The Six Senses brand markets itself as high-end and one-of-a-kind. Because of their status, their homes sell for more than the going rate. Moxy offers itself as a cheaper option than Six Senses, which is known for its high-end service and fancy rooms. Their prices are set so that even visitors on a tight budget can have a good time there.

Both Six Senses and Moxy know that **place** is an important part of the marketing mix, but they handle it differently. All of Six Senses' guests have a one-of-a-kind experience because their hotels are in unusual and remote places (Otache et al., 2021). The brand's sites put the local culture and natural surroundings first because they care about health and sustainability. Moxy, on the other hand, is aimed at busy city areas, where it can best serve guests who want a hip and convenient hotel in a central location.

Six Senses and Moxy take different methods of **promotion**. Six Senses' marketing and PR efforts focus on wellness, the environment, and one-of-a-kind events. The company uses digital tools to promote its businesses, focusing on search engine optimisation (SEO) and content marketing (Ulker and Ciftci, 2020). Six Senses gets out to people who could buy its products by using social media and email marketing a lot and sending them personalised content and special deals. Moxy's marketing efforts focus on the company's brand image, which is fun and relaxed, with stress on events and moments that people will want to share.

Sustainability is important to Six Senses, and the idea is at the heart of the company's advertising approach. At all Six Senses sites, sustainable practices are used, such as saving water, reducing trash, and using less energy. Marketing for Six Senses shows that the company cares about the environment by talking about how it works with local protection groups and has policies that are good for the environment (Morrison, 2022). During their stay, guests are pushed to be more eco-friendly, and the company uses social media to spread the word about its efforts to be more green. Moxy has made environmentalism a part of its marketing in the same way that Six Senses has. Moxy is a group of cheap hotels that is proud to offer visitors a high-quality place to stay that will not break the bank (Lee, 2020). Still, the company uses environmental ads to spread the word about its green practices, like recycling and using less energy. Moxy also works with groups like Clean the World to give soap and other essentials to places where people don't have enough.

In their ads, both Six Senses and Moxy have thought about social issues. In its marketing, Six Senses often talks about how much it cares about the local community and preserving culture. The company works with community groups to fund and promote projects that help with health, education, and social issues. Six Senses uses social messages in its commercial efforts to

support women's equality, human rights, and other social issues. Moxy's advertising has taken into account social issues, like promoting variety and equality. In the brand's marketing, models and buyers from different backgrounds and identities are often used to show how welcoming the brand is (Herlina et al., 2019). Both businesses have shown that they are aware of global and modern issues by changing their marketing tactics as needed. In recent ads for the product, the company's commitment to being good to the environment has been emphasised by showing how the brand works with local conservation groups. Six Senses also advertises its spa services, yoga and meditation classes, and other wellness-focused features to show how much it cares about the health and comfort of its clients (Pelet et al., 2019). The company also promotes unique events like sleep courses, wine tastings, and cultural immersions. Moxy, on the other hand, has been advertising itself for a long time as a cool, cheap option for young travellers. Over time, though, the brand's image has changed to focus more on events than just getting from one place to another. Moxy's "playful" and "edgy" qualities are now front and centre in the brand's marketing. The hotel's shared areas, tech-focused features, and hip look all get extra attention. The brand's partnerships with local singers and artists as well as the brand's activations and events get a lot of attention in the marketing materials

Six Senses and Moxy are two popular hotel brands that have done well by making smart advertising choices. They have used several marketing strategies, such as different brand placement, product deals, price, and advertising activities, to set themselves apart from competitors. To add to this, they have put topics like ecology and social duty into their advertising efforts. They were able to draw and keep their ideal clients because they used smart market segmentation, focused advertising, and strategic placement. Overall, their successful marketing tactics are a big reason why they dominate their markets and continue to grow.

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Appendix 1- Six Sense Website Traffic



Appendix 2- Moxy Hotel Website Traffic

