

**A comparison of the marketing methods of two
multinational hotel brands**

Eunice Gredia Tumi

2217141

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Lecturer: Gayathri Senanayake

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The main enabler for success in the hotel industry lies in the building of a strong brand and corresponding management of same (*Jiang et al, 2022*). This essay seeks to compare the marketing methods or tactics of two well-known brands of multinational hotels namely, the Moxy Hotel and Six Senses Resorts. The focus of the essay would be on the marketing strategies used by each of the brands to achieve their objectives.

The management process responsible for identifying, anticipating, and satisfying customer requirements profitably is the definition of marketing, according to the Chartered Institute of marketing (CIM, 2022). Given how competitive the modern hotel industry is currently, both Moxy and Six Senses Resorts brands have seen the need to continuously position themselves towards persuading and attracting their consumers both existing and potential in order to promote and sustain customer satisfaction in their operations.

Moxy hotel brand is developed and owned by Marriott International Hotel and was formed in 2014 in Milan. With over 60 experiential hotel facilities open across North America, Europe, and Asia Pacific, Moxy proudly sets a new tone in comparison to a conventional hotel stay – starting with check-in at the Bar, which is quite unique to them. The Moxy brand catch phrase of “playful, affordable and stylish, designed to give guests everything they want and nothing they do not want”, speaks volumes of what to expect when a customer checks-in to their facilities. The description Moxy brand gives to itself is reflected in the environment of the hotel. For this reason, Moxy brand is able to attract the younger generation of business professionals, tourists and leisure travellers in a multinational and cultural way. The colourful display of art, music

and night club-like settings, together with furniture painted in bold colours featured in its hotel chains, has resulted in attracting the younger generation who can afford to enjoy luxury in their own youthful style (Airey, 2019. P. 28). Moxy brand hotel chains provide the younger generation a place to live their identity in like-mindedness.

The other aspect of the marketing methods of Moxy is the keeping up to date with modern technology. They include modern digital marketing in their brand. They appreciate the importance of customer memories. Moxy persuades guests to incorporate the hotels fun designs and accessories backgrounds into their pictures. This goes a long way to deepen Moxy's online presence and digital marketing (Scholz, 2018). In the case of such marketing strategy and advertisement, many young professionals enjoy the professional and luxury brand of Marriott within the space of the youthful spirit of Moxy luxury brand of hotels (<https://news.marriott.com/brands/moxy-hotels/>).

However, the location of Moxy hotel makes it unique from the other Marriott lineup. It is very affordable and enabling young people to see more of the world without breaking the bank. The impeccable designs, and the combined quirky art with sleek, lighting and modern furniture for an experience that feels luxurious without being stuffy will make one notice its uniqueness from a typical chain. The unique service from employers and employees is top notch, a bar is always open and the atmosphere is very sociable. A drink is always available for customers when you get to your room. As such, management makes it their priority to keep tourists and guests entertained by showing them safe places to visit during their stay while observing all safety protocols. The first day is a fun atmosphere for guests and colleagues who have been automatically archived by Mimecast Ltd and the customer service and charisma. This gives Moxy one of the best marketing methods in gaining more consumers in the

hospitality industry at large. Another reason Moxy brand stands out is the attention Marriott pays to employees. Employees are able to join a reward program called Marriott Bonvoy rewards package. This package allows all employees to enjoy travel and hotel room discounts at any Moxy brand of their choice as well as discount meals.

Unlike the Moxy brand, which is developed and created by Marriott International, Six Senses Resort is a member of a collaboration of hotels named, the Intercontinental Hotel Group (IHG, 2022).

The multinational hotel brand started as a single spa and has now become a collaboration of franchised luxury hotels and resorts located in exotic places around the world such as Fiji Islands, Indonesia, Bhutan, Krabey Islands in Cambodia, China, to mention a few of its 22 locations. One of the main marketing methods of the Six Senses brand has been the inclusion of wellness inclined services (www.SixSenses.com, 2022) among the packages for their guests that visit their resorts by introducing Spas and other such wellness infrastructure within their facilities.

Positioning is a market method of Six Senses Resorts. Camillen & Camillen, (M.A 2019) - illustrates the importance of destination and branding and the target market.

Marketing methods should always include the Pestle Analysis to enable sustainability within the hotel industry. Politics, Economics, Social, Technology, Legal, and Environment - (PESTLE) considerations should be used as a tool when pursuing the objective of expanding into new markets and territories. As an example, political instabilities at places such as Ukraine, Yemen or Iraq could negatively impact the Moxy or Six Senses brands with regards to their brand positioning, marketing brand image and brand continuity.

(<https://www.cipd.co.uk/knowledge/strategy/organisational-development/pestle-analysis-factsheet#gref>).

Economic factors must be considered when dealing with marketing methods of multinational hotels. Africa has vast adulterated lands that resonates with Six Senses brand positioning but the unreliable inconsistent economic conditions of several African countries make it difficult for multinational brands such as Moxy and Six Senses to invest in such sectors. Though these two brands present compelling facilities and service that appeal to the average human, the unfavorable economic woes can deter multinational brand from investing in such locations.

Social challenges are factors that can negatively impact the marketing methods of multinational brands. For most part of the year 2020, the Covid-19 pandemic brought several multinational hospitality brands to the brink as the entire tourism and hospitality industry had to scale back operations during lock downs, enforcement of social distancing and the wearing of nose masks among others, became the new norm of many places around the globe. Irrespective of the marketing methods and structure in place, if brands such as Moxy hotel and Six Senses do not adhere to the Pestle Analysis, they will crash in the face of a social crisis.

Technology has a major influence on the marketing methods (Agarwal et. al., 2020) of choice deployed by hospitality brands in these modern times. Multinational brands such as Six Senses resorts and Moxy hotels typically rely on technology to aid in efficient marketing and the general brand growth or penetration at the best costs. Moxy hotel often uses social media to connect with all their guests around the world. Compliance with the industry and environmental legislation both local and international are very important for the growth of these multinational hospitality brands like Six

Senses Resort and Moxy Hotel, especially in this modern era of climate consciousness.

It can be concluded that the marketing methods of Moxy and Six Senses brand are quite strategic. However, more can be done to be recognized as the brands to overtake green policies. Case studies have shown that in the case of hotels that franchise, green policies are more achievable than independent branded hotels. Despite this fact, Moxy and Six Senses could achieve more recognition in the area of green policies - G in their brands. This could be a greater success than the fact that by Moxy and Six Senses share of over 8000 franchise hotels and brands. Therefore, adopting a holistic view on “the implementation of environmental management systems, adopting green marketing strategies, employing low – cost environmental strategies and applying for green certifications” in marketing methods and a synthesis could be made that as Moxy and Six Senses acquire more franchises, the greener customers will be attracted to their brand because there will be considerable impact on reducing carbon fuels (*Long, 2021*), restoring dying habitats and biodiversity that would bring a balance to the ecosystem. This would ensure sustainability in the natural environment and both Moxy and Six Senses can be rated among brands.

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