

Marketing Essentials: BMIH4005

A comparison of the marketing methods of
Two multinational hotel brands.

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Introduction

The essay will compare the marketing practices of Six senses and Moxy, two worldwide hotel companies. The essay will analyse the marketing mix, segmented focusing and setting, and communication strategies with target audiences using situational analysis methods. The essay will compare marketing methods and suggest ways to improve them to help companies flourish. The essay will also discuss current geopolitical events, "green" marketing strategies and social issues affecting the hotel business. The essay also compares social media & digital marketing two conventional advertising and marketing strategies from various generations.

Main body

Six sense and Moxy are worldwide hotel brands that provide diverse experiences. Six sense premium hotels resorts emphasise wellness and sustainability (six senses, 2022). They provide spa treatments, yoga, and organic cuisine. Their islands and mountains properties allow guests to reconnect with the outdoors and themselves. Moxy, a lifestyle hotel brands, targets, budget- conscious travellers. Their stylish, fun properties have gathering spots, the bars, and playing areas (Moxy Hotels, n.d.). They're usually near nightlife in cities. Six Senses and Moxy provide varied experiences for different requirements and interests. In general, visitors may choose from a variety of unique offerings at both Six Sense and Moxy. The marketing approaches of Six Senses and Moxy will be compared, and suggestions for improving the marketing of both companies will be offered considering current issues in the hotel industry.

The Six Senses and Moxy situational analysis examines internal and external elements that affect the two international hotel companies' marketing strategies. Both brands' SWOT has been examined. The study will evaluate the company's internal resources, competencies, and marketing tactics. Demographic, economic, technical, social and political variables will also be examined. The situational study will also assess the company's marketing mix (jobber & Chadwick, 2022). This will include a review of price, promotion, advertising, and distribution methods. This will help to understand the potential future growth of these companies.

The Marketing is a vital component of every successful advertising campaign. Marketing is made up of the "four Ps" (product, pricing, promotion, and location). Both Six Senses and Moxy provide their clients with exceptional goods and services. While the Six Senses is a high-end hotel chain with a focus on health and environment (Saglam, 2021). Both brands cater to a specific demographic by creating products that cater to their customers' individual wants and needs.

Six Senses and Moxy take quite different approaches to pricing. Six Sense is a high-end label that offers expensive goods and services (Mackichan, 2022). The company markets itself to affluent vacationers by positioning itself as an alternative to generic hotel chains. In contrast, Moxy has a value-based pricing structure. The company caters to those on a tighter budget by providing reasonable prices lodging alternatives. The goal of the Moxy brand is to provide a great stay at a reasonable cost.

Hospitality marketing strategy must include segmentations, targeting, and positioning (Bowie, 2016). These components aid in consumer segmentation and communicating a company's worth in two very different approaches.

Six senses caters to affluent consumers who don't mind shelling out more money for one-of-a-kind experience. Customers who care about their health and the environment are the target audience of the brand's marketing efforts, which place an emphasis on wellness and sustainability. The branding of Six senses as an industry pioneer in eco-friendly luxury travel is also distinctive. Moxy, on the contrary hand, is aimed squarely at the generation of consumers known as millennials. Customers seeking a one-of-a-kind experience are targeted by the hotel chain's advertising campaign, which highlights the fun, fashionable, and whimsical aspect of the business. Moxy's posture is particularly distinct, since the hotel chain markets itself to the young and hip.

A successful marketing plan will always include marketing communications (Smith & Zook, 2019). Marketing is the process of increasing awareness of a company's goods and services via

different forms of communication (Kotler et al., 2019). When promoting their services Six Senses and Moxy take opposite approaches to marketing communication.

To reach its demographic, Six Senses prioritises digital marketing strategies that use social media and online advertising (Bullock, 2010). Customers that care about things like the environment, their health, and having a one-of-a-kind experience will connect with the brand's marketing messages. Public relations are another tool in Six Senses's marketing arsenal, and the company often collaborates with major institutions and events to raise its visibility (Tripathi, 2021).

Moxy, on the other end of the spectrum, adopts a strategy called "experiential marketing" to make its consumers' interactions with the brand special. The marketing efforts for the brand focus on creating an immersive experience via the use of sound and visuals. Moxy also makes use of social media to spread the word about the company and get people talking about and interacting with its name online (Millennials, Meet Moxy Hotels, 2016).

In recent years greater operating expenses and greater competition are just two of the numerous problems that the hotel sector has had to deal with (Aksoy et al., 2022). Increased demand and dissatisfied customers, higher operating cost, and seasonal shifts are just some of the challenges that businesses face today. In order to keep making money, the hotel sector has to find ways to boost revenue and keep it strong throughout the off season.

There has to be someone in charge of monitoring social media and responding to unfavourable reviews for the hotel reputation management to be effective. Loyalty programmes are costly, and they raise the bar for competitiveness and visitor poaching (Al Msallam & Alldad, 2016). To keep customers coming back and be competitive in the global market, hotel owners and managers need to provide their visitors the attention they deserve. Financing international growth, customer satisfaction initiatives, social media infrastructure, and cost containment will need novel approaches. Travel has been disrupted throughout Eastern Europe because of Russia's military incursion in Ukraine, particularly in Latvia, Moldova, Slovenia and Finland. Flights departing Russia have seen increased demand as of late (UNWTO, 2022).

Sustainable hotel practices encompass waste management, recycling, energy management, and environmentally friendly credentials including Green Globe, LEED, Green Leaf, and Ecotel. IHG has implemented the Green Engage System globally. The “Eat with Six Senses” and “Grow With Six Senses” programmes, the “Do Not Disturb” and “Green Choice” programmes, and the improved cleaning and sanitation standards in reaction to the COVID-19 epidemic are just a few examples of how Six Senses and Moxy have adapted their operations to reflect modern concerns (Doorways, 2021). These shifts reflect the hotel industry’s increasing focus on environmental responsibility and guest health, as well as the industry’s understanding of its obligation to evolve with the times.

The Moxy brand by Marriott International is getting ready to launch a 200-room, eco-friendly hotel in the Arctic Circle of Scandinavia (Construction of Moxy Hotels Begins in Tromsø, 2021).

Six Senses increased soft toy sales and contributions provide for 100% of their sustainability budget, while sales of house-bottled water contribute 50% (Climate Warrior 2022, 2023). The funds are dispersed regionally to assist initiatives that restore ecosystems and animal populations programmes that allow hotels to monitor and report their carbon footprint.

The analysis of Six Senses and Moxy’s marketing approaches gave significant results. Six Senses prioritises luxury and sustainability, providing distinctive experiences and amenities. In contrast, Moxy targets a younger, cost-conscious demographic through fashionable decor and accessible locations. Both brands have potential for enhancing their services and facilities, as well as targeting untapped markets. Six Senses can improve its marketing efforts by forming alliances with sustainable travel firms and focusing on emerging high-end tourism sectors. Moxy may enhance its performance by offering personalised experiences and expanding its presence in international markets with increasing demand for budget travel.

Conclusion

Sustainable Development, ethical behaviour, and geopolitical events significantly influence the marketing tactics of the worldwide hotel brands (Santos & Almeida, 2022). Adaptation and responsiveness to evolving issues in the hospitality industry are crucial for brands to remain relevant as well as attract customers through effective marketing strategies (Verma & Chandra, 2018). The analysis of Six Senses and Moxy's marketing approaches underscores the significance of a meticulously crafted and flexible marketing plan in the fiercely contested hospitality industry.

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