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**A Comparison of The Marketing Methods Of Two
Multinational Hotel Brands: Moxy And Six Senses**

Student Name: Tanzina Chowdhury Annie

Student Id: 2233553

Lecturer Name: Christopher Wilkin, Ruth Taylor-Davies

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Marketing is termed as the set of activities, processes, set of institutions for communicating, creating, exchanging and delivering the primary offerings that have worth for the partners, clients, customers and society at large (Jobber and Ellis-Chadwick, 2020). The process of marketing involved in each business is to make the consumer aware of the services or the products which engage them and assist them in deciding between buying (Kotler *et al.*, 2020). Furthermore, marketing methods or plans marketing helps every business to grow efficiently and create and maintain relevance, demand, competition and reputation. Collectively, the marketing methods or plans assist the organisation to boost its career and growth by strategising the long-term goals and effectively understanding the needs of the consumers. This essay aims to compare the two hotel brands that Moxy and Six sense and their strategies in marketing. In addition to this, its marketing activities, and future recommendations are also aimed at here in this essay.

The hotel brand ***Six Sense*** utilises the tool of marketing mix very effectively as this tool benefits the hotel to become one of the leading brands in the entire globe and mainly in the UK and London. The ***product*** of the hotel Six Sense holds the major parts to be focused on which are toiletries and personal care. The products of this particular hotel are immensely loved by each of the customers and they value it significantly which helps the rate of the products and services grow. The ***place*** of hotel is in the centre of the city and is significantly connected with several other chains which makes the place of the hotel brand flourish in its specific areas (Ndofirepi *et al.*, 2020). As the market is very competitive in its mode mainly on the hotel brands and its services, the guest or the customers during their arrival in the hotel is influenced by the ***price*** and its package facilities. ***Promotion*** is also one of the most vital parts of the situational analysis of the hotel Six Sense. Moreover, Six Sense attract customer through several forms of brochures, Facebook page, television commercials and so on.

The hotel brand ***Moxy*** markets its products and other modes of services effectively and also by effectively strategising the market. Moreover, the Moxy hotel brand is one of the most vital hotel in the entire world and it holds the marketing tools or the situational analysis very prominently. The ***product*** of the hotel brand collectively focuses on guest rooms, banquet rooms, beverages and food, conference facilitating for long meetings, executive lounge, travel, desk, parking facilities and so on (Olson *et al.*, 2021). The ***place*** of the hotel brand Moxy also highlights the accessibility of the products to the customers. When comparing or juxtaposing with the Six Sense products and services this particular hotel makes each of the customers or travellers get

everything at their desk. However, the place of the hotel brand is chosen in the model of the city and it is surrounded by many big chains which may make the brand grow and develop immensely (Olanrewaju *et al.*, 2020). As the hotel brand Moxy primarily focuses on their guest rooms, beverages and food, lounges, garden facilities conference facilities and so on, the brand tries to keep the **price** of the services and products at a minimal rate so each of the customers or travellers who visit their hotel can adaptable with each thing effectively. However, regarding the **promotion** of the brand, Moxy makes its advertising over its web page and other social media sites which helps them to make people know about their schemes and structures and focus on the primary profits and services (Hanaysha *et al.*, 2021).

The Six Sense Hotel is referred to as one of the largest 5-star chains that have the speciation in exotic, remote locations all over the globe and also focuses on promoting the culture of sustainability and rejuvenation. **Segmentation** of the hotel brand Six Sense highlights the personality traits and lifestyle of the client (Auxier and Anderson, 2021). On the other hand, the hotel Moxy segments its audience based on the purpose of the travel and gives them the best services. Most importantly the hotel Moxy focuses on the audiences or clients who are there for office meets up and conferences and gives them the full privilege to use their conference hall and so on. The **target market of Six Sense hotel** is concentrated primarily on business travellers and tour groups. The **target market of Moxy** is significantly based on millennial travellers (Hwang and Lee, 2021). The **positioning of the brand Six Sense** simultaneously highlights the business worth to its customers and commits towards preserving sustainable operations and the environment (O'Shaughnessy *et al.*, 2021). On the other hand, the **brand Moxy position** its market among the customers by holding open-mindedness, celebrating nonconformity and originality above all.

The **marketing communication** of the **Six Sense** hotel brand is positively implemented to meet the target and deliver the audience the best of its service and products through the help of advertising (Krizanova *et al.*, 2019). The advertising is adopted by the hotel brand significantly to meet the target and its audience and market its products and service song individuals or other customers in general. On the other hand, the hotel brand **Moxy** initially focuses and admires the digital prices of marketing communication, as the brand Moxy personally believes that through the help of digital market communication tools the aims and objectives of the hotel can be reached or achieved successfully (Chaffe and Ellis- Chadwick, 2019). Moreover, as the form of digital media is enhancing in today's world towards achievement, the brand Moxy adopts

this marketing channel or mode of marketing communication tool with the target audience (Saura, 2021).

The brand Six Sense and Moxy collectively hold major *similarities* in their adoption of the marketing strategies that they reward extra discounts to the customers or audience who do direct bookings of the entire luxuries beforehand (Falahat *et al.*, 2020). Constantly on the other hand, the major *differences* in their marketing strategies are that Six Sense hotel brand invests the major portion on peak sessions and the hotel brand Moxy focuses primarily on social media strategies to attract a large amount of audience in just one go.

The *recommendations* as per Six Sense marketing activities to aid the future potential growth is that the brand can effectively focus on showing great care to the workers and employees to make them remain in the business and help the brand or the business to grow potentially (Desai and Vidyapeeth, 2019). Greater care not only will make the workers or the staff of the brand hotel Six Sense remain but would also help them to achieve the success and growth of the business effectively and make the hotel brand reach its target audience (Othman *et al.*, 2021). On the other hand, the main recommendation or suggestion for the brand Moxy is to primarily set and highlight the personal consumer service which would make them grow significantly by adopting the future growth of the business and also addressing a new light in the hospitality market. Moreover, focusing immensely on the personal care of the employees will make the brand hotel Moxy much more customers and audiences as they would be aware of the best services they would provide to the audiences and the ultimate customers. In addition to this, another recommendation which would be beneficial for the brand Moxy to implement over the business is by prioritising the level of advanced technology which would contrarily focus and help the business to concentrate on personal care. Through advanced technology, the business can effectively satisfy all the needs of customers and other travellers consequently

The entire essay, therefore, concludes with the primary focus on the two brands that is Moxy and Six Sense. These two hotel brands are taken into consideration and effectively focused based on the vital comparison of their marketing tools, segmentation, targeting and position of the tow brands is being concluded. In addition to this, the marketing strategies and the differences and similarities are highlighted over here in this essay. Collectively, the recommendations are also concluded significantly in the easy by exhibiting the major points which need to be addressed in the hotel brands to hold the future reputations and goals and potentially about the future market.

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