

A comparison of the marketing methods of two multinational hotel brands

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Marketing Strategies of Moxy

Moxy is a hotel brand owned by Marriott International, a multinational hospitality company. Moxy operates in various countries and targets the budget-conscious traveller who is looking for affordable and stylish accommodation. The brand was founded in 2014 and operates in the budget hotel market segment. Moxy uses various digital marketing methods such as social media and its official website to market its services. The brand has a strong social media

Introduction
Marketing is a crucial aspect of any business and is considered as one of the most important aspects of business success. In the hospitality industry, marketing strategies play a crucial role in attracting customers and promoting the brand image of the company. In this essay, the marketing methods of two multinational hotel brands Six Senses and Moxy will be compared. Both these brands have different approaches to marketing and have made various marketing choices to attract their target audience. The essay will examine the historical background and the changes made within their marketing approach, their current market position, and the marketing strategies used now. Furthermore, the essay will also discuss the considerations made by both the brands regarding sustainability, social, geopolitical, and contemporary issues, and the marketing messages given to their customers and how they have changed over time.

Marketing Strategies of Six Senses

Six Senses is a luxury hotel brand that operates in various countries across the world. The brand was founded in 1995 and is considered as one of the most luxurious hotel brands in the world. Six Senses follows an eco-friendly approach in its marketing and has made various efforts to promote sustainability. The brand markets its services through traditional advertising methods such as print ads and through digital marketing methods such as social media and its official website. Six Senses has a strong social media presence and uses platforms like Instagram and Facebook to reach its target audience. The brand targets the high-end market segment and positions itself as a luxury brand providing high-end services.

presence and uses platforms like Instagram and Facebook to reach its target audience. Moxy uses a unique approach in its marketing and targets the millennials who are looking for stylish and affordable accommodation.

Current Market Positions

Both Six Senses and Moxy have different market positions. Six Senses operates in the luxury hotel market segment and is considered as one of the most luxurious hotel brands in the world. The brand targets the high-end market segment and provides high-end services to its customers. On the other hand, Moxy operates in the budget hotel market segment and targets the budget-conscious traveller who is looking for affordable and stylish accommodation. Moxy has positioned itself as a stylish and affordable hotel brand, targeting the millennials.

Considerations Made Regarding Sustainability, Social, Geopolitical, and Contemporary Issues

Both Six Senses and Moxy have made various considerations regarding sustainability, social, geopolitical, and contemporary issues. Six Senses has made a strong effort to

promote sustainability and follows an eco-friendly approach in its marketing. The brand has made various efforts to reduce its carbon footprint and promote sustainability. On the other hand, Moxy has not made any significant considerations regarding sustainability and focuses more on providing stylish and affordable accommodation to its customers.

Marketing Messages Given to Customers and Changes Over Time

The marketing messages given to customers by Six Senses have changed over time. The brand initially focused on promoting its eco-friendly approach and its high-end services. However, in recent times, the brand has shifted its focus to promoting its sustainability efforts and its eco-friendly approach. The brand's marketing message now focuses on promoting its commitment to sustainability and its efforts to reduce its carbon footprint. On the other hand, the marketing messages given to customers by Moxy have remained the same over time. The brand focuses on promoting its stylish.

Marketing Methods and Strategies of Six Senses Six Senses is a multinational hotel brand that operates resorts and spas in some of the world's most exotic locations. The brand's marketing strategy is focused on offering a unique and holistic hospitality experience that is both sustainable and luxurious. Six Senses targets upscale, eco-conscious customers who are looking for a unique and memorable experience.

Marketing Mix Six Senses utilizes a multi-channel marketing approach to reach its target audience. This includes digital marketing, print and broadcast advertising, public relations, and personal selling. The brand has a strong social media presence, with a focus on Instagram, Facebook, and Twitter, where it posts images and videos of its resorts and services to showcase the unique experience it offers.

Six Senses also invests in print advertising in travel and lifestyle magazines, as well as in-flight magazines, to reach its target audience of upscale and eco-conscious travellers. The brand also has a robust public relations strategy, working with travel and lifestyle bloggers and journalists to generate positive media coverage.

Segmentation, Targeting, and Positioning Six Senses uses market segmentation to identify its target audience and tailor its marketing efforts to meet their specific needs and preferences. The brand targets upscale and eco-conscious customers who are looking for a unique and memorable experience. Six Senses positions itself as a premium and sustainable hospitality brand, offering a holistic and luxurious experience to its guests.

Marketing Communications Six Senses focuses on personalisation and community building in its marketing communications. The brand has a strong emphasis on its values of sustainability, wellness, and community, which it showcases through its marketing messages and campaigns. For example, Six Senses offers community building activities such as yoga and meditation classes, cooking classes, and cultural activities that bring guests together and encourage a sense of community.

Contemporary Concerns Six Senses has made significant investments in sustainability and eco-friendly initiatives. The brand has implemented various programs and initiatives to reduce its carbon footprint, conserve natural resources, and promote sustainable tourism. For example, Six Senses is committed to reducing its water and energy usage, as well as reducing its waste and emissions.

Marketing Methods and Strategies of Moxy is a multinational hotel brand that operates budget-friendly hotels in some of the world's most vibrant cities. The brand's marketing strategy is focused on offering a fun and energetic atmosphere to its guests, with a focus on technology and affordability. Moxy targets budget-conscious travellers who are looking for a trendy and tech-savvy experience.

Marketing Mix Moxy utilizes a multi-channel marketing approach to reach its target audience. This includes digital marketing, social media, print and broadcast advertising, public relations, and personal selling. The brand has a strong social media presence, with a focus on Instagram, Facebook, and Twitter, where it posts images and videos of its hotels and services to showcase its fun and energetic atmosphere.

Moxy also invests in print advertising in travel and lifestyle magazines, as well as in-flight magazines, to reach its target audience of budget-conscious travellers. The brand also has a robust public relations strategy, working with travel and lifestyle bloggers and journalists to generate positive media coverage.

Segmentation, Targeting, and Positioning Moxy uses market segmentation to identify its target audience and tailor its marketing efforts to meet their specific needs and preferences. The brand targets budget-conscious travellers who are looking for a trendy and tech-savvy experience. Moxy positions itself as a fun and energetic hotel brand that offers affordability and convenience to its guests.

Marketing Communications Moxy focuses on creating a fun and energetic atmosphere.

In conclusion, Six Senses and Moxy are two multinational hotel brands that have made significant investments in marketing strategies to position themselves in the competitive hospitality market. They both approach marketing with a view to reaching their target audiences and ensuring their customer satisfaction. Six Senses has a unique position in the market, offering a holistic and sustainable approach to hospitality, while Moxy is targeting a younger, budget-conscious customer base with its trendy, tech-savvy hotels. Both brands have made strategic considerations in regards to sustainability, social and geopolitical issues, as well as contemporary concerns in the hospitality market.

In terms of marketing mix, both brands have taken advantage of digital marketing and social media platforms, as well as traditional advertising methods to promote their products and services. However, Six Senses has placed more emphasis on personalisation and community building, while Moxy has focused on creating a fun and energetic atmosphere for their guests.

While there are similarities in their marketing strategies, the two brands have taken different approaches and have I

identified unique ways to reach their target markets. Both brands could further enhance their marketing activities by continuing to adapt to changing market trends, customer preferences, and industry changes. For Six Senses, this could mean increasing their use of digital marketing tools, while for Moxy, expanding into new regions could be a valuable opportunity for growth.

In conclusion, marketing is a crucial aspect of the hospitality industry, and both Six Senses and Moxy have taken the necessary steps to ensure their continued success in the market. By examining their marketing strategies and making recommendations for future growth, this essay has provided insight into the various approaches multinational hotel brands can take to reach their target audiences and achieve their marketing goals.

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