




COURTYARD®
Marriott

java+

Hello!

- We applaud Marriott International's endeavours to widen its **brand appeal** to a **new generation** of clientele, overtaking its competitors, through campaigns such as Travel Brilliantly's co-creation, and Renaissance's events.
- We feel that **Warp aur Weft compliments** such direction **brilliantly**, bringing appeal to the Courtyard by Marriott identity as an **experiential destination**, and well-deserved attention for its Java+ cafés present in India **first in Ahmedabad**.



Courtyard by Marriott has an **excellent opportunity** to leverage its high national perception and innovation with Java+, taking a lead in reaching the growing new **Millennial demographic**, whilst ever-enhancing relations with its existing clientele.

You Have An Opportunity

- Millennials are more spontaneous than older generations, **looking for a good time** and **travelling more frequently**.
- 66% of millennials **highly value** soft benefits such as **unique experiences**—significantly more than others.†
- Which brands are reaching these potential clientele in the millennial and generation-Y demographics...**are you?**
- Great service is not about about how customers think, it's about their feelings—curated and retained through **great experiences**.
- “in 2013, 66% of consumers switched brands or business due to a poor experience; 82% said the brand could have done something to stop them”††

† Deloitte 2014 “Winning the Race for Guest Loyalty” †† American Express Service Study 2013



We're satisfying the hunger of **millennials** for **new and different experiences** ...that they can take home, **remember and recount**.

We Have An Experience

- Bringing together **enthusiastic young people**, around fashion and design, to have a **good time** and **connect** with creators in **appealing venues**.
- A **complete experience**, beyond retail—interacting with designers, taking home their experiences and their products, **defining their identities** by them.
- Consuming performances, food and drink, and revelling in a desirable space with their like-minded peers.

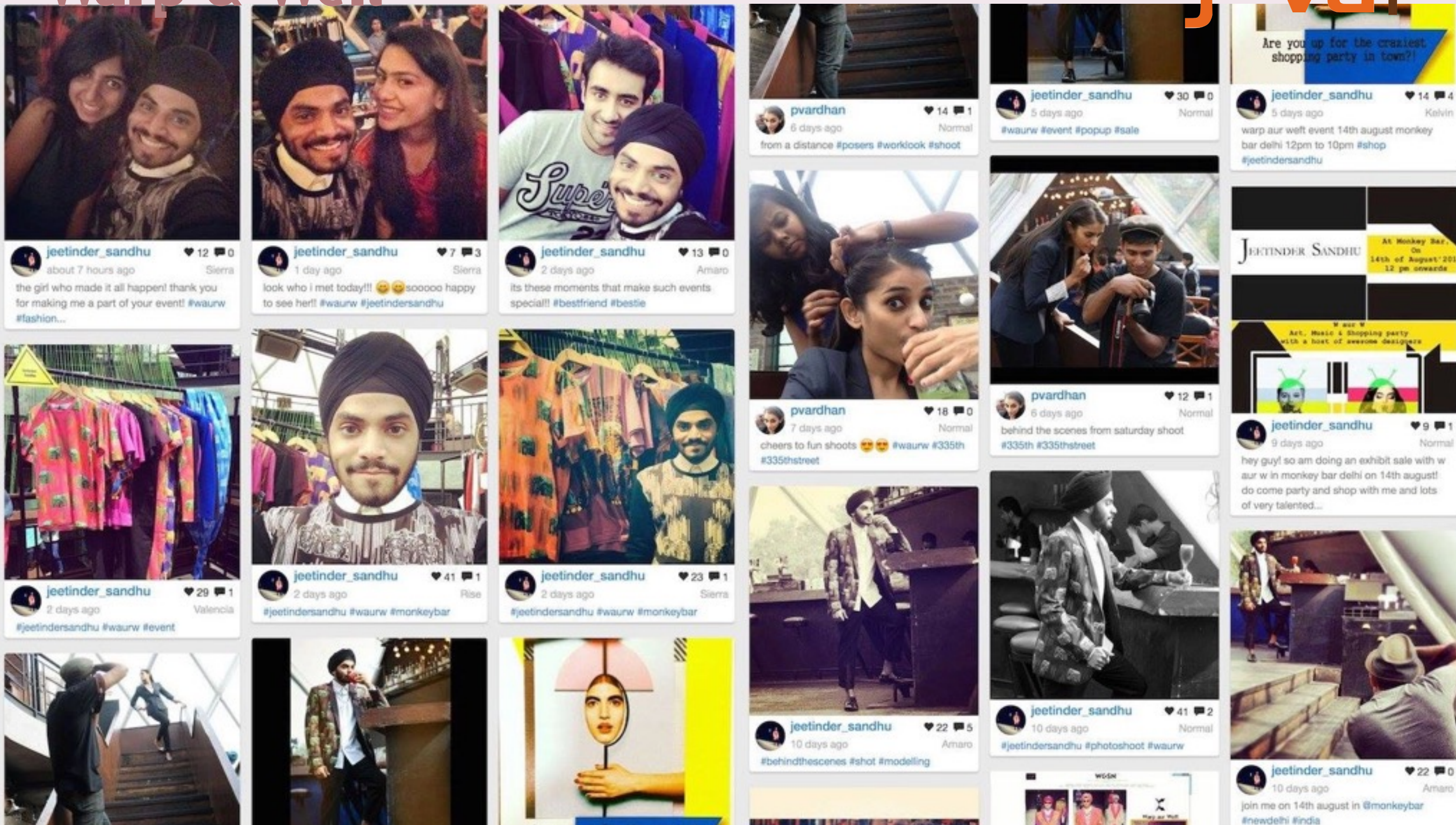


We're **partnering** with a **diverse network** of independent creators and designers offering **innovative and unique** products that have **genuine appeal** to consumers.

Creating Connections

- An expanding network of **passionate** and **creative** independent designers, **and their existing followers**.
- Eager and **unserved consumers** seeking **interesting experiences** and unique products.
- A core team — RA Fine Arts Antwerp; Digital Marketing L'Occitane; 20 years London Marcomms; innovative supporting artists and on-the-ground organising team.
- **Trendsetting venue operators** leveraging their spaces to deliver **exceptional value** through fulfilling experiences.
- A **strong ecosystem** building relationships into the **future**.

Warp & Weft



Our community **amplifies experiences** across its networks, generating **real-time anticipation** and **long-lasting reputation**.

Generating Buzz

- **Direct effective reach** through our own and our designers' networks (100k+ local).
- Relationships for **amplification** through selected **influential digital lifestyle** media (blogs, curators, personalities).
- Unique propositions for key traditional media offering exclusive coverage of an **unreported growing trend**.
- **Professional media creation** of the event with photography, video, interviews, and commentary.
- **Social media interaction**, and paid targeting (100k+ local).
- Whole-lifecycle coverage — **before, during and after** the event.



Excellent placed for **catalysing symbiotic relationships** amongst the valuable combination of creators, consumers and venue operators.

Being Partners

- Event-leading brand placement for venue, across **diverse media**.
- **Increased sales** of food & drink.
(300% just on 14th Aug, in a non-central location)
- **Valuable reach** into a difficult to engage demographic, with **lasting associations** through word-of-mouth recommendations.



Thank You. @WaurW @CYAhmedabad #javapopup