



*The
Listening
Room*



ingénue

DEC 1, 2021 - OCT 31, 2022

THE TROUBADOUR HOTEL RECAP

CAREFULLY CURATED BY BILL KAELIN MARKETING

BILL KAELIN
MARKETING.EVENTS.CONSULTING

THE STRATEGY

BKM created a strategic marketing plan that included the rebrand of the restaurants, curated a robust online presence, and collaborated with local influencers to increase the hotel's awareness in the New Orleans market.

In just three months our team has:

- Established a clear, concise trajectory of design concepts, marketing strategy, and storyline for The Troubadour Hotel - *Classic Rock n' roll theme*
- Increased followers and engagement on The Troubadour Hotel and established a brand new The Listening Room social media handle
- Brand conceptualization for each respective facet of the hotel
- Developed brand guidelines for The Listening Room, Ingenue (formerly Monkey Board), and Penny Lane (hotel market)
- Collaborated with a local influencer to highlight the hotel and promote events at Monkey Board (now Ingenue after BKM rebranded the asset).
- Resourced and completed an interior design remodel proposal for The Troubadour Hotel, The Listening Room, and Ingenue.





ENHANCING THE GUEST EXPERIENCE

To embrace the newly proposed "classic rock n' roll" theme of The Troubadour Hotel, the BKM team implemented design elements to enhance the esthetic and vibe of the hotel and The Listening Room.

Ideas and concepts included:

- Creation and implementation of music playlists in the hotel lobby and The Listening Room
- Implemented the Classic rock n' roll tees for employees
- Created the concept and branded the hotel market, *Penny Lane*, to continue to tell the story of the rock n' roll theme that BKM implemented. BKM also managed vendors to stock the shelves.
- Recommended moving breakfast to The Listening Room to encourage guests to familiarize and utilize that space
- Worked with a local sound company to install a new sound system for entire hotel, meeting rooms, the food & bev outlets

THE TROUBADOUR HOTEL MARKET



PENNY LANE

PENNY LANE MARKET

BKM conceptualized and branded the hotel market *Penny Lane* that was inspired by the iconic classic rock n' roll band The Beatles. In addition, we secured and managed market vendors for the hotel.

BKM design team conceptualized and designed the logos and graphics (see page 6).

BKM secured vendors such as:

- La Colombe - French inspired canned coffee
- Liquid IV - The leader in the beverage industry for hydration multipliers
- RocketFizz - Stocked the shelves with vintage candy including Blow Pops, Frooties Strawberry, Jolly Ranchers, and much more



PENNY LANE



PENNY LANE



PENNY LANE



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THE LISTENING ROOM

BKM design team proposed and implemented a brand strategy for the The Listening Room to encompass the rock n' roll theme of the hotel.

This brand strategy included:

- Creation of full design guidelines that includes logos, color schemes, brand elements, and font types
- Creation of food and beverage menu design
- Concept and programming
- Partnerships with local vinyl stores and talent
- Social media management to tell the story of the lounge and The Troubadour Hotel.





*The
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COCKTAILS

*The
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EXPERIENCE

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TUNES

*The
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BITES

THE LISTENING ROOM MENUS

DRINK NAMES AND MENU DESIGN CREATED BY THE BKM TEAM

2022 WINTER SET LIST



The Listening Room

THE LINE - UP

Crudité Chef's selection of fresh veggies served with Cajun aioli	8	Southern Chicken & Andouille Gumbo Served with rice	8/14
Fries Served with Cajun aioli	5	Listening Room Market Salad Romaine, cherry tomatoes, red onion, piquillo pepper, blue cheese, pecans, bacon, vinaigrette + \$5.00 add chicken +\$10.00 add crab cakes	14
Cajun Gratton Fried pork skin, Cajun seasoning	8	Crab Cakes (3) Crispy Crab Cakes served with remoulade and corn slaw	15
Rice and Beans Served with Andouille Sausage	7/12	Beyond Burger Beyond Beef Patty, red onion, piquillo pepper, romaine & avocado aioli. Served with fries +\$2 Dressed with tomato, lettuce, & vegan mayo	16
Artisan Cheese Board Chef's choice of 3 cheeses, fig jam, pepper jelly, assorted pickled veggies, roasted sweet & spicy pecans	15	Trouble Burger 8 oz beef, cheddar, b&b pickles, ketchup & mustard. Served with fries +\$2 Dressed with tomato, lettuce, & mayo	16
Jambalaya Cajun style with andouille sausage	7/12		

ENCORE

Tres Leches Whipped Cream & Cinnamon Dust	12	Lemon Berry Cake Fresh Berries & Mascarpone Whipped Cream	13	Banana Crème Pie Dulce de Leche	10
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@thelisteningroomnola | www.thetroubadourhotel/listeningroomnola | (504) 518-5800

2022 WINTER SET LIST



The Listening Room

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2022 WINTER SET LIST



The Listening Room

MARTINIS

Vodka Stoll Eilt, Carpano Bianco, Lemon Twist	17	Gin Dyfi Gin, Mommempop Blood Orange, Orange Peel	16	Vesper Monkey 47, Absolutions Elyx, Kina Lillet	15
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OLD FASHIONEDS

Sazerac Sazerac Rye, Peychauds, Sugar, Herbsaint, Legendre	13	Kentucky Rabbit Hole Daringer, Demerara, Bitters	18
H-Town Garrison Brothers, Demerara, Bitters	25	Venezuela Diplomatica Reserva, Molasses, Orange Bitters	15
Tennessee Chattanooga III, Demerara, Bitters	15	Oaxaca 400 Conejos, Maestro Dobel Reposado, Agave, Bitters	16

Shot + Beer

PBR + Jameson	9
Espolon Silver + Models	9
Del Maguey + Tecate	15
Lawnmower + Fernet	10
High Life Pony + Green Charctereuse	10
Reasonably Corrupt + Wild Turkey 101	12
Diplomatica Mantuana + Korovoa Milk Porter	12

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COCKTAILS



EXPERIENCE



BITES



MUSIC

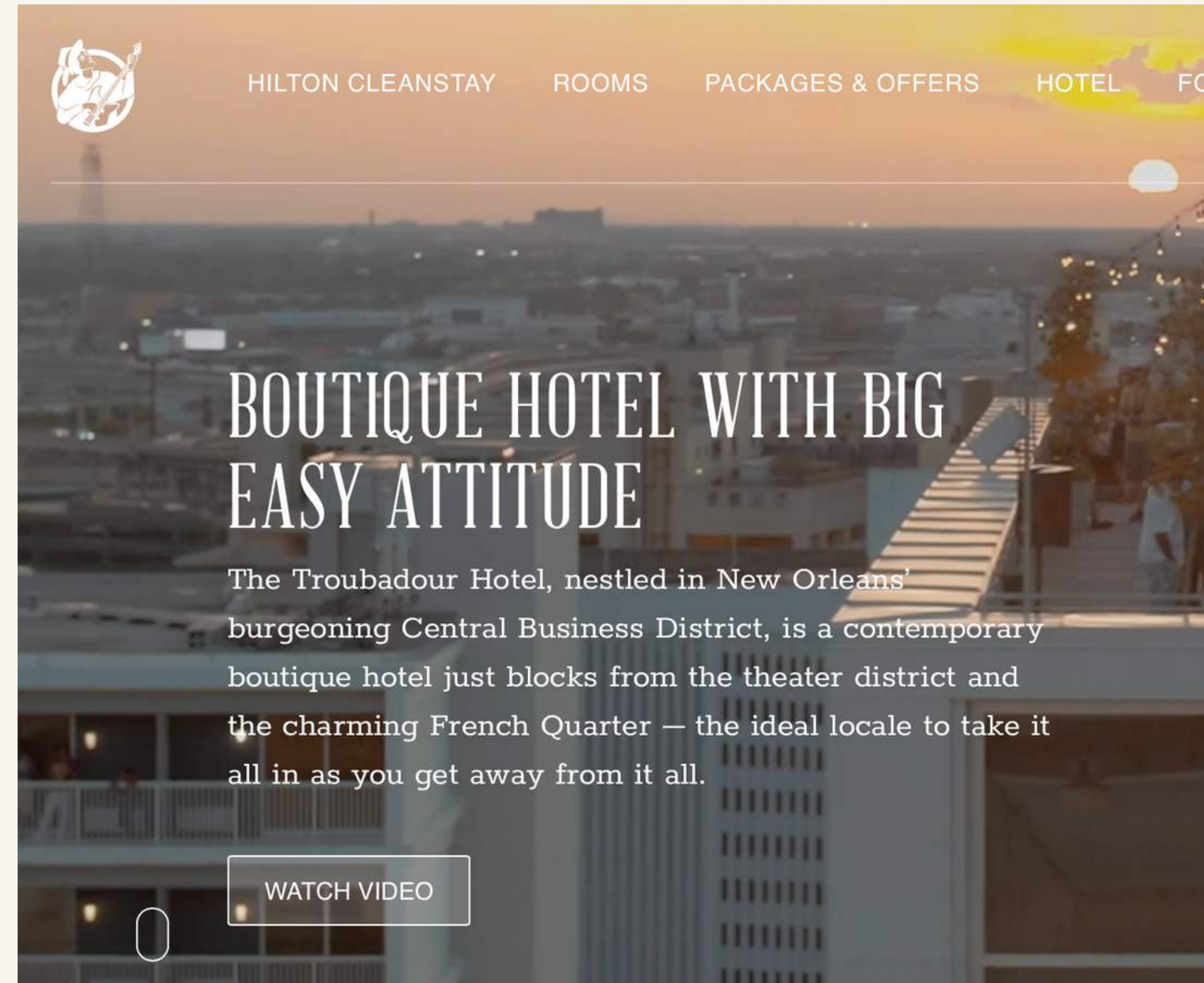
THE TROUBADOUR HOTEL WEBSITE AUDIT

FEBRUARY 3, 2022

BKM's web design team did an audit of the current websites and domains under The Troubadour Hotel brand. With the current set-up of current our team has decided to move forward with a complete redesign and start a rebuild for The Troubadour Hotel website.

This will include:

- 5 pages that include the hotel, The Listening Room, and Ingenué
- Search Engine Optimization (SEO)
- Social media integration
- Responsive design and copyright



HOTEL HEARTBREAK GALENTINE'S DAY EVENT AT MONKEY BOARD

FEBRUARY 12 FROM 7 PM - 12 AM

To generate buzz and excitement for Monkey Board's Heartbreak Hotel Galentine's Day event, BKM hosted a the "Galentine's Day Sioree Giveaway" and partnered up with local influencer @lynnwesleycoleman (141k followers) to amplify event promotions. This strategy was to cross promote on Monkey Board (Ingenu), The Troubadour Hotel, and Listening Room's social media accounts to create unity amongst the hotel's outlets.

Campaign results included:

- 113 new IG followers on The Troubadour's Hotel account
- 136 new IG followers on The Listening Room's account
- Collected 120 new emails for re-targeting purposes
- Post insights include:
 - Post: 53 likes, 78 comments, 7 shares
 - Total reach: 756 new accounts reached + 139 content interactions

100+

TICKETS
SOLD

127.1k

TOTAL
IMPERSSIONS

120

EMAILS
COLLECTED



LIQUID I.V. x THE TROUBADOUR HOTEL PRESENT...

HYDRATE WITH LIQUID I.V.

during Mardi Gras

RECHARGE AND REFUEL DAILY WHEN YOU ADD A LIQUID IV TO YOUR DRINK.

HYDRATE AT HOME?

RECEIVE 30% OFF YOUR ENTIRE PURCHASE AT LIQUID-IV.COM
USING CODE TROUBADOUR30



HYDRATE WITH LIQUID I.V DURING MARDI GRAS

FEB 15 - MARCH 2, 2022

In celebration of Mardi Gras, BKM partnered with Liquid I.V., the leader in the hydration beverage industry to put in-room placement hydration packets during the two busiest weeks of Mardi Gras.

If guests wanted to hydrate at home, Liquid I.V. extended a 30% off discount code to all guests to purchase their products online using code TROUBADOUR30.



1500

LIQUID I.V.
PACKETS

750

IN-ROOM
PLACEMENTS

1500+

REACHED
HOTEL GUESTS

THE TROUBADOUR HOTEL SOCIAL MEDIA

"The good times are always rolling"

Our social media strategy was to position The Troubadour Hotel as the "must-visit destination" in New Orleans for locals or transit travelers. Combined with enticing content, cross promotions, and influencers partnerships, we were able to build our following on both Instagram and Facebook.

Our social media strategy for The Troubadour Hotel is to:

- Build an authentic and digestible feed that attracts locals and out-of-town guest
- Showcase all details, big and small, during the experience at the hotel while also educating the guests about the rock n'roll theme that makes The Troubadour unique
- Photos of the The Listening Room, lobby, rooms, gym, and views
- Happenings and events in downtown New Orleans
- Features black and white photos of classic rock n' roll icons in bed

901

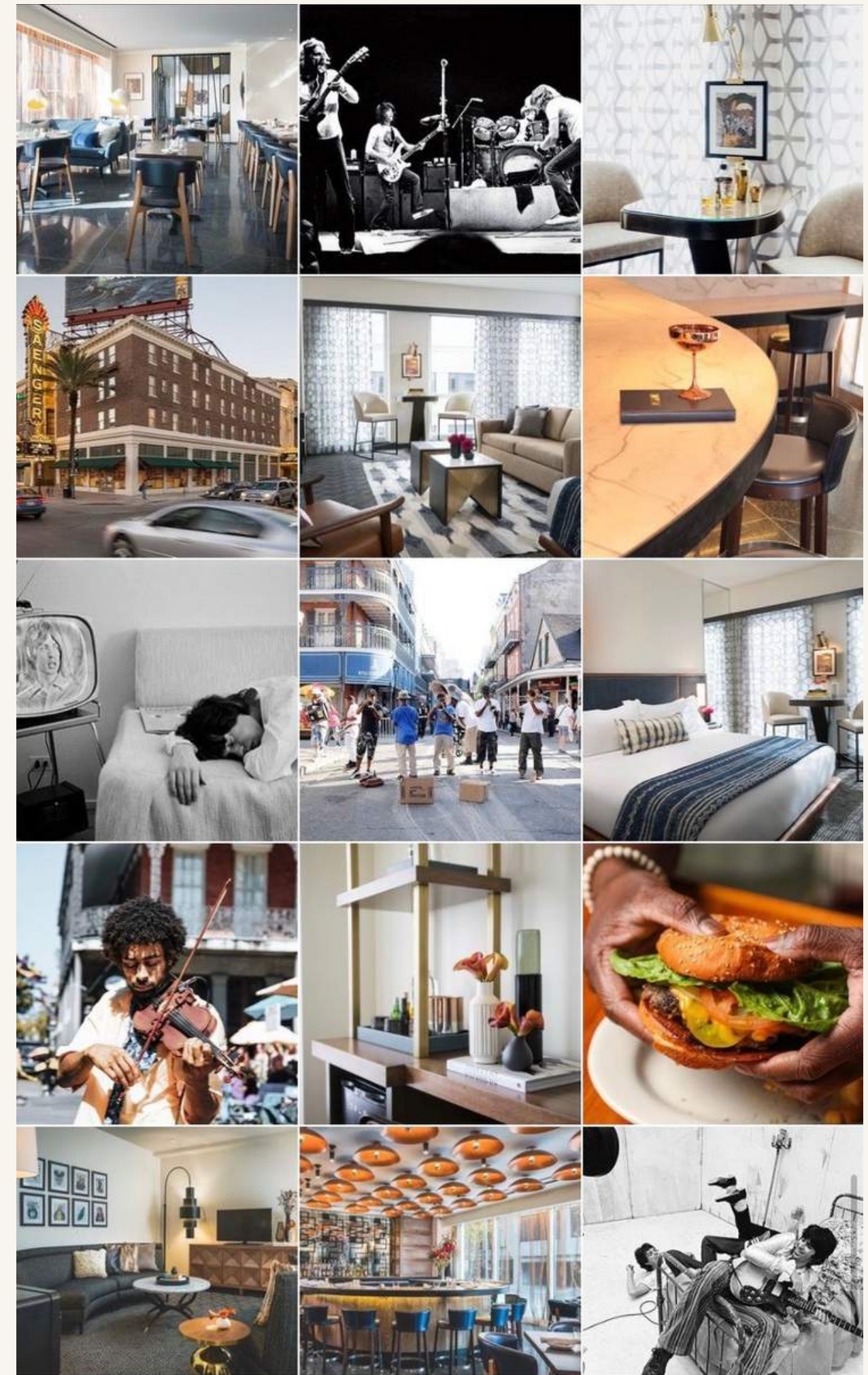
IG FOLLOWERS
GAINED SINCE
DEC 1, 2022

143

FB POST
ENGAGEMENTS SINCE
DEC 1, 2022

57

TOTAL FB + IG
POSTS



THE LISTENING ROOM SOCIAL MEDIA

With the transition of management, it was important that we secured a social media handle for The Listening Room at the Troubadour Hotel (@thelisteningroomnola). Until The Listening Room's marketing strategy is finalized, our team has created a placeholder to create excitement and anticipation for New Orleans's new lounge.

The feed will include:

- Highlight the hotel, food and drink
- Weekly programming featuring vinyl DJ's and Jazz Trios
- Happenings in downtown New Orleans
- Rock n' roll vinyl features
- Highlighted the unique facets of the new Troubadour brand

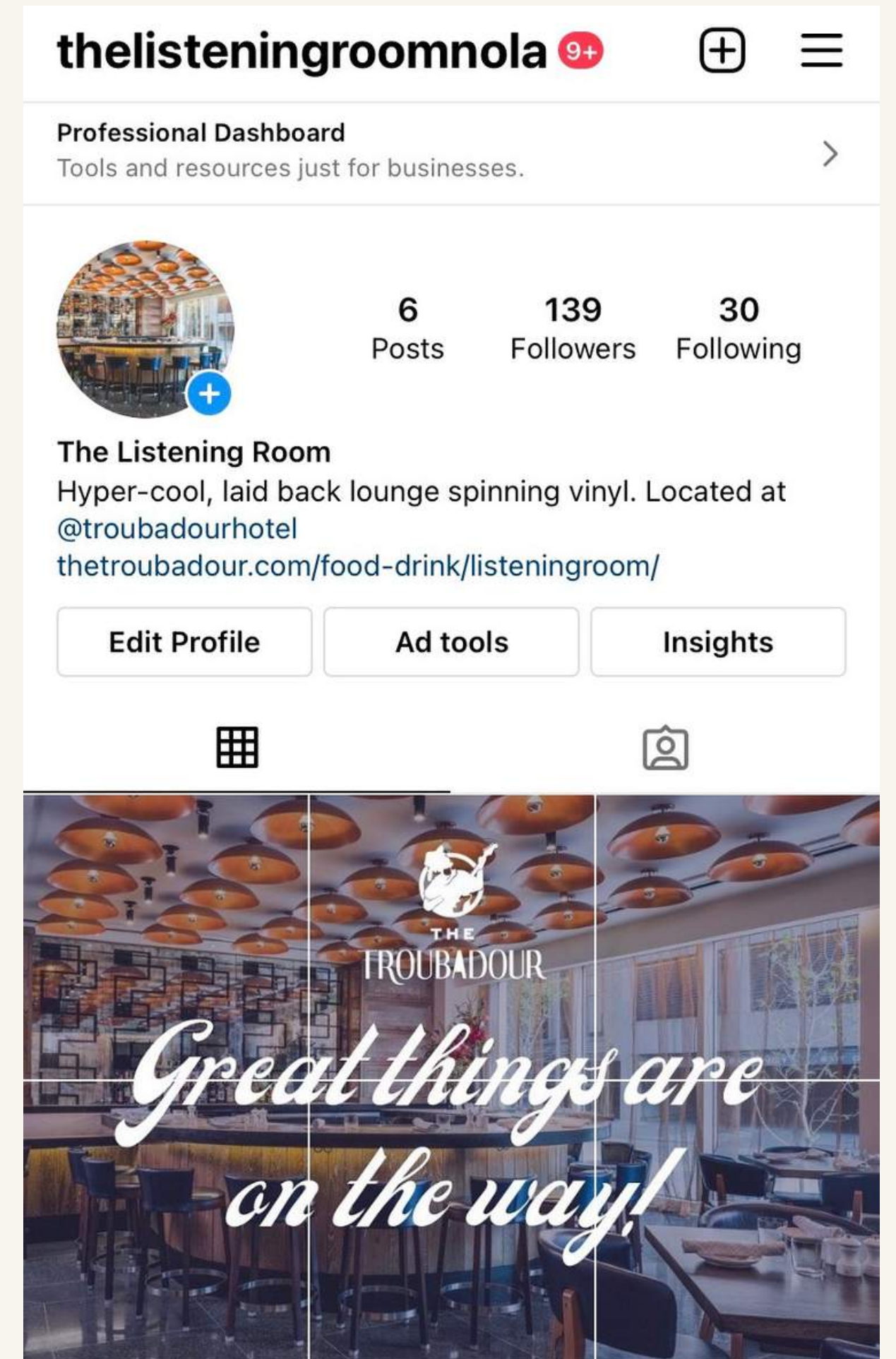
Combined with enticing content, cross promotions from the hotel and Monkey Board, giveaways, and influencers, we were able to grow our following on Instagram.

139

IG FOLLOWERS
GAINED SINCE JAN 1, 2022

76

ACCOUNTS REACHED
SINCE JAN 1, 2022





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The Makeover of

THE
TROUBADOUR
HOTEL

ingénue
AT THE TROUBADOUR HOTEL


THE
TROUBADOUR

*The Listening
Room*



TRANSFORMING THE TROUBADOUR HOTEL

The BKM team worked closely with ownership to give The Troubadour Hotel a much-needed facelift from top to bottom. Our ultimate goal was to create an aesthetic that amplified the rock n' roll vibe of the hotel complimented by a female-focused rooftop destination for all progressive and diverse women.

Using saturated colors and NOLA inspired materials, the BKM interior design team, Candace Parks, created an environment that represents the best of what New Orleans has to offer.

THE LOBBY



BEFORE



AFTER

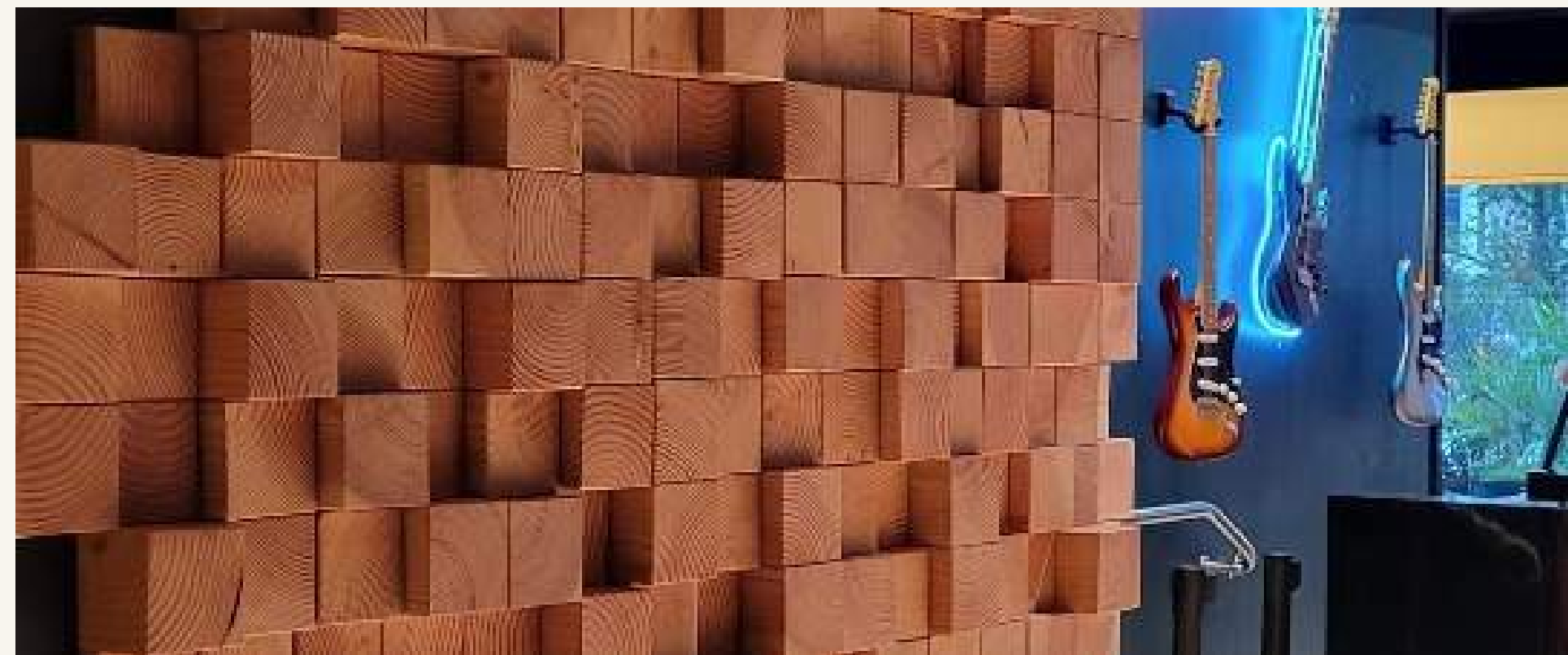
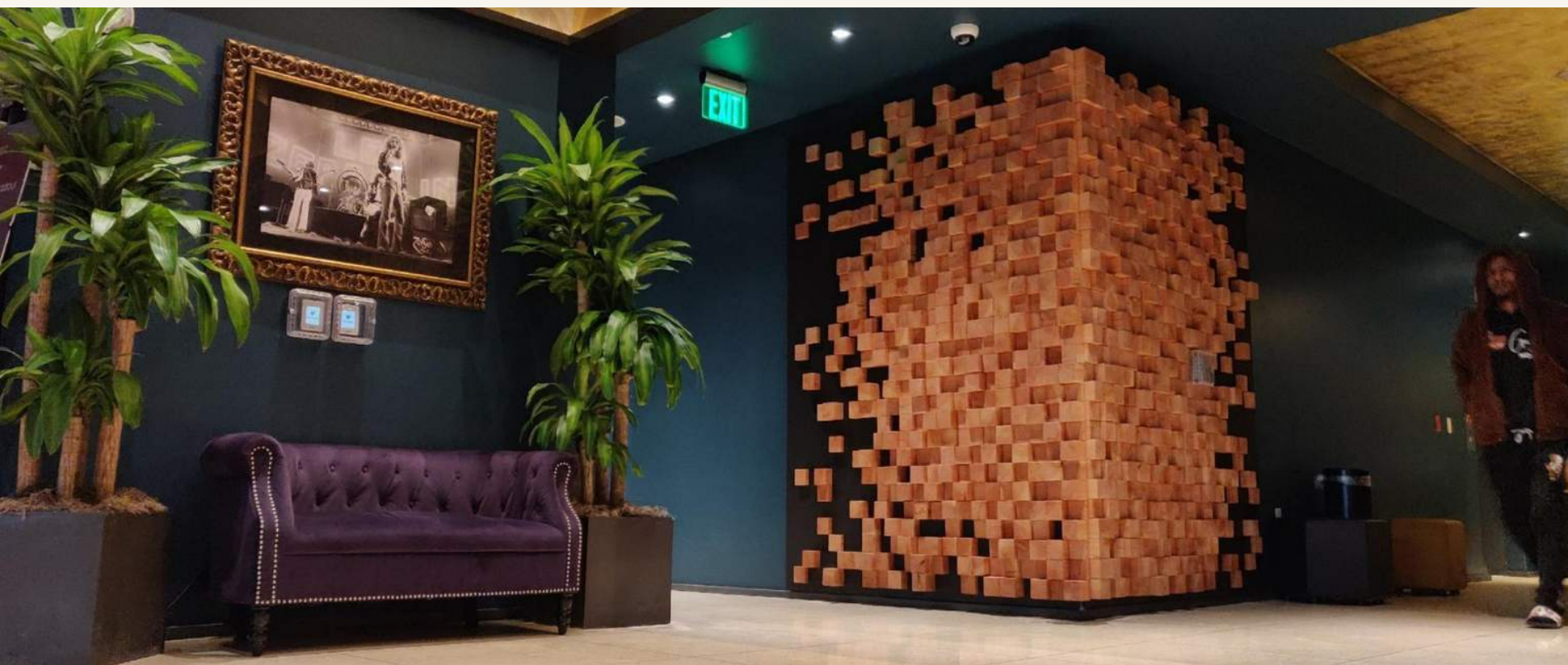
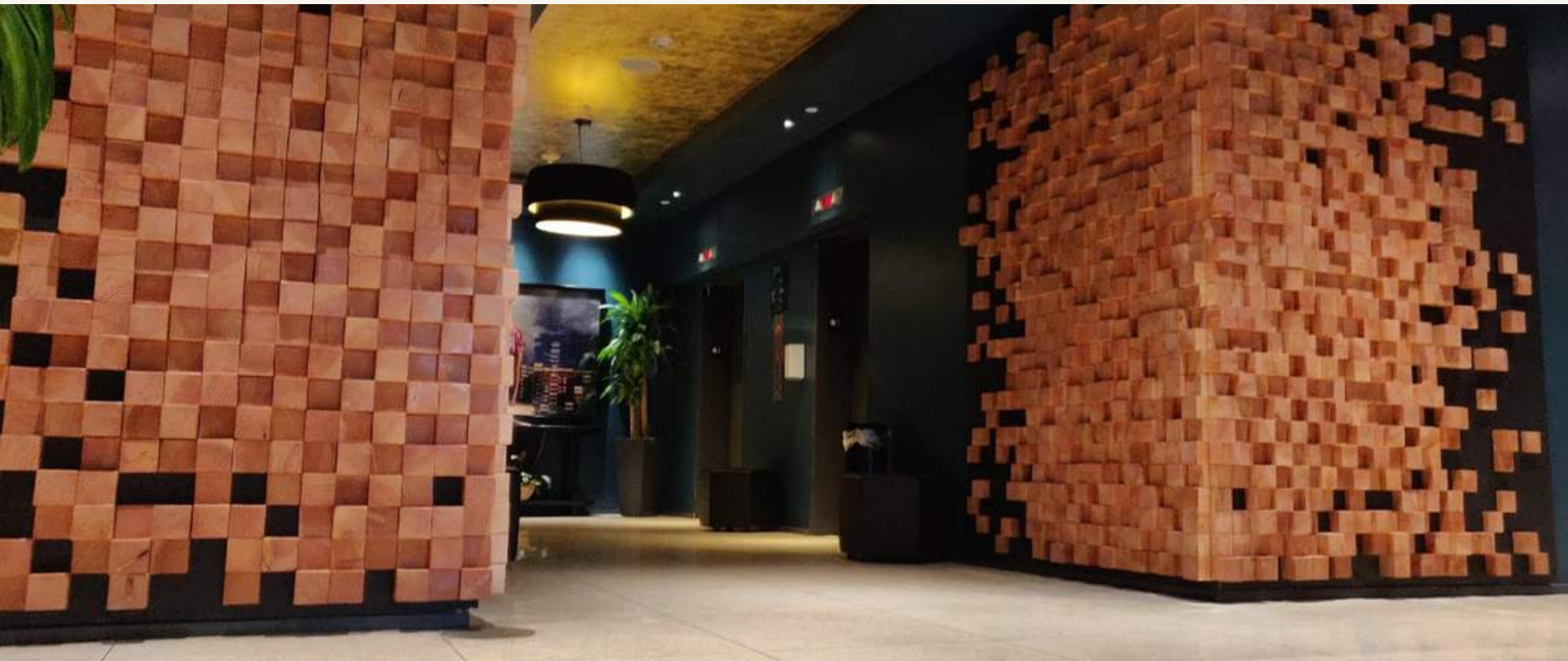
HOTEL ELEVATOR ENTRANCE

BEFORE



HOTEL ELEVATOR ENTRANCE

AFTER



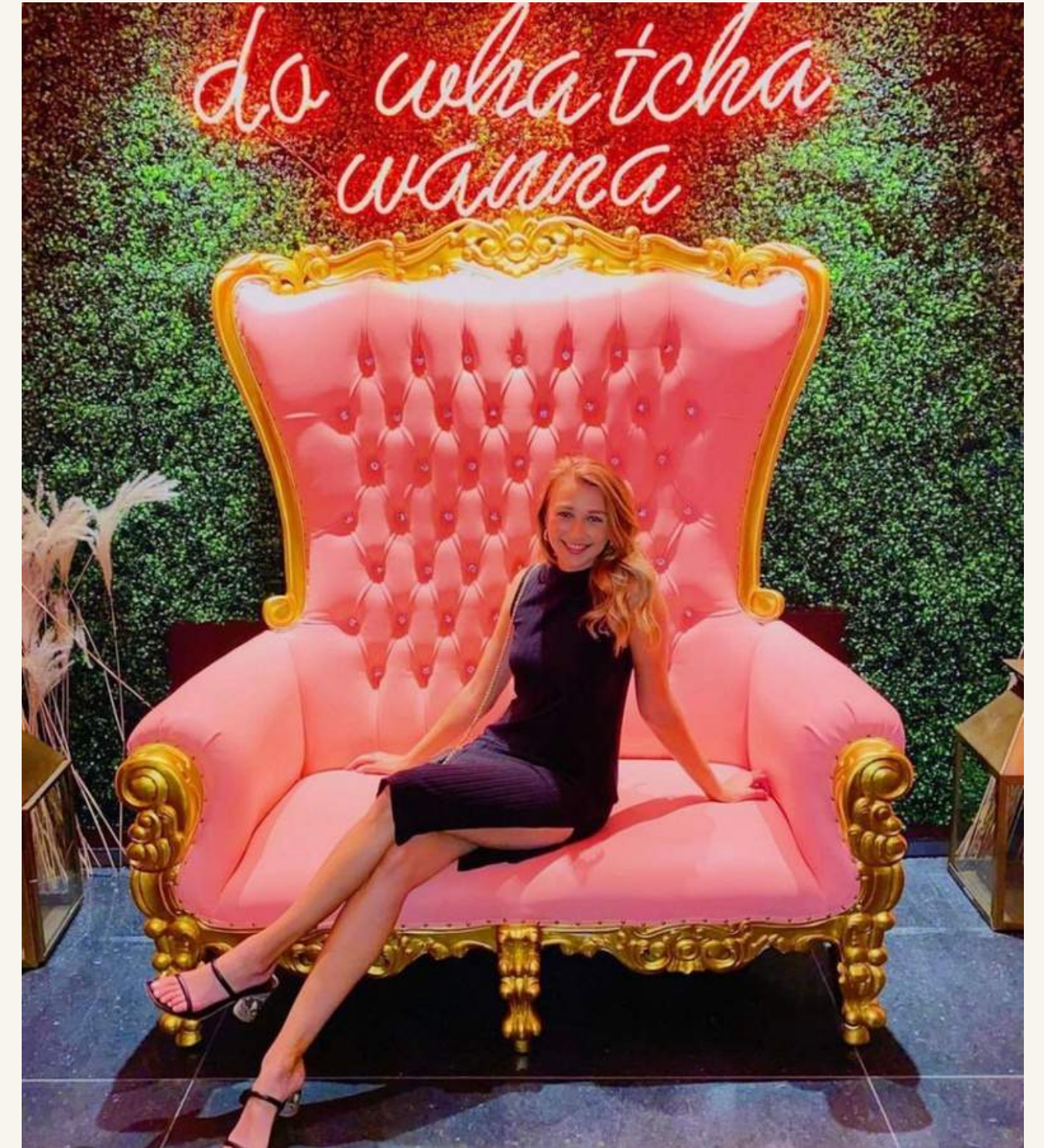
ENTRANCE TO INGENUE

BEFORE

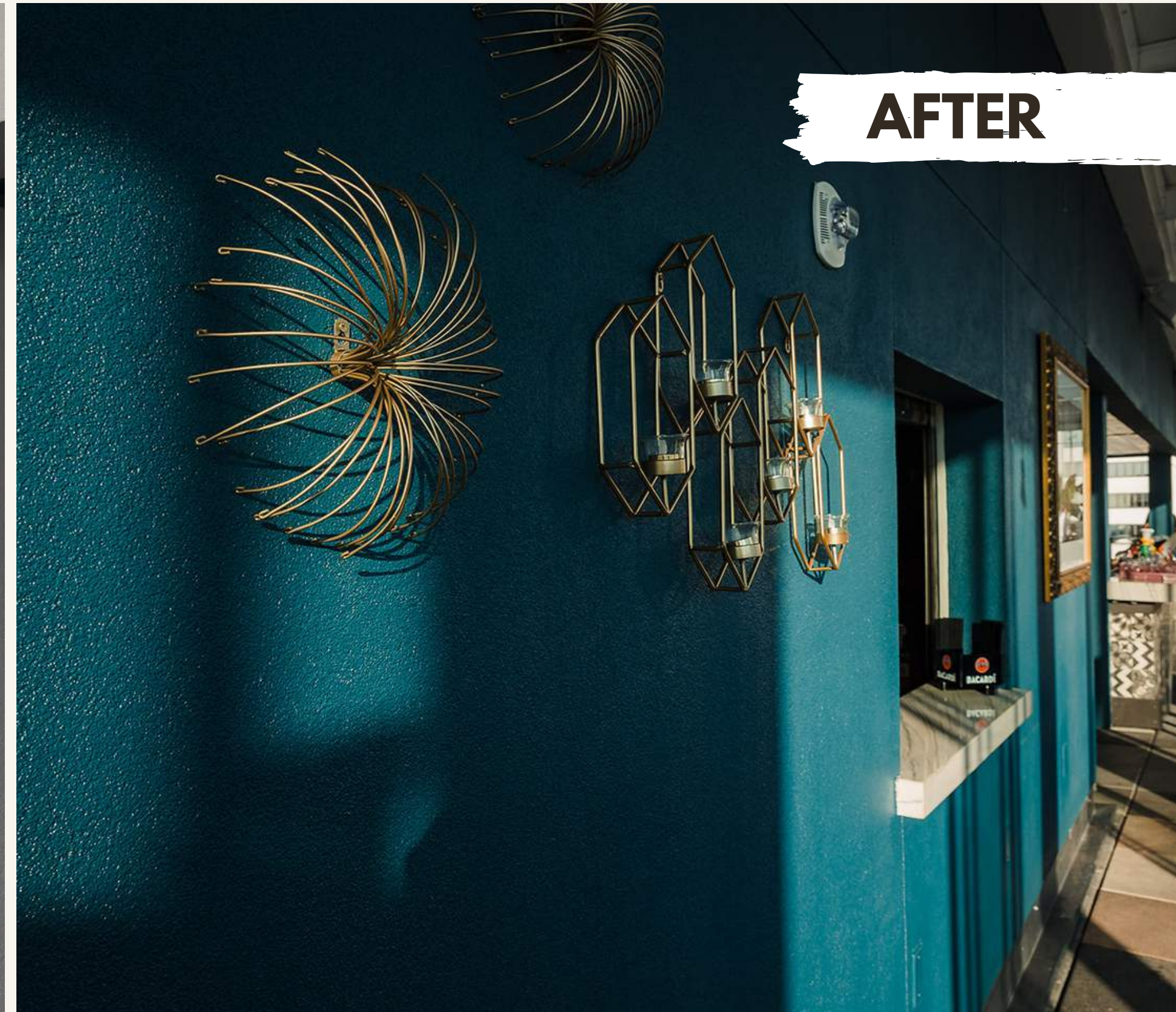


HOTEL ELEVATOR ENTRANCE

AFTER



INGENUUE HALLWAY



RIVERSIDE ROOM



BEFORE



AFTER

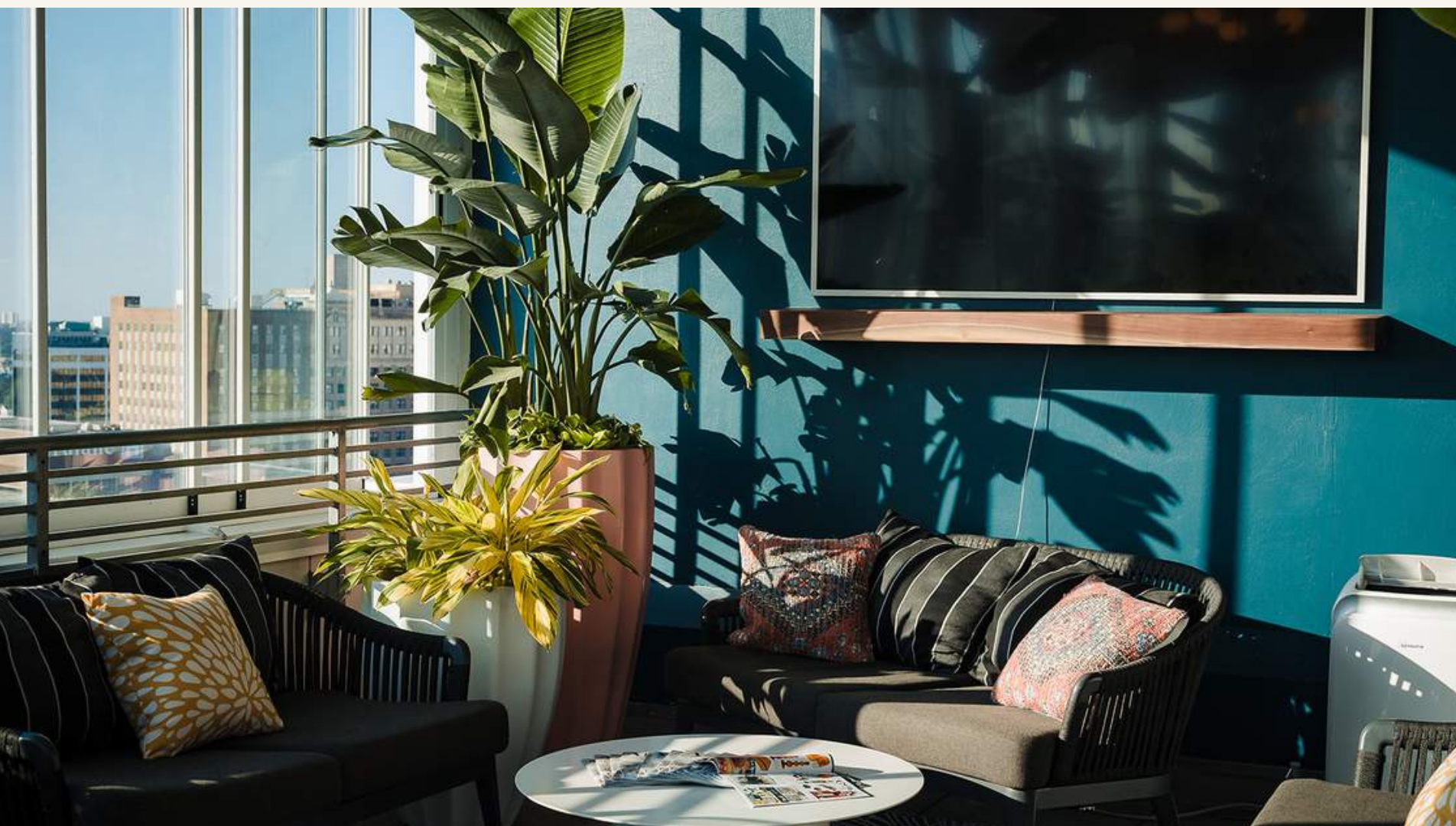
INGENUE'S RIVERSIDE ROOM CONT'D

AFTER



SUNSET ROOM





BAR SPACE

