



AC HOTEL AND NUVOLE 22 UPTOWN RECAP

CAREFULLY CURATED BY BILL KAELIN MARKETING

BILL KAELIN
MARKETING.EVENTS.CONSULTING

THE STRATEGY

From March to June 2020, BKM continued to manage the social media accounts for AC Hotel and Nuvole Rooftop TwentyTwo until brought back on the team in July.

BKM's objective was to create strategic marketing concepts, plan safe events and programming, and a curate a robust online presence for the The AC Hotel and Nuvole Rooftop TwentyTwo. Partnering with your Director of Sales and Marketing, the BKM team worked with the onsite team to build brand awareness and managed all events, programming and social media platforms to increase overall sales and revenue.



LOOKING FORWARD TO THE FUTURE GIVEAWAY

Giving our audience something to be excited about.

In the midst of the pandemic, BKM partnered with Creative Mornings to conduct a giveaway that would inspire and lead our audience to have something to look forward to, therefore the Looking Forward to the Future Giveaway was born! We recruited Creative Mornings to collaborate with us on a giveaway that would give one lucky winner an overnight stay at AC and a credit to Nuvole once everything opened up again. It generated lots of excitement and it was different than what any of our competitors were doing at the time, since a lot of them went radio silent.

7,230

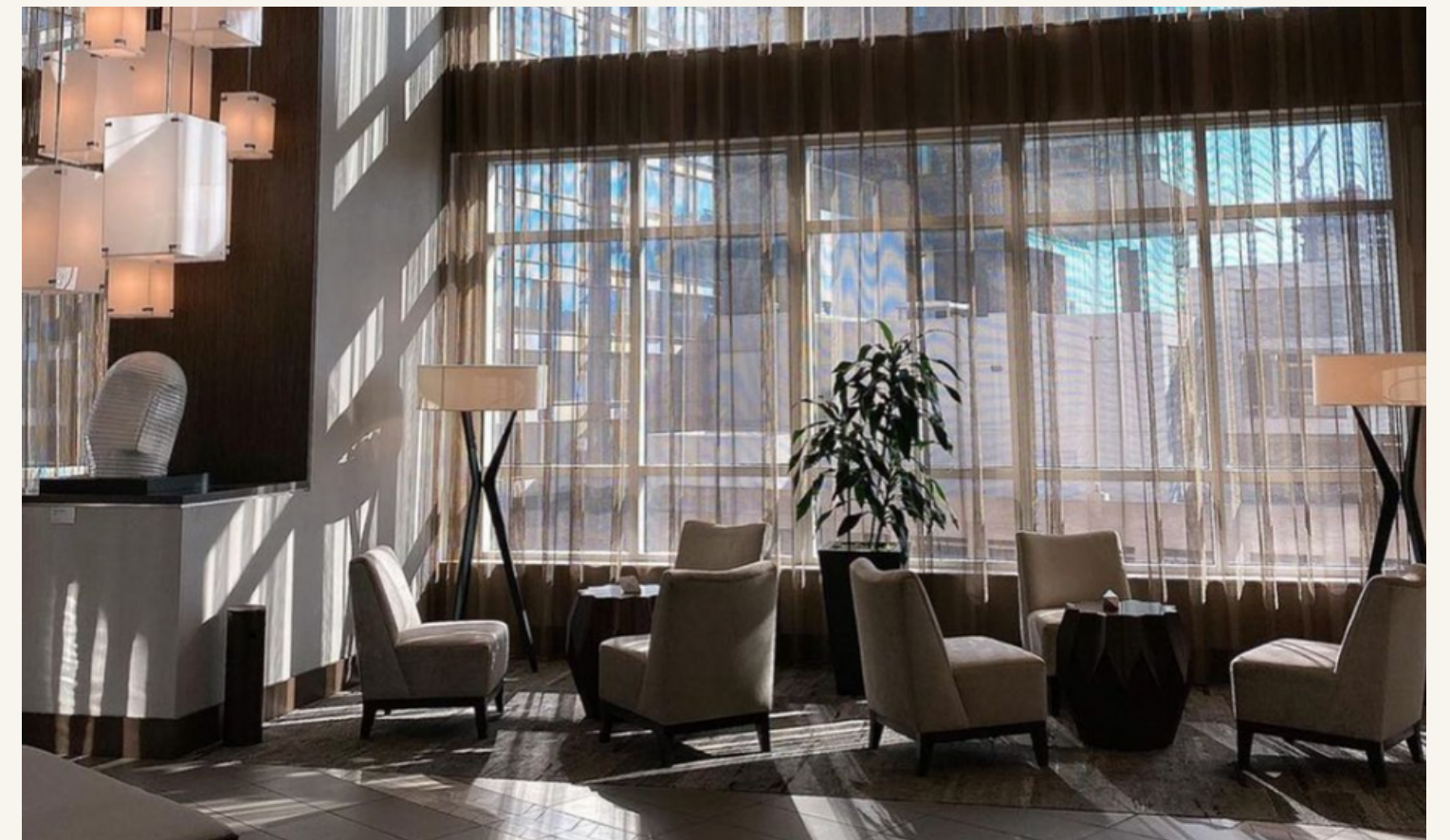
TOTAL
IMPRESSIONS

231

COMBINED
FOLLOWER GAIN

452

COMBINED
ENGAGEMENTS



COVID RE-OPENING PROMOTION

Mask and Champagne Promotion at Nuvole

In light of COVID-19 and encourage a safe space to dine, Nuvole ran a champagne campaign where guests who showed up wearing their masks were greeted with a glass of complimentary bubbles. We received social media mentions for Charlotte Agenda and Scout Guide Charlotte .

4.5k

OF CHAMPAGNES
PASSED OUT



AC Hotel Influencer Staycation

To celebrate our re-opening, of AC and Nuvole, we invited 12 of Charlotte's top influencers and publications to join us for an overnight stay and a time at Nuvole.

The influencers spoke with safety in mind when it came to COVID precautions for both Nuvole and AC. We made a big splash while getting amazing content in return.

90k

TOTAL NUMBER OF
IMPRESSIONS

APARTMENT COMMUNITY OUTREACH

Museum Tower Apartments: Aug 26 from 7-9 PM
Element Uptown: Sept 9 from 7-9 PM

To tap in to the surrounding community, our team reached out to the luxury apartment community high-rises in Uptown for a Sunset Session Happy Hour. Nuvole had about 60 locals come through to enjoy complimentary champagne and a reserved space by the fire pits. Residents ordered appetizers and drinks while they were on-site. They also received a bounce back card inviting them to come back after the event.

To promote this resident event, Museum Tower and Element Uptown promoted Nuvole in their monthly resident newsletter and social media accounts.

3.8k

TOTAL
IMPRESSIONS

+/- 60

EVENT
GUESTS



DAY PARTY ON THE ROOFTOP

SUMMER OF 2020

HEAD IN THE CLOUDS, TOES IN THE SAND

Due to the new CDC regulations, Nuvole decided to open early on the weekends to accomodate the early curfew in Mecklenberg County. Guests were encouraged to wear a relaxed dress code such a tropical shirts, sandals and shorts while soaking up the sun and enjoying yacht rock music with DJ Roam.

To promote this campaign, we worked directly with Andy to promote this event on social media and created marketing graphics that were added to Nuvole's newsletter.



KENDRA SCOTT PARTNERSHIP

Nuvole 22 teamed up with Kendra Scott and AILLEA Beauty to host two fundraising events on the outdoor rooftop at Nuvole. Kendra Scott and AILLEA Beauty invited their audience to "shop for good" at their pop-up trunk show. Portion of the jewelry and drink proceeds went to the charity of choice + 100% proceeds were donated from the raffles.

Making Strides Against Breast Cancer Fundraiser

October 21 from 6-8:30 PM

- Guests were greeted with a glass of sparkling rose
- Partnered with two influencers to help promote this event - Queen City Chic (40k followers) and LauRen (17.4k followers).
- This event raised \$892 for Making Strides Against Breast Cancer.

132k

TOTAL
IMPRESSIONS

4

PRESS
MENTIONS

42

EVENT
GUESTS



Levine's Children's Hospital Fundraiser

September 16 from 6-8:30 PM

- Guests were greeted with a glass of Prosecco when they arrived.
- Total of 35-40 stories posted from guests that evening.
- Partnered with influencer Lauren Cirillo (10k followers) to help promote the event.
- This event raised roughly \$1,200 for the Levine Children's Hospital.

101k

TOTAL
IMPRESSIONS

3

PRESS
MENTIONS

57

EVENT
GUESTS



ULTIMATE INTIMATE GIVEAWAY AT NUVOLE

Giveaway Timeline: Aug 17 - Oct 24 2020

The goal for this campaign was to promote Nuvole as Uptown's best venue to host an intimate wedding. We launched The Ultimate Wedding Giveaway, where one lucky couple gets the wedding of their dreams with a guest list of 50 people.

Despite having some hiccups with participants, the outcome in terms of social following gain and reach was significant. In order to vote and enter to win, our followers had to follow and engage with both AC and Nuvole's accounts. This resulted in an increase of followers and engagement for both Instagram and Facebook accounts for the two entities.

1,023

COMBINED
FOLLOWER INCREASE

75K

IMPRESSIONS

2500+

LIKES ON
GIVEAWAY POSTS



KISS FM SECRET SANTA KICKOFF PARTY

Wednesday, December 2 from 6-8:30 PM

Nuvole teamed up with LauRen, host of KISS 95.1, to host their first ever Secret Santa Kickoff Party at Nuvole to raise money for Novant Health Hemby Children's Hospital. The event was promoted on KISS's website and social media. While on-site, the event partners and guests shared their experiences and order food and drinks. We received great feedback from the Nuvole team.

The fundraiser event included:

- A round of champagne to guest on behalf of Nuvole
- Partnered with AlphaLit to provide lights for a Insta-worthy photo-op on the roof
- KLA Boutique Pop-up with 20% of the proceeds going to the charity
- 10% of Nuvole's Fireside cocktail proceeds went to the charity
- Raised +/- \$750 for Novant Health Hemby Children's Hospital

96.5k

TOTAL
IMPRESSIONS

10

RADIO
MENTIONS

32

EVENT
ATTENDEES

MOMMY BLOGGER NIGHT

Wednesday, December 16 from 6-8:30 PM

Nuvole hosted 3 Charlotte mom bloggers and their guests for a "Mom's Night Out" at Nuvole. The influencers and their guest got an exclusive first look at the Winter menu and a round of drinks.

Mom bloggers included: Nandi @thedailyhousewife (2.6k followers), Stephanie @xosimplysteph (21.2k followers), and Sam @samplusfam (22.8k followers).

To enhance their experience, we secured a partnership with SERTA to provide holiday blankets and Suarez Bakery to provide mini desserts for the influencers.

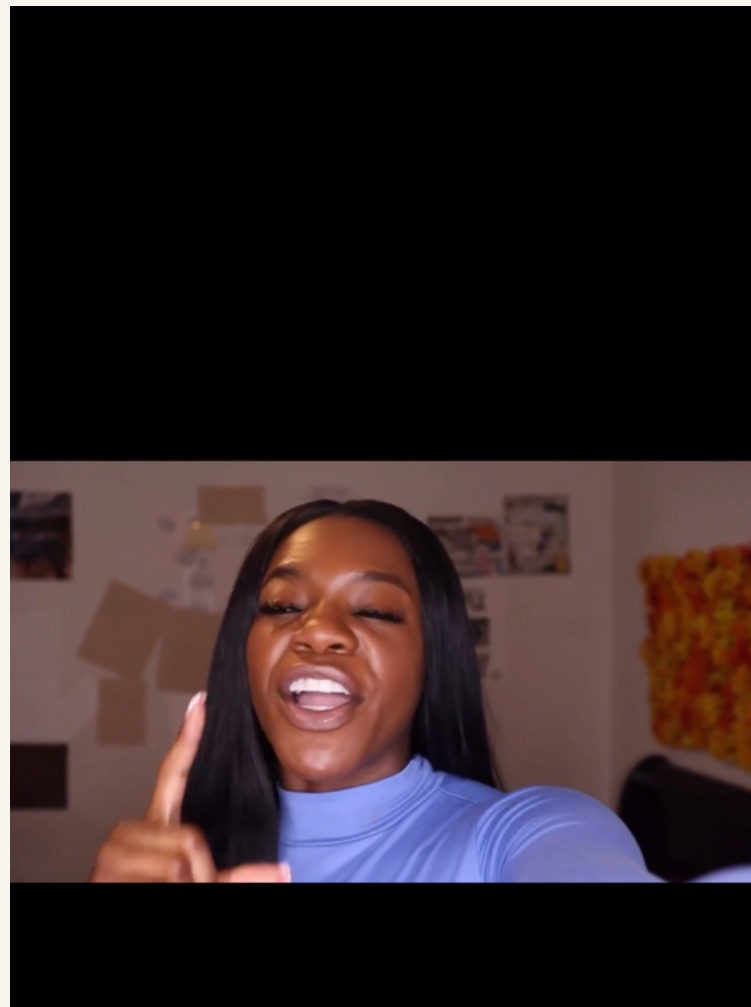
47k


TOTAL
IMPRESSIONS


3

MOMMY
BLOGGERS





 **ohaviaphillips** • Following ...

 **ohaviaphillips** [#OHMAZING](#) DAY: WE ARE TAPPING IN ON A TUESDAY FAMILIA!!!

I used to pray for times like this... Yahweh is good! Today I am spending the day at the [@achotelcharlotte](#) and we are TAPPING IN ON A TUESDAY

Yes, I love my home. Yes, I love my room. Yes, I love the home studio/work space I created - BUT - sometimes I need a little more room to tap in, strategize, and get things in order for how I am about to pull up all 2021


So a [#StayPass @achotelcharlotte](#) was an [#OHMAZING](#) option for me! I have an [#OHMAZING](#) workspace


STAY PASS AT THE AC HOTEL

Tuesday, January 26 from 7 AM - 6 PM

Nuvole hosted 4 entrepreneurial influencers for a Stay Pass experience at the AC Hotel. These influencers were THRILLED! They promoted the Stay Pass with 3 TikToks and over 100 stories posted detailing every aspect of the hotel (breakfast, gym, AC Lounge, their room, and work productivity... etc). We partnered with Amelie's French Bakery to provide lunch for our influencers.




 **thedavitagalloway** • Follow ...
AC Hotels by Marriott Charlotte City Center


 **thedavitagalloway** the link up at [@achotelcharlotte](#) during a [#staypass](#) was real!! and, a BIG OLE [@wendyshow](#) 'HOW YOU DOIN?' to my sisters [@ohaviaphillips](#) and [@merenator](#)! i see and appreciate how you show up in this world ✨

...
ready to book your [#staypass](#) with [@achotelcharlotte](#)? link in bio!
...
assets, [@thedennisreedjr](#) ✨

6d

 **thedavitagalloway** [#hellasincere](#) [#ohhey](#) [#achotel](#) [#uptown](#) [#charlotte](#) [#business](#) [#daycation](#) [#grateful](#) [#thankful](#)

117 likes
6 DAYS AGO

 Add a comment... [Post](#)

Influencers included: Ohavia Phillips [@ohaviaphillips](#) (17k followers), Meredith Dean [@mereantor](#) (16.2k followers), and Davita Galloway [@thedavitagalloway](#) (3.3k followers), and Amir Ismail [@adventureswithamir](#) (1.2k followers)

At the end of their experience, they shared the Stay Pass booking link to their followers. Davita and Ohavia even booked a overnight stay that same night!

365k

TOTAL
IMPRESSIONS

4

ENTREPRENEUR
INFLUENCERS

SOCIAL MEDIA

Staying top of my mind during a time of uncertainty.

Throughout the early stages of the pandemic, BKM stayed active on both AC Charlotte and Nuvole's social accounts to continue being at the forefront of our audience's mind. 99% of competitors stopped their social posting, but BKM carefully worded and created posts that conveyed that we look forward to seeing them again soon.

Both accounts experienced exponential growth during this time rather than losing followers or staying stagnant as a lot of our competitors have. BKM kept it fun and fresh while generating lots of excitement before, during, and after the brief closing which has led people to be excited about visiting AC and Nuvole as well.

3,821

NUVOLE
FOLLOWERS
GAINED

506

AC
FOLLOWERS
GAINED

2.5 M

COMBINED
IMPRESSIONS

