

# Bill Kaelin Marketing Debuts **AC Moxy Midtown** to Atlanta Market and Beyond



**AC Moxy Midtown Atlanta** is the first ever dual branded concept of both the AC and Moxy lifestyle brands under one roof. Marriott has found a way to combine the European-inspired ambiance of the AC Hotel and the amenities designed for the Millennial traveler at the Moxy Hotel. To highlight the Atlanta skyline this property also boasts a full restaurant and bar, High Note, on the property's shared rooftop space. This hotel is built for the modern traveler and their unique needs.



In an effort to build buzz and increase overall brand awareness, Bill Kaelin Marketing has created strategic marketing concepts and programming both onsite and offsite within the Atlanta community. In addition to this, BKM has carefully curated strategic partnerships with local community outreach, charities, businesses leaders, and social groups, cultivating a loyalty between the local community and the Moxy name in particular.

BKM has worked in conjunction with the sales and marketing team to pass off warm leads for revenue, generating private event sales that align with the corresponding assets brand. As a part of the general consulting BKM offers, the BKM team has offered solutions to back of house challenges, strategies, and private event development. This attention to detail and thorough vetting process has allowed for a seamless integration of Moxy, AC Hotel, and High Note to the Atlanta market and secured a return on investment for the property through each unique experience.



# Bill Kaelin Marketing Debuts AC Moxy Midtown to Atlanta Market and Beyond (cont.)

The BKM team has worked to develop and execute several specialized events over the last few months. Here are some highlights:

## Tuesday, February 12th Neighborhood Series with Four Seasons in the AC Lounge

The AC Moxy staff welcomed the condo residents from neighboring Four Seasons for wine and charcuterie in the AC Lounge. Guests were given a tour of the property and extended an invitation to all grand opening activations. This was in an effort to build a relationship with neighboring building's residents who may refer visiting friends and family or visit the property as locals throughout the week.

## Sunday February 24th Scooter City Saturation

BKM gathered a group of fun ambassadors in Moxy gear to announce the opening of the property. Ambassadors took Lyft scooters along highly populated areas such as Piedmont Park and the BeltLine where they passed out Moxy swag and bounce back cards listing grand opening activation event details.

## Thursday February 28th Moxy Magic with MAAP Benefiting PALS

An old style bingo event hosted by local Comedy Queen Bubba Delicious and the iconic Brigitte Bidet. This event was hosted in conjunction with a the Metro Atlanta Association of Professionals and the evening benefited local charity, Pets are Loving support. Guests enjoyed complimentary cocktails courtesy of Tito's and bingo round winners received prizes from the property such as bar tabs and overnight stays.

## Saturday March 2nd Moxy Mayhem Influencer Weekend

BKM tapped into a collective audience of over 490,000 people by inviting 15 Atlanta based bloggers to enjoy a noon to noon stay at the Moxy hotel with exposure to both AC and High Note as well. Guests were invited to experience menu tastings, an exclusive tour, and VIP access to the Ultimate PJ Pillow Fight Party. This party with a purpose featured a theatrical flash mob of pillow fighters, an eccentric New Orleans style band, and over ten pounds of feathers! Guests were prompted to join in on the fun and participate in the Moxy Mayhem.

