



# Somerville Associates PR

A 2013 Public Relations Presentation  
For ABC Resort & Spa

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September 19, 2017

**Somerville Associates**

**MISSION STATEMENT**

We are pleased for the opportunity to heighten awareness of the ABC Resort & Spa ("ABC") among the traveling public. We would achieve this by developing and implementing an integrated, creative public relations campaign in support of ABC's marketing programs and branding.

Our agency seeks to provide value-added services in response to its clients' needs. We are dedicated to building long-term relationships with our clients as we assist in the growth of their business.

***Maris Somerville and Susan Bejeckian***

**A PUBLIC RELATIONS PROPOSAL  
FOR  
ABC Resort & Spa  
September 2017**

**OVERVIEW**

Somerville Associates' mission is to boost image/awareness and gain a higher level of exposure for ABC Resort & Spa through an aggressive public relations and media relations campaign. The agency would position the Resort as one of San Diego's most attractive properties for both individual leisure and business travelers. The agency would focus its efforts on a successful media relations program that supports the Resort's existing packages and programs with emphasis on activities that promote the guestrooms, suites and hotel packages.

The following program elements touch on these rollouts, the positioning of the hotel, and the support of the hotel's 2013 marketing campaign.

We would develop innovative PR strategies to attract and influence your major guest markets, including:

- The leisure visitor market, couples and families
- Executive Retreats/Meetings/Incentive Groups
- Weddings

**TARGET AUDIENCES**

North America (California/Southern California), which include:

- Travel Agents
- Leisure Travelers, such as:  
Entertainment Executives  
Couples  
Singles  
Families
- Meeting Planners
- Media (travel, consumer, women's, lifestyle, seniors, specialty publications, and broadcast outlets.)

Target geographic markets would include:

- North America, California/Southern and Northern
- Nevada
- Pacific Northwest
- East Coast/New York, Boston
- Chicago
- Other feeder markets important to the Resort

## **Select High Profile Media:**

### Sample National & Regional Magazine Outreach

• Chicago Sun Times	• Chicago Tribune
• Chicago Magazine	• Arizona Highways
• Arizona Republic	• Phoenix Gazette
• Phoenix Magazine	• Atlanta Journal & Constitution
• Atlanta Magazine	• Travel & Leisure
• Conde Nast Traveler	• Golf Digest
• Golf Magazine	• Elite Traveler
• Town & Country	• Departures
• Robb Report	• Los Angeles
• San Francisco	• San Jose
• San Diego	• Seattle Post
• Seattle Post Intelligencer	• The Oregonian
• Seattle Magazine	• Diablo
• Santa Barbara	• 7 X 7
• Healing Retreats & Spas	• Orange County
• Orange Coast	• Westways
• Spa Magazine	• Sunset Magazine
• Food & Wine	• Bon Appetit
• Saveur	• Gourmet
• Palm Springs Life	• GQ
• Harper's Bazaar	• Elle
• Elle Décor	• Vogue
• Hollywood Reporter	• Variety
• Los Angeles Times	• Orange County Register
• Orange County Business Journal	• Daily News
• New York Times	• Wall Street Journal
• San Francisco Chronicle	• San Francisco Examiner
• Santa Barbara News-Press	• Santa Rosa Press-Democrat
• Santa Cruz Sentinel	• Ventura County Star
• Montecito Journal	• San Diego Union Tribune
• San Jose Mercury News	• Contra Costa Times
• Oakland Tribune	• Napa Register
• Monterey Herald	• Marin Independent Journal
• Desert Sun Palm Springs	• USA Today
• California Guidebooks	• Radio and Television
• Consumer and Trade Websites	• Online Travel
• Travel Bloggers	• National Freelance Writers

Vertical media

• Food Publications	• Restaurant Publications
• Travel Trades	• Hotel Trades
• Wedding Publications	• Meeting Trades

## **ABC RESORT & SPA PUBLIC RELATIONS SUGGESTED MENU OF PROGRAM ELEMENTS**

**Somerville Associates** would provide public relations services January 1, 2013 through December 31, 2013 at \$5,500 per month, plus reasonable out-of-pocket costs, for which a ceiling can be set.

SA works with a media clipping service that tracks editorial coverage, and uses analytics to quantify online media. We highly recommend that you consider participating in our house account with the clipping service, which would run you approximately \$150/month additional to the PR fee. The service tracks media coverage and provides you with actual online press clippings, detailing circulation, unique visitors per month, and ad equivalency, and it provides a detailed report of the press coverage generated.

### **DEVELOPMENT OF HOTEL PRESS KIT**

**Somerville Associates** would research and re-write the existing materials in the core press kit to include:

- Fact Sheet
- Out & About: Backgrounder
- "What's New"
- Restaurant Overview
- Executive Retreats/Unique Meetings Sites
- Spa Brezza
- Wedding Celebration Overview
- Customized Pitch Letter

### **SOCIAL MEDIA ENGAGEMENT**

Conceive and develop a social media strategy, or if one is in place, support it with ongoing submissions and updates.

### **ABC RESORT & SPA PRESS RELEASE CAMPAIGN**

Somerville would develop, write and distribute the following announcements and new package press releases aimed at newspapers, travel, meetings, specialty travel, lifestyle, women's and men's publications, travel bloggers, online travel, radio, television and mainstream Internet. The press release campaign would include:

- Existing Hotel Packages
- New Hotel Leisure Packages, including special holiday packages/rates
- Announcement of New Restaurant Menu Items
- Announcement of New Programs, and Distinctive Services and Amenities

## **LAUNCH OF NEW SEASONAL PACKAGES**

New leisure and restaurant packages would be unveiled and sold both off-season and during peak periods to position the Resort as a great year-round leisure travel/meeting destination. Somerville Associates would solicit local non-competitive partners, including museums and retailer partners:

### **Suggested Leisure Packages:**

**"The Artful Lodger Weekend" Getaway** spotlighting the best of San Diego's regional art and art galleries paired with overnight accommodations, breakfast, parking and tickets for two or four to the museum.

**"Deux for Two"** featuring overnight accommodations, dinner for two, an in-room couples' massage and in-room bath amenities from Spa Brezza.

### **Live Like A Diva Girlfriends Getaway:**

Unveil a "Live Like A Diva" Girlfriends Getaway partnering with the spa to provide "girls only" specialty facial, a Bliss manicure/pedicure, following by a complimentary shuttle to boutique shops of San Diego to view the latest fashions, followed by cocktails and dinner at the hotel.

### **"Bridal Bliss" Wedding Package**

The Resort and its environs lend themselves beautifully to weddings, and Somerville Associates suggests the following "Bridal Bliss Wedding Package," which we would promote via media outreach.

- Overnight accommodations in a suite
- Ceremony and reception for 50 people
- His and her spa treatments
- Champagne and rose petal turn-down service
- Wedding cake

Other package and promotional ideas include:

"Winter on Sail"

"Sip & Chill Gourmet Escapes Culinary Package

Sip in San Diego Wine Country Getaway

Startender Promotion, benefitting a local charity

Whale Watching Package

## **SEASONAL PROMOTIONS**

**"Diamond In The Rough Valentine's Promotion,"** whereby a local jewelry store in San Diego and a local high-end chocolatier team up to provide a box of chocolate candy to all couples checking into the hotel during February 2013. In one box of chocolates would be a diamond. Promote and drive couples seeking romance via Twitter and a Facebook page.

**“Baby When It’s Cold Outside” Promotion** – Invite travelers in cold weather cities in the US and Canada to visit ABC Resort. Promote the warm weather destination and the Resort to potential travelers in the Eastern part of the US during cold winter months. Develop a promotion, whereby guests can enter to win a weekend in San Diego.

Somerville would also explore strategic partnerships with local area attractions and retailers to promote the Resort and destination:

### **MEDIA SECTION OF WEBSITE**

Somerville Associates would develop and write the media section of the resort’s website which would include:

- Press Room Overview
- Press Releases
- Core Press Kit
- Visual Image Library in high and low resolution
- Page About Media Fam Trips
- In The News/Editorial Placements
- Media Contact Information

### **UPDATE VISUAL LIBRARY**

Somerville Associates would create/update Resort’s existing visual library with new signature shots of the hotel. The agency would be responsible for suggesting a shot list, researching costs of local photographers, selecting a photographer, working with destination partners to arrange shots, styling the shots, and working on site with the photographer regarding creative. The agency would also act as a consultant to the client in selecting all final visuals images from proofs and make arrangements for uploading these to the new Resort website and duplication of these images onto a thumb drive for media.

### **DIGITAL B-ROLL**

Develop a shot list, research/hire models, investigate cost for digital b-roll package and arrange for videographer to shoot raw video footage of hotel and its environs with and without models. Following the production, the Somerville team would pitch various story angles to local, regional and national television media and distribute the b-roll to interested media.

### **EDITORIAL CALENDAR**

Develop a 2013 calendar aimed at top regional and national print publications to identify features about San Diego and make certain that the Resort is included in features as well as round-up articles.

### **INDIVIDUAL RESORT MEDIA VISITS**

Somerville Associates would secure visits by several high-profile media persons per month, develop a themed itinerary with activities and arrange for interviews with key hotel spokespersons.

### **NEWS BUREAU**

Somerville Associates would establish a News Bureau Campaign and continue to service media outlets with new information. The agency would also arrange to distribute press releases to both national trade and consumer media and pitch story angles to key media markets. The goal is to secure media coverage, participation and reinforce the benefits of travel to one of California's most desirable Resorts.

Somerville would target the following media organizations to work with in support of media visits to the resort:

- San Diego Convention & Visitors Bureau
- California Travel & Tourism Commission
- Society of American Travel Writers – Western Chapter

### **RADIO PROMOTIONS**

Develop ongoing radio promotional opportunities for the Resort. A radio promotional schedule would target key geographic markets throughout the year and include both drive markets and expand to fly markets with airline partners. Solicit select radio stations to underwrite a hotel event and become a sponsor. Arrange for ongoing, on-air giveaways such as weekend packages and dinners for two in one of the restaurants. Agency would also facilitate radio stations to stage live remotes to stimulate continuous exposure of the Resort.

### **QUARTERLY E-NEWSLETTER FOR MEDIA**

Somerville Associates would research, write, design and distribute four *Fresh Air* eNewsletters that would provide timely news briefs and information about the Hotel aimed at the travel, lifestyle, meeting and news media.

8/1/17

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Client Date

\_\_\_\_\_  
Agency Date