

Generative AI Marketing Project -- JW Marriott Nashville

Part II. Event Promotion/Email Marketing and Image Generation:

After creating three audience profiles, I conceptualized a culinary event and used [Jasper.AI](#) to craft targeted email invitations for each audience. I created the input for [Jasper.AI](#) by writing an outline of the event, inspired by recent culinary events hosted on the Nashville property, and using ChatGPT to finish building out the event concept.

General event input:

EXPERIENCE CONCEPT “Dom Pérignon x Fire & Sea”

A Chef’s Table Engagement featuring Dominique Crenn

Fire (land, smoke, char) × Sea (delicacy, salinity, raw purity)

The experience plays on tension—heat vs. restraint, bold vs. ethereal—mirroring both Nashville’s Southern cooking roots and Crenn’s poetic, avant-garde style.

Guest Chef: Dominique Crenn Michelin-starred, known for artistic, story-driven tasting menus

Host Chef: Travis Tanner (Bourbon Steak)

The Experience Format

Guests enter via a dim, candlelit corridor → opens to skyline dining room

Champagne welcome (Dom Pérignon Vintage)

Tablesides amuse:

Charred oyster with smoked beurre blanc

Experiential Elements

1. Multi-Sensory Storytelling

Menu presented as a poem (Crenn signature)

Each course introduced with a one-line narrative:

“The sea whispers before the flame answers.”

2. Tableside Theater

Lean into Bourbon Steak DNA:

Smoke cloches

Live finishing

Champagne sabering moment

3. Chef Interaction

Mid-dinner dialogue:

Crenn + Tanner discuss “fire vs. restraint” in cuisine

Mirrors the intimacy of past chef dinners

Naming & Copy Direction (On-Brand for JW / Mina Group)

Hero Line Options:

“Where flame meets tide.”

“An evening suspended between fire and sea.”

“Precision. Smoke. Silence.”

Experience Description (Sample Copy):

An exploration of contrast and craft, Dom Pérignon x Fire & Sea brings together the poetic cuisine of Dominique Crenn and the bold precision of Bourbon Steak. Each course moves between restraint and intensity—raw and refined, charred and luminous—paired with rare expressions of Dom Pérignon. Above the Nashville skyline, this is not simply a dinner, but a study in tension, told through taste.

Pricing & Exclusivity

\$650 per guest

30 seats max

One night only

PR + Marketing Hooks

Press Angle:

“Michelin-starred chef Dominique Crenn comes to Nashville for one night only”

“A rare Dom Pérignon tasting experience above the skyline”

Influencer Angle

Visual moments:

Smoke reveals

Champagne pours

Skyline at golden hour

Social Content

Short-form: “Fire vs Sea” visual contrast

Menu reveal as poetry slides

Why This Feels Right for JW Marriott Nashville

Keeps the luxury + exclusivity + chef-driven storytelling formula

Leans into:

Skyline setting

Steakhouse theatrics

Elevated, experiential dining

Evolves from ingredient-focused → concept-driven storytelling

See output below

Output:

1. Audience: Affluent Leisure Travelers and Luxury Experience Seekers
 - a. Guests who already have a stay booked at the hotel during the event
 - b. Guests who have stayed at the property in the past

1a.

Subject: A Michelin-Starred Evening Awaits You
Preheader: Elevate your upcoming stay with the exclusive Fire & Sea Chef's Table.

Dear [Guest Name],

We eagerly await your upcoming arrival at the JW Marriott Nashville. To ensure your stay is truly unforgettable, we are delighted to extend an exclusive invitation for you to join us at Fire & Sea—a tailored, one-night-only culinary event happening during your visit.

Step into our opulent skyline dining room for **Fire & Sea**, an incredibly exclusive Chef's Table Engagement. This bespoke evening unites the masterful, story-driven cuisine of Michelin-starred Guest Chef Dominique Crenn with the bold, Southern-inspired luxury of Bourbon Steak's Host Chef Travis Tanner.

Prepare for a seamless, multi-sensory journey designed to captivate your palate and elevate your Nashville experience:

- **Poetic Storytelling:** Delight in a magnificent tasting menu that unfolds as a vivid sensory poem. Each course arrives with a captivating, one-line narrative to set a beautiful mental image before your first bite.
- **Intimate Dialogue:** Experience unparalleled prestige as Chef Crenn and Chef Tanner engage in a private, mid-dinner conversation. Listen closely as they explore the delicate balance of fire and restraint in their renowned culinary styles.
- **Exquisite Pairings:** Savor rare, luminous expressions of Dom Pérignon, poured thoughtfully to complement every bold flavor on your plate.

To guarantee absolute privacy and flawless service, this bespoke gathering is limited to an intimate group of 30 guests. Reserve your place at the table for \$650 per guest.

Capture unforgettable moments and enhance your upcoming itinerary with this rare dining opportunity. Because seating is incredibly limited, we encourage you to secure your reservation today.

[Add This Exclusive Experience to Your Stay]

We look forward to welcoming you for an evening of unmatched elegance and taste.

Warmly,

1b.

Subject: Return to Nashville for a Michelin-Starred Evening
Preheader: Join Chef Dominique Crenn for an exclusive, one-night-only culinary journey.

Dear [Guest Name],

We fondly remember your past visits with us at the JW Marriott Nashville. As a distinguished guest who appreciates the height of elevated dining, we warmly invite you to return to Music City to experience unparalleled prestige at **Fire & Sea**, a highly exclusive Chef's Table Engagement.

For one night only, live the luxury lifestyle high above the breathtaking Nashville skyline. This bespoke event beautifully unites the masterful, story-driven cuisine of Michelin-starred Guest Chef Dominique Crenn with the bold, Southern-inspired luxury of Bourbon Steak's Host Chef Travis Tanner. Together, they have crafted a magnificent menu that moves seamlessly between restraint and intensity.

Prepare for an immersive evening where every opulent detail is tailored just for you:

- **Poetic Storytelling:** Immerse yourself in a tasting menu presented as a vivid sensory poem. Each exquisite course arrives with a captivating, one-line narrative, pulling you deeper into the culinary story.
- **Intimate Dialogue:** Enjoy a rare, mid-dinner conversation as Chef Crenn and Chef Tanner explore the delicate balance of fire versus restraint in their craft, offering a truly personal connection to the artists behind the food.
- **Exquisite Pairings:** Elevate your palate as each magnificent course is thoughtfully paired with rare, luminous expressions of Dom Pérignon.

To ensure an atmosphere of absolute privacy and flawless service, this unforgettable evening is limited to an intimate group of 30 guests. Reserving your place at the table is \$650 per guest, reflecting the rare and bespoke nature of the experience.

Capture unforgettable moments and treat yourself to a seamless, luxurious escape right in the heart of downtown Nashville. Because seating is incredibly scarce for this one-night-only engagement, we encourage you to secure your reservation without delay.

[Reserve Your Exclusive Seat]

We look forward to welcoming you back for an evening of unmatched elegance, taste, and exceptional hospitality.

2. Audience: Business and Convention travelers

Subject: Exclusive Executive Dining: Fire & Sea

Preheader: Entertain clients with Michelin-starred Chef Dominique Crenn for one night only.

Dear [Guest Name],

Your upcoming business trip to Nashville deserves an evening of unmatched elegance. The JW Marriott Nashville invites you to step away from your busy schedule and into an opulent culinary journey. We proudly present **Fire & Sea**, a highly exclusive Chef's Table Engagement tailored perfectly for entertaining key clients or unwinding after a long day of meetings.

For one night only, this bespoke event unites the poetic, story-driven cuisine of Michelin-starred Guest Chef Dominique Crenn with the bold, Southern-inspired luxury of Bourbon Steak's Host Chef Travis Tanner. Together, they have crafted a magnificent menu that moves beautifully between restraint and intensity.

Prepare for a flawless, multi-sensory experience designed to captivate your senses and impress your guests:

- **Multi-Sensory Storytelling:** Your tasting menu is beautifully presented as a poem. Each exquisite course arrives with a brief narrative, setting the stage as "the sea whispers before the flame answers."
- **Tablesides Theater:** Experience unparalleled prestige with dramatic smoke cloches, masterful live finishing, and the thrilling elegance of a Champagne sabering moment.
- **Intimate Chef Interaction:** Enjoy a rare, mid-dinner dialogue between Chef Crenn and Chef Tanner. Listen as they explore the fascinating contrast of "fire vs. restraint" in a private, welcoming atmosphere.

Every exquisite course is perfectly paired with rare expressions of Dom Pérignon, elevating your evening into a true study in taste.

Event Details:

- **Exclusivity:** Strictly limited to 20–30 guests
- **Availability:** One night only
- **Reserve:** \$650 per guest

Because seating is incredibly limited for this one-night-only event, we encourage you to secure your place at the table today.

[Reserve Your Exclusive Experience]

We look forward to providing you with an evening of culinary brilliance and seamless service.

Warmly,

The Team at JW Marriott Nashville

3. Audience: Upscale Social Locals & Destination Diners

Subject: Fire & Sea: A Michelin-Starred Evening

Preheader: Join Chef Dominique Crenn for an unforgettable, one-night-only culinary journey.

Dear [Guest Name],

Elevate your next evening out with an unforgettable culinary journey right here in downtown Nashville. We invite you to experience **Fire & Sea**, an incredibly exclusive Chef's Table Engagement at the JW Marriott Nashville.

For one night only, we are bringing a world-class dining event to your doorstep. Michelin-starred Guest Chef Dominique Crenn will present her renowned, story-driven cuisine alongside the Southern-inspired luxury of Bourbon Steak's Host Chef Travis Tanner. Together, they offer a diverse, gourmet menu that perfectly blends artistic elegance with bold, comforting flavors.

Prepare to be captivated by a deeply immersive dining experience tailored for the ultimate food lover. Your evening will feature:

- **Multi-Sensory Storytelling:** Chef Crenn presents your tasting menu as a beautiful poem. Each exquisite course arrives with a captivating, one-line narrative, pulling you deeper into the culinary story.
- **Tablesides Theater:** Delight in the engaging drama of live finishing, swirling smoke cloches, and an elegant Champagne sabering moment that sets a festive, upscale mood.
- **Intimate Chef Interaction:** Enjoy a rare mid-dinner dialogue between Chef Crenn and Chef Tanner as they discuss the fascinating contrast of "fire vs. restraint" in their craft.
- **Exquisite Pairings:** Savor rare, luminous expressions of Dom Pérignon, thoughtfully poured to elevate every single bite.

To ensure an atmosphere of stylish comfort and exceptional service, this event is strictly limited to 30 seats. Reserving your place at the table is \$650 per guest, reflecting the truly bespoke and premium nature of the evening.

Experience gourmet variety and unparalleled service without leaving the city. Because seating is limited for this one-night-only engagement, we encourage you to secure your reservation today.

[Reserve Your Exclusive Seat]

We look forward to welcoming you for a memorable night of exceptional dining and vibrant energy.

Warmly,

The Team at JW Marriott Nashville