

Situation Analysis

Research of the brand shows it partners with organizations local to their locations, using monetary and hands-on philanthropy. Research of the hospitality, and specifically hotel, industry shows a need for DEI on employee teams, and the need for employee training in this area. Industry research also shows a need for brand/employee loyalty and recruitment in the midst of a staffing shortage, stemming from the COVID-19 pandemic and cultural changes in the workforce. My sources were found directly from the Virgin Hotel and Café Momentum's websites, as well as by searching industry news primarily through Hospitality Net. The research identifies a cause the brand is already involved in, and, the brand's industry's need for workers; especially talented, committed, and inclusivity-focused employees.

Key stakeholders in this campaign are people who live in cities with Virgin Hotels (including, importantly, at risk 15-19 year olds), Virgin Hotels' employees, its guests and Café Momentum. This plan takes a multifaceted approach, improving DEI in Virgin Hotels' employee teams, around the hotels and among guests, and in the hospitality industry. In line with the brand's values, mission statement and DEI statement, this plan gives career opportunities to people of local communities and gives an organization (local to one of their locations) committed to DEI an opportunity to grow and touch more lives. This plan further cultivates a positive relationship with Virgin Hotels and the public; both the local people and those elsewhere who might book a stay with Virgin Hotels. Ongoing progress can be tracked through enrollment numbers for the internship program and online attention. End of Campaign evaluation can be analyzed by employee retention rates and feedback, Café Momentum's growth in enrollment and partnership opportunities, and, Virgin Hotel's booking rates and reviews.

Objective 1: Increase brand and campaign awareness by 10% over the course of three months for both Virgin Hotels and Café Momentum, with potential hotel customers and the Dallas community

Strategy 1: Raise awareness about the brand partnership

- **Earned:** Reach out to journalists with information about the partnership and what it has to offer both young adults and communities
- **Shared:** Create posts and recurring "story" posts on the brands' social media accounts like Instagram and Twitter about the partnership
- **KPI:** Counting stories written about partnership

- **Strategy 2:** Host a once-occurring cocktail party at Café Momentum, sponsored by Virgin, for CM interns, potential Virgin interns, members of the Virgin team, and members of the Dallas community.
- **Earned:** Share a press release with journalist contacts including the time, date, place, and fun details about the event
- **Shared:** Post about the event on Instagram and Twitter (on CM and Virgin's pages)
- **Owned:** Create a banner-ad on Virgin and CM's websites with event information
- **KPI:** Number of guests who attend the cocktail party

Objective 2: Cultivate awareness about the internship among 15-19 year olds who are eligible for the Virgin internship program by 30% over the course of three months.

Strategy 1: Raise awareness for the internship program

- **Paid:** Put up flyers in Cafè Momentum intern break area
- **Paid:** Run ads on Instagram and Snapchat with new internship information
- **KPI 2:** Number of enrollments for the Virgin Hotels pathway internship program

Strategy 2: Create a (short) testimonial video about Cafè Momentum's reach and a call to action to join Virgin Hotel's workforce

- **Owned:** Post the video to both brands' websites and social media pages
- **Owned:** Those who have interned for in the past or currently work for Cafè Momentum, as well as Virgin employees, volunteer to share their experiences and stories
- **KPI:** Number of page visits with the video