



THE GILDED BOOKSHELF HOTEL

BOUTIQUE HOTEL

INTRODUCTION

BUSINESS CHARACTERISTICS

Our boutique hotel, located in the heart of NYC, embodies cozy comfort, customer-centricity, and a profound love for literature. Our dedicated team delivers a unique and immersive experience through book-themed decor, curated libraries, author-inspired suites, and exceptional service, fostering a sense of community among a diverse range of guests.

TARGET AUDIENCE

Our target audience consists of single, female-identifying individuals ages 23 to 38, with a higher education background, full-time jobs, and an annual income of 50k+. Living in a metropolitan area, they have an active, experience-driven lifestyle, value well-being and uniqueness, enjoy literature and social gatherings, and pursue hobbies like reading and travel.

BUSINESS GOALS

Our primary business goals are to create a welcoming and cozy environment where guests can immerse themselves in the world of literature and receive exceptional, personalized service. Our goal is to foster a sense of community among book enthusiasts, provide unique and memorable experiences, and maintain a brand personality that invites guests to indulge in literary luxury and comfort.

PROCESS



ART DECO



Gotcha Macarthur Square



SETS | mysite



The Beekman, a Thompso...



jen



Search Projects



Stamba hotel



Multiple Forks



Дореволюционные лифты
в Санкт-Петербурге



Lady Moon Playing Cards
Art of Play

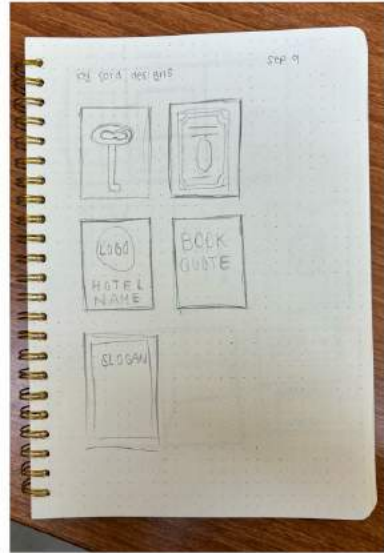
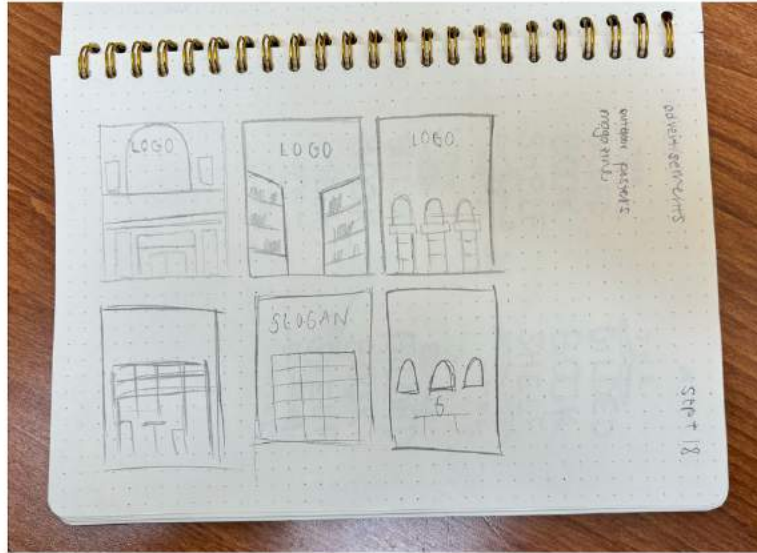


Work — Bell-Butler.com



Roman and Williams...
Kier Design Interiors





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©LOR TREATMENT

INKWELL BLUE

RGB: 2/23/56
CMYK: 99/87/45/59
HTML/WEB: #021738

GATSBY GOLD

RGB: 191/133/67
CMYK: 23/49/85/5
HTML/WEB: #BF8543

ENCHANTED IVY

RGB: 39/64/41
CMYK: 77/49/83/55
HTML/WEB: #274029

PARCHMENT
CREAM

RGB: 255/229/204
CMYK: 0/11/19/0
HTML/WEB: #FFE5CC

TYPOGRAPHY

MAIN DISPLAY TYPE

MONTEGATINI PRO
STRETTO MEDIUM

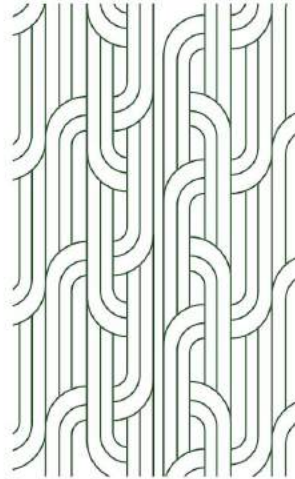
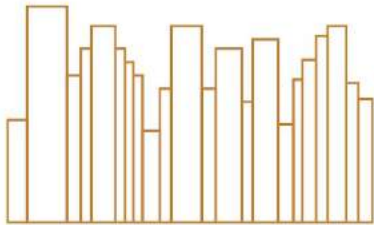
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PARAGRAPH TYPE

CENTURY GOTHIC PRO
REGULAR

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GRAPHIC ELEMENTS



BRAND @LLATERAL











MARKETING CAMPAIGN

MARKETING GOALS

Create brand awareness and establish The Gilded Bookshelf Hotel as a preferred destination for our target audience.

TARGET AUDIENCE

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METHOD

Using metaphors engage the audience emotionally, creating memorable mental images, and also facilitate compelling storytelling that deepens the connection with the brand. Metaphors establish an emotional bond with the audience, a tool for fostering brand loyalty.

THE METAPHORS

YOUR NEXT CHAPTER STARTS HERE

ANOTHER WORLD AWAITS

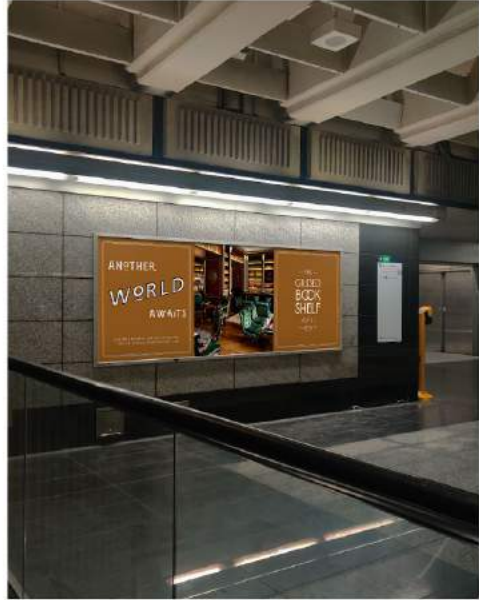
WHERE EVERY STAY IS A BESTSELLER

DELIVERABLES











THANK YOU