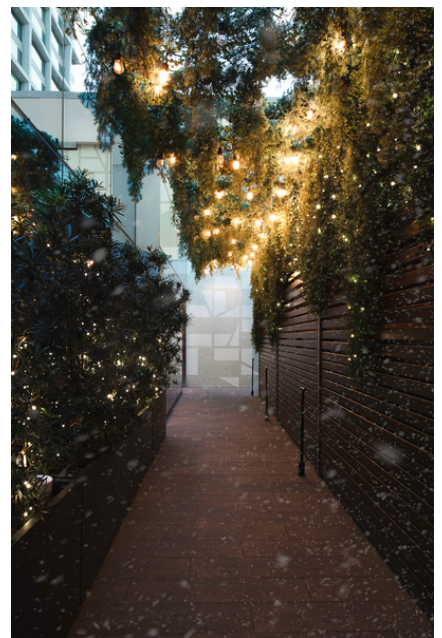


JW MARRIOTT CHARLOTTE WINTER ROOFTOP GRAND OPENING

'Tis the season! With holiday events popping up all over town, the JW Marriott Charlotte was faced with a challenge when thinking of hosting their own seasonal experience: **what can we do to stand out?**

PIVOT PR took the reins in orchestrating a truly enchanting experience at the Aura Rooftop, named Winter in the Queen's Garden. The goal of the collaboration was to create excitement and awareness of the experience via an influencer campaign and traditional media coverage, that stood out against its competitors. We developed a unique strategy to help Winter in the Queen's Garden become the **#1 "thing to do"** this holiday season in the Queen City. Our team crafted written materials, fresh assets, and hosted a media/influencer preview event to bring awareness and excitement to the winter-long experience.

In the span of two short weeks, the campaign successfully generated over **3 million impressions**, including features in *Charlotte Axios*, *WJZY*, and *CLT Bucket List*. This burst of coverage secured Winter in the Queen's Garden as a "must-do" activity for the season, ultimately bringing increased awareness and foot traffic to the experience.



www.pivot-pr.com



Charlotte, NC



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JW MARRIOTT CHARLOTTE WINTER ROOFTOP GRAND OPENING

10

**MEDIA &
INFLUENCERS**

3.4 M

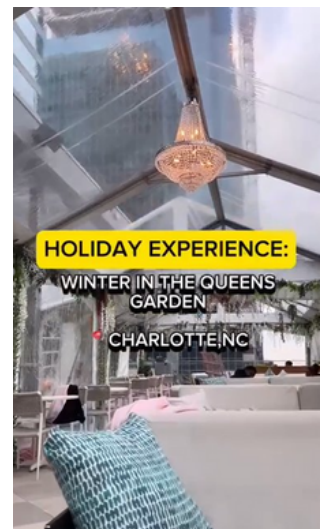
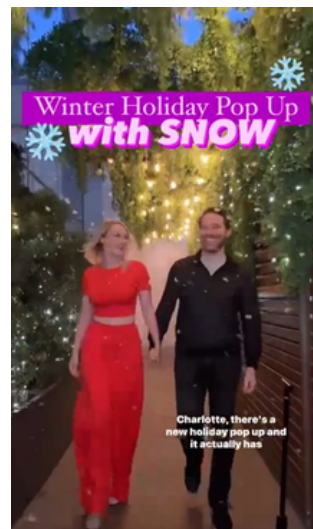
**TOTAL
IMPRESSIONS**

30

**UNIQUE PIECES
OF CONTENT**

INFLUENCER RELATIONS

PIVOT invited eight strategic influencers to attend *Winter in the Queen's Garden* two days prior to the official opening, resulting in over **1M impressions**. To secure immediately relevant coverage, we focused on hyper-local influencers and media. This strategy proved to be extremely successful. All posts received high engagement, reach, and impression rates, which suggests we selected our attendees correctly and therefore successfully reached our hyperlocal Charlotte target audience.



MEDIA RELATIONS

PIVOT secured digital and broadcast coverage for the rooftop, resulting in nearly **2M impressions** in two weeks. This pop of coverage helped spread awareness of the activation, and ultimately boosted foot traffic to the experience. Aura Rooftop was completely booked for weeks following PIVOT's launch announcement.

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