### The KWEst PROcess

# PARTNERS

## Strategic Analysis and Planning

CURRENT
where
you are
today

#### **REVIEW**

Current Marketing & PR program and positioning, materials and collateral, images, services and amenities

#### **SURVEY**

Focus group of industry leaders, media audits, and trends analysis

#### **IDENTIFY**

Opportunities that make your product truly stand out

GOAL where you want to be

GENERATE creative initiatives that will differentiate you from your competition, attract consumers and grow revenues

SELECTkey benefits and brand message that triggers your customers emotional drivers connectyour product with lifestyle trends and values of discerning luxury travelers