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Client:

Bill Kaelin Marketing

Project Description:

Create case studies for several high-profile clients and elevate its already existing digital brand identity to reflect changing culture for marketing and events consulting firm.

Scope of Work:

Copywriting case studies for W Midtown and Cirque du Soleil's TOTEM, Rival Entertainment's Party in the Park, refresh wording on all sections of the website to complement more cohesive overall vision of the company.



Want to know our favorite thing to do at Bill Kaelin Marketing?

We love customizing each client's needs across multiple platforms, ultimately creating a business strategy that works for your specific brand. In some cases, traditional marketing is a good fit. Others, require experiential or guerilla implementation. Bill Kaelin Marketing goes beyond the buzz to create tangible results.

CONSULTING

Marketing & Promotional Strategy
Internal Operations & Management
Sales & Revenue
Public Relations Planning
LGBT Community Support
Strategic Partnerships & Sponsorship
Negotiation

EVENTS

Product Launches
Tour Development & Execution
Talent Acquisition & Management
Environment Conception & Design
Interactive Element Installation
Lighting, Sound & Video
Bar & Lounge, Retail, Restaurant,
Hotel Openings

MARKETING

Long & Short Term Strategy
Identity Consulting
Guerilla & Experiential Marketing
Social Media Management
Climate Conditioning in New Markets
Merchandising & Promotional
Products

We employ a team of smart, innovative, outside-the-box thinkers that play nice with others. Our clients run the gamut of businesses in the beginning phase with Bill Kaelin Marketing as the first phone call, to globally recognized companies that trust us to get the job done.



BILL KAELIN

While the name Bill Kaelin is synonymous with what's current in Atlanta, his work is so much more than that. For almost two decades, Kaelin has combined his unmistakable ability of spotting music, fashion, and pop culture trends before they happen, with innovative marketing initiatives. He's an unrivaled ally within the LGBT community, with many organizations recognizing his loyal advocacy. Kaelin's stellar client list has included Turner, Warner Brothers, and Coca-Cola, making him one of the most trusted agency owners in the city.

RACHAEL PRYOR HOFFMAN

A tastemaker whose career once called Chicago, San Francisco, Los Angeles, and Boulder home, Rachel Pryor Hoffman brings stellar intuition, experience, attention to detail, and a background in operations to the table. Focusing on a fresh approach for each brand, Hoffman hones in on the holistic components of a company—not just the surface layer, but truly the soul of a company. She has consulted for very recognized brands including Scion, Red Bull, and W Hotels, and is considered an expert in the world of hospitality with nightclubs, restaurants, and entertainment venues her core forte.



KATHERINE LORD

For global perspective to local campaigns, enter jetsetter, Katherine Lord. Drawing from her experience living in culturally rich cities, London, Seville, Denver, and Atlanta, Lord's event and project management experience is vast. Her lifestyle clients have included her stint as Managing Director of The Last Ocean Project, a multi-million-dollar, multi-faceted campaign, High Liquors, and Terrace Restaurant. Lord also serves on the board of WonderRoot, an Atlanta-based arts organization, and the World Affairs Council of Atlanta.



Concert promoter, Rival Entertainment, hired Bill Kaelin for marketing consulting, outside events and partnerships, LGBT and media outreach, social media and online support for Party in the Park with Passion Pit headlining.

CHALLENGE

Increase ticket sales for Party in the Park, a one-day music festival held in Downtown Atlanta's historic Centennial Park.

SOLUTION

Through innovative partnerships with sponsors, the BKM team secured like-minded brands with on-site advertising, created a social media strategy, an events series, and cross-platform marketing campaigns to create buzz for the one-day outdoor festival.

RESULTS

Working closely with the LGBT community, Bill Kaelin offered a strategic approach to consulting, marketing, securing partnerships, media outreach, and online support to ensure maximum exposure for the festival and advertisers

- Executed a highly effective LGBT media outreach campaign through consulting with specific insight for the Atlanta market, developing a who's who of tastemakers and key players within the city.
- Secured partnerships with complimentary brands via advertising, promotions, and other media support within print and online publications including Fenuxe Magazine, David Magazine, Georgia Voice, and Project Q.
- Offered continuous online support with promotions throughout five key events and locations with onsite ticket giveaways. Venues included Jungle, Blake's on the Park, Burkhardt's, and Joe's on Juniper.
- Created a series of four promotions to garner ticket sales through dedicated monthly e-blasts to BKM 25K+ database, which included prominent Atlanta influencers.
- Lead a strategic social media campaign with weekly messaging designed to engage the local community in conversation.



W Atlanta Midtown hired Bill Kaelin for creative consulting, marketing and events campaigns to establish its restaurant, Spice Market, and pool space, Wet Deck, as premier destinations for dining and unwinding.



CHALLENGE

Create a higher volume of consistent patronage at two specific facilities within the W Hotel properties portfolio.

SOLUTION

Working with the existing W Hotel properties team, Bill Kaelin offered a fresh approach to networking through a series of outreach strategies designed to increase awareness within the market to position W Atlanta Midtown as a well-known spot for live music, entertainment, fantastic food, and a hip place to relax.

RESULTS

Leveraging its cache of relationships, the BKM team executed an aggressive marketing and consulting campaign with a hyper-focused demographic that was highly successful.

- Increased overall brand awareness and an uptick in buzz surrounding the W Atlanta Midtown property; thus, generating more revenue.
- Initiated and fostered key relationships within the community—including influencers within the city—specifically local events planners, philanthropists, and tastemakers.
- Successful neighborhood strategy with locals' promotions for both the Wet Deck and Spice Market through incentives, in-turn creating loyal clientele within a specific radius of the W Hotel.
- Assisted with marketing efforts with a focus on advertising buys, trades, and media coverage.
- Maximized sponsorship opportunities with brands including Fiji, Red Bull, Moët/Hennessy, Grey Goose, Heineken.
- Established partnerships with beverage distribution companies including Empire, National, General, and Georgia Crown.
- Facilitated networking opportunities between W internal team with outside events groups including The Schmooze, Date Night ATL, Big Gay Superclub, Atlanta Executive Network, Social diva, Phoenix Magazine branded event.
- Consulted on highly successful promotions, parties, and strategic events including talent hiring (DJs, performers, videographers, photographers). Designed and distributed invitations via vast BKM database.
- Online assistance in the form of monthly VIP event emails, two monthly e-blasts to a database of 25K subscribers, and one social media post per week with strategic messaging.



Montreal-based, Cirque Du Soleil, enlisted the help of the Bill Kaelin agency with marketing consulting, outside events and partnerships, LGBT and media outreach, social media and online support for its nationwide tour, TOTEM, during its three-month stop in Atlanta.



CHALLENGE

Realizing that TOTEM needs strong support from the LGBT community as audience members to create successful shows throughout its tour, a partnership must be built with the local LGBT community to help boost ticket sales.

SOLUTION

Working alongside internal and external PR firms, the BKM team seamlessly integrated marketing concepts through a promotions campaign designed to target a specific market through media outreach, online support, and key events within the community.

RESULTS

With a solid focus on relationship building within the LGBT community, the BKM team created cross-platform campaigns to bring Cirque du Soleil brand awareness, specifically the TOTEM tour, to a mass audience.

- Created a series of live events at various nightlife venues throughout the city with a TOTEM performer in attendance. Venues and events honed in on key LGBT spots and tastemakers.
 - October 12: Closing events for Out On Film at W Hotel Midtown 500+ attendees (tickets only).
 - October 14: Gay Pride and The Livingston Pride Party, the infamous event on the parade route.
 - October 27: Halloween event at Jungle nightclub, featuring a Cirque performer for the annual party
 - December 2: Grand Finale event and VIP package giveaway at Toy Party, the largest Atlanta LGBT event of the year held at America's Mart. Premium exposure opportunity with 5K attendees and mass media promotion.
- Executed a highly effective LGBT media outreach and solidified partnerships via advertising, promotions, and other media support within print and online publications including Fenuxe Magazine, David Magazine, Georgia Voice, and Project Q.
- Offered continuous online support with promotions throughout bars, restaurants, nightclubs, and events through ticket giveaways. Venues included Blake's on the Park, Burkhart's, Joe's on Juniper.
- Created a series of promotions to garner ticket sales through dedicated monthly e-blasts to BKM 25K+ database, which included prominent Atlanta influencers.
- Lead a strategic social media campaign to engage the local community in conversation, working in tandem with Cirque corporate to ensure the messaging stayed on brand.

