



KISSEL UPTOWN OAKLAND BRANDING CASE STUDY

Second Wave was hired to develop a brand concept and identity for a new build, which was the first luxury hotel in Uptown Oakland.



Objectives

Our task was to develop a brand concept and identity for the first luxury hotel in Uptown Oakland, while establishing the Unbound Collection by Hyatt as a desirable high-end soft brand.



Challenges

This hotel would be the first true luxury hotel in downtown Oakland, so we had to help change perceptions of the city. We also kicked this off during COVID so had to alter our usual process since we could not visit the site or comp set.



Solutions

In early 2022, we introduced Kissel Uptown Oakland, the first luxury hotel in downtown Oakland, featuring 168 luxurious rooms, a rooftop bar, and a chic cafe. The façade of the historic building was preserved and restored, serving as the cornerstone of the brand's visual identity, which leaned into original car showroom that occupied the space where the hotel now sits.

OUR BENEFITS & MEASURABLE RESULTS

Media Buzz and Global Reach

Media Buzz and Global Reach: The new branding campaign generated a total of 115 press articles and reached a staggering 259 million unique visitors over 18 months, amplifying our global presence and recognition.

Hotel Milestones

Kissel Uptown Oakland marked the first true luxury hotel in downtown Oakland and introduced the first Unbound Collection by Hyatt on the West Coast, setting new standards in the hospitality industry.

Increase in Online Visibility

Our new branding and vanity website achieved a remarkable 21% increase in visits within 12 months, boosting online exposure.





KISSEL UPTOWN OAKLAND MARKETING CAMPAIGN CASE STUDY

Launch of Integrated Marketing Campaign for New Hotel Generated Brand Recognition & Strong Digital Performance



Objectives

Introduce Oakland's first luxury accommodation to upper-upscale travelers and transform perceptions of Oakland as a captivating travel destination. The focus was on inspiring travelers to choose Oakland by highlighting its unique luxury offerings. Through strategic marketing efforts, the goal was to redefine Oakland's image, positioning it as an alluring destination for discerning travelers.



Challenges

The campaign had to overcome existing negative perceptions of Oakland among the target audience and stand out in a competitive market. Despite these challenges, the campaign aimed to inspire travelers, redefine the city's image, and establish the luxury accommodation as a premier choice within the constraints of the budget and market competition.



Solutions

We strategically invested in content creation, including visually appealing on-site collateral and a dedicated vanity website, leveraging Google Display and Video Ads, precise Google Paid Search campaigns, print media placements, and a robust PR strategy. Engaging organic social media efforts fostered a loyal online community.

OUR BENEFITS & MEASURABLE RESULTS

Remarkable Revenue Growth

Our data-driven approach delivered a remarkable 61% increase in digital media revenue with a 14:1 ROI, demonstrating the effectiveness of our marketing efforts.

Transforming Oakland's Image

Through our strategies, we achieved significant growth in ADR index by 12.4% and RevPAR index by +10.7% YTD, successfully redefining Oakland as a luxurious travel destination.

