

# A Few Marketing Ideas for Historic Hotel Properties

Philip F. Mooney

October 1, 2014

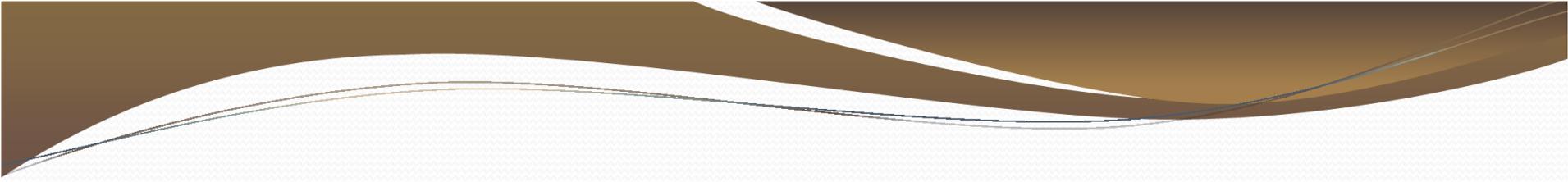
# General Principles

- History and Heritage is What Differentiates You from Other Properties.
- Marketing Heritage is a Continual Process. Not Sporadic.
- Never Assume that Your Guests and Associates Understand the Importance of Heritage.
- You Must be Pro-Active to Make Heritage Work for You.



# General Principles

- Little Things Do Matter.
- Everything Communicates!



# Anniversaries and Special Events

- Books
  - Brochures
  - Calendars
  - Special Commemorative Items
  - Oral Histories
- 
- Opportunity to Engage the Media and the Community with Heritage



# HAPPY BIRTHDAY Kix

FROM THE GENERAL MILLS'  
ARCHIVES

1978 Advertisement

KIX is 50 years old this year. A depression era baby, CORN KIX (later named KIX) cautiously entered an already burgeoning ready-to-eat cereal market (in 1937).

## MANUFACTURE

This marked General Mills *second* venture into this market, only this time the Company presented a puffed cereal to the consumer. (WHEATIES, the Company's first ready-to-eat cereal was introduced in 1924 by Washburn-Crosby, General Mills' predecessor company.) Unlike WHEATIES, however, the KIX pellets were sent to a puffing gun instead of to a flaking machine after having undergone the cooking, forming and drying processes. When the puffing gun, which was heated by a gas flame, reached the desired pressure, the end of the gun was knocked open, causing steam to escape. This caused an explosion which resulted in the KIX pellets being expanded into the desired size and texture of the finished KIX product. The KIX we know today is manufactured utilizing a revolutionary continuous puffing gun introduced in the mid-1960s.



Puffing Gun, circa 1950s

The KIX manufacturing process took two years for the company to perfect -- months of research and experimentation—before the product was finally put on the market; and from over 5,000 possible choices, the name CORN KIX was selected.

## ADVERTISING HISTORY 1930s/40s

The first KIX print advertisement and radio commercials asked adults and children alike to try this “different” breakfast cereal with a “new taste kick.”





GENERAL MILLS  
*75 years of*  
innovation invention food & fun



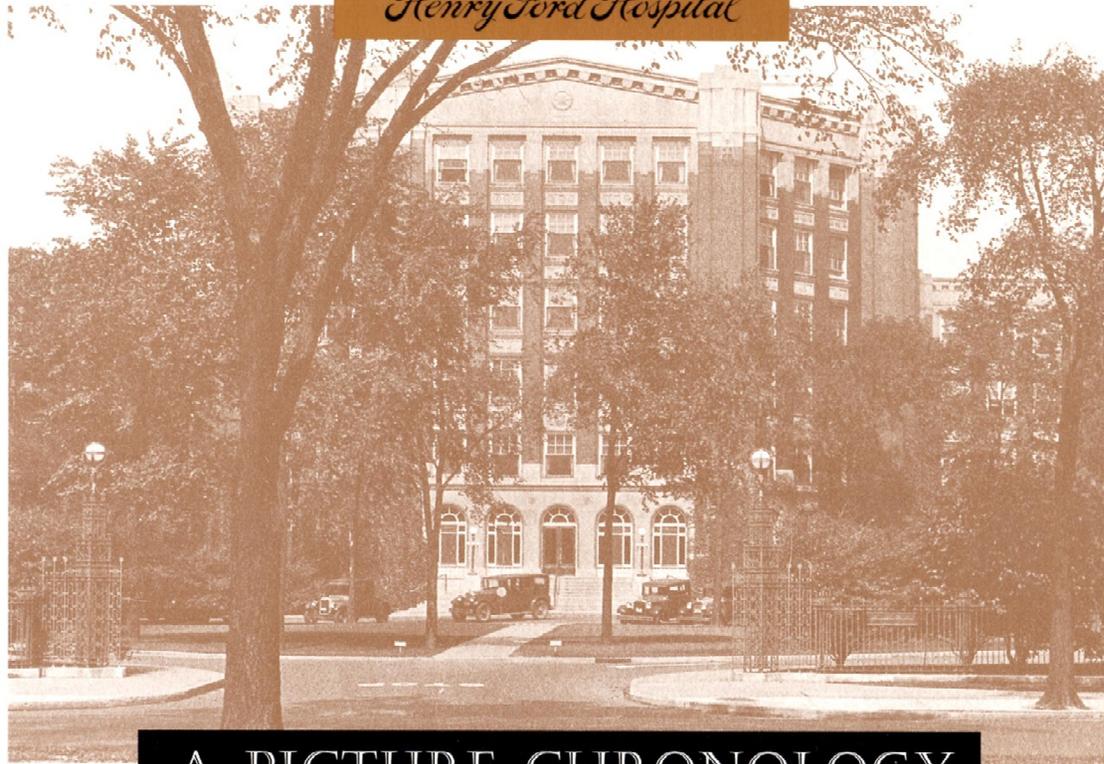


## The story of chewing gum and the

*Wm. **WRIGLEY** Jr. Company*



*Henry Ford Hospital*



A PICTURE CHRONOLOGY

1909 ————— 1993

BANK OF AMERICA

# A Heritage of Service

Today, people and companies across the country are joining BankAmerica's growing family. This is the story of the organization from which the family takes its name.

In the late 1800s people with dreams came to California from all corners of the world. Among them, an immigrant couple named Giannini who gave birth to a son, Amadeo Peter ("A.P.") in San Jose, California, on May 6, 1870.



• A.P. Giannini, about age 30

## A.P.'s School of Life

After A.P.'s father died, his new stepfather started a wholesale business handling fresh fruits, vegetables, and dairy products in San Francisco. A.P. loved this business and, as a



• Immigrants arriving at Ellis Island, N.Y.

12-year-old, he went to work on the docks in the early mornings before school—unloading cargo, filling orders, outwitting competitors, building solid customer relationships.

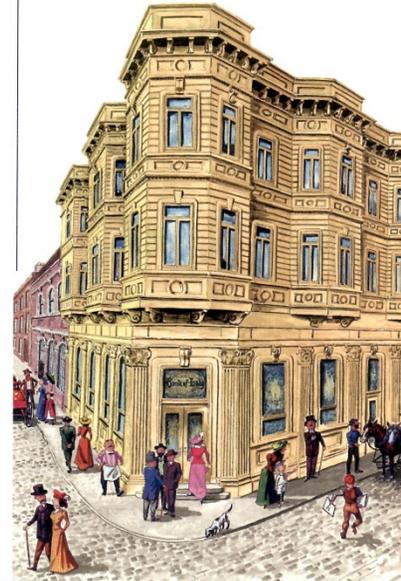
A.P. was a dynamic business builder and he traveled up and down California to meet with farmers and sign contracts to bring their crops to market. He offered honest deals, good prices, respectful treatment, and he stood by his word. His reputation grew. And so did his business.

Though A.P. was a good student, the produce business was his real school. For the rest of his life, he remembered the lessons he learned there. A.P. once said, "It's the man in

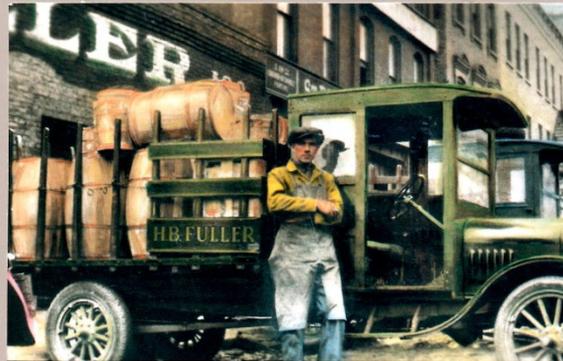
working clothes that's been my friend—stevedores, peddlers, teamsters, farmers, small merchants. That's where you get the good training."

## Born in Battle

A.P. joined the board of a San Francisco bank in 1902. He discovered that most banks cared only for "the carriage trade"—the wealthy, powerful and well-born. The "little fellows" had to hide their savings under a mattress and borrow from loan sharks at high rates.



• Bank of Italy's first office, 1904



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*A Fuller Life:*

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*The Story of*

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*H.B. Fuller Company*

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*1887-1987*

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# Publications

- Brochures and Pamphlets
- Chronologies and Timelines
- Newsletters
- Promotional Mailings
- Guest Services Booklet
- Post Cards and Calendars

\$3



# LA POSADA

HOTEL, RESTAURANT  
MUSEUM & GARDENS - 1930



Please be generous.  
La Posada's restoration  
is very costly.  
We're grateful for your help.  
Thank you, and enjoy!



## A SOUVENIR GUIDE & MAP FOR YOUR WALKING TOUR OF LA POSADA HOTEL

**L**a Posada is the masterpiece and favorite building of Mary Elizabeth Jane Colter (shown left) the greatest of all Southwestern architects.

You may wander the grounds and all areas on the enclosed map.

La Posada is a hotel, residence and private museum. Make yourself at home, but respect our guests' privacy and please don't touch the artwork!

Mary Colter books, Native American Crafts and other items from the region are available in the gift shop. For information or reservations inquire at the front desk.

Dear Friend;

Thank you for your interest in La Posada, Mary Colter's masterpiece and the Last Great Railroad Hotel. In the 1930's La Posada was the finest small hotel in the Southwest - a romantic Spanish castle with seventy guest rooms, fabulous dining and exquisite public spaces. In 1959 it was closed, gutted, and turned into offices.



*The Sculpture Gallery*

We bought La Posada in 1997 to keep it from being torn down and have been carefully restoring and improving ever since - each year a few more rooms or a new garden. We invite you to share Colter's fantasy and our labor of love. Come be a guest of the wealthy Don and his artfully eccentric family and friends. Explore the secret garden and the maze. Wander through the splendid ballroom, arcades, galleries and reading rooms. Bring your friends, children or favorite pets - you'll all feel at home here.

La Posada is widely known as a national treasure - a masterpiece of art and architecture. It's a precious link to the days of the great Santa Fe trains; to a time when we drove Route 66 to see America and to find a new life. Maybe you're making that same journey yourself?

Be sure to set aside a few days here to explore Northeastern Arizona - there's much to see and do.



*Howard Hughes' room*

Thank you for choosing La Posada. We look forward to seeing you!

*Allan Affelt*

## La Posada



*The Entry Hall*

### Room Rates - 2013

One King or Two Full Beds \$119 - \$129

With balcony or whirlpool \$139 - \$149

Various Fabulous Rooms \$159 - \$169

Guest rooms are all unique with antiques, full baths, and beautiful views over the gardens. Rates are single or double occupancy, plus tax. Well behaved pets and children are welcome.

Pets or roll-aways are \$10 extra.

Pets must be registered at check-in.

*And now a word to the wise:*

We're usually full so we highly recommend you make reservations as early as possible to avoid disappointment.



Please contact us as follows:

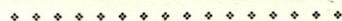
**La Posada Hotel**

303 E 2nd Street, on U.S. Route 66

Winslow, Arizona 86047

Hotel, Groups & Events: 928-289-4366

Turquoise Room Restaurant: 928-289-2888



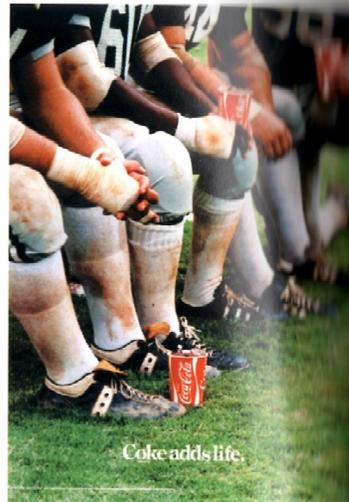
On-Line Information & Reservations

[www.laposada.org](http://www.laposada.org)

"Have a Coke and a Smile"



"I'd like to buy the world a Coke"



**1970**

The Dynamic Ribbon Device, the red-and-white graphic representing two adjacent contour bottles, is launched nationwide.

Coca-Cola introduces its first sports drink when Olympade is test marketed in the United States. The packaging features a logo for the U.S. Olympic Committee.

**1970s**

**1971**

First introduced as a radio ad and later produced as a television commercial, "I'd Like to Buy the World a Coke" becomes an international hit and remains one of the most popular ads for Coca-Cola.

**1972**

The first bottling operations open in Poland.

Mr. PIBB is introduced.

"Look Up America"

**1975**

Georgia Coffee is introduced in Japan.

The Coca-Cola Collectors Club is established with 27 members. Club membership now is nearly 4,000.

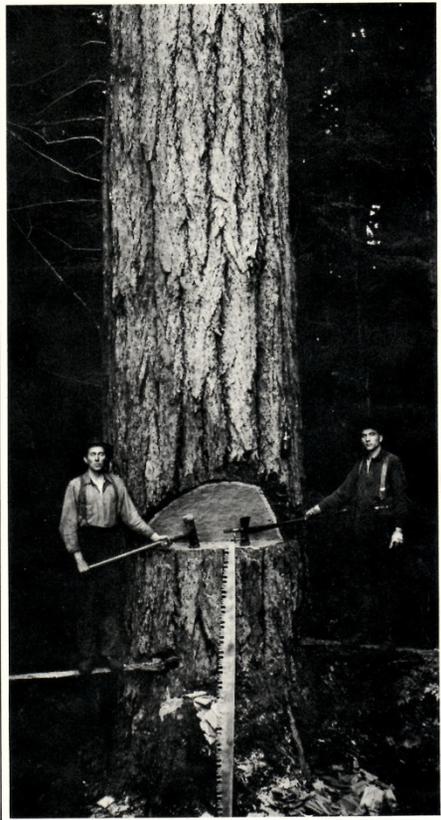
**1976**

The Coca-Cola Company and the Fédération Internationale de Football Association (FIFA) agree to the first-ever sponsorship between a company and an international sports governing body.

Can a TV spot touch the heart of a generation



WEYERHAEUSER COMPANY  
ARCHIVES

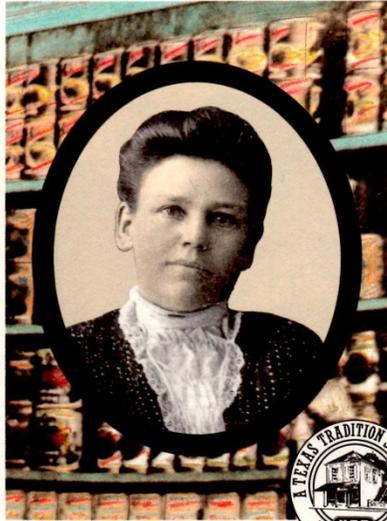


Kraft  
General  
Foods

A  
R  
C  
H  
I  
V  
E  
S



THE **H-E-B**  
FIRST  
STORE



*Kellogg's*

The  
**HISTORY** of  
**KELLOGG**  
**COMPANY**

*W. W. Kellogg*





Dave Smith, archivist for The Walt Disney Company, answers questions and provides information about the studio's history and its productions. The archives were established in 1971 to collect and preserve the company's historical materials.



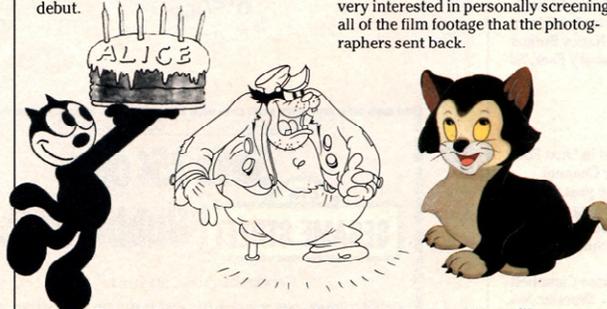
A Burbank sound stage fills in for the London locale of "Mary Poppins."

#### Where was "Mary Poppins" filmed?

—J.D., Mt. Vernon, IA  
"Mary Poppins," even though set in London, was filmed on sound stages at the Disney Studio in Burbank, CA. In order to control the elements, even the outdoor street scenes were constructed on the sound stages.

#### Was Figaro in "Pinocchio" the first cat in a major role in a Disney film?

—R.M., San Valley, CA  
Actually there were two earlier cats who had fairly major roles. In Walt Disney's early silent Alice Comedies, the co-star with Alice was an animated cat named Julius. The other cat was the villain, Peg Leg Pete, who, though a nemesis of Mickey Mouse, had originally made his debut in one of the Alice Comedies a few years before Mickey's debut.



From left to right are the first felines to appear in Disney films: Julius and Peg Leg Pete from the Alice silents; "Pinocchio's" Figaro.

#### Didn't Mickey Mouse appear in MGM's "The Hollywood Party" in 1934, and wouldn't that have been his first color appearance rather than in "The Band Concert" (1935)?

—J.W., Westwood, NJ  
While there is a color Disney cartoon — "The Hot Chocolate Soldier" — in the middle of MGM's black-and-white feature, Mickey Mouse is not in the color segment. He appears in black and white with Jimmy Durante in a segment introducing the cartoon.

#### Why are different boys' voices used as the voice of Christopher Robin in "The Many Adventures of Winnie the Pooh"?

—D.P., Key West, FL  
The Disney Winnie the Pooh films were made over a period of many years, from 1966 to 1974. Boys' voices change, so it was not possible to continue using the same voice for each film. The three Pooh featurettes were not originally meant to be seen at the same time.

#### Did Walt Disney travel to all of the areas where the True-Life Adventures were filmed?

—C.F., Natick, MA  
Walt Disney relied on individual nature photographers to provide him with the film footage he needed for the True-Life Adventures. While Walt did not travel to the sites himself, he was very interested in personally screening all of the film footage that the photographers sent back.

## Disney Channel Trivia

- Richard Fleischer, who directed "20,000 Leagues Under The Sea" (check the listings for air dates), was the son of an early competitor of Walt Disney's. His famous father was Max Fleischer, who created the "Out Of The Inkwell," "Betty Boop," and "Popeye The Sailor" cartoons and the animated feature, "Gulliver's Travels."



Walt's competitor Max Fleischer's son Richard directed "20,000 Leagues."

- When Walt Disney opened Disneyland in 1955, he had a difficult time getting all the attractions ready for opening day. He had special problems with Tomorrowland, so to fill some empty space in one building, he set up the sets of the interior of the *Nautilus* from "20,000 Leagues Under The Sea." Guests loved the opportunity to tour Captain Nemo's ship and the "temporary" exhibit remained at Disneyland entertaining visitors for 11 years.
- "Lady and The Tramp" was the first Disney animated feature which was extensively promoted prior to its release on Walt's new television series. The promo shows were excellent entertainment in their own right — witness "A Story of Dogs" on The Disney Channel's "The Best of Walt Disney Presents" on November 20. "Lady and The Tramp" will be reissued in the theaters this Christmas.

Readers who have Disney-related questions can write to Dave Smith, c/o The Disney Channel Magazine, 3800 W. Alameda Ave., Burbank, CA 91505.

# Moonbeams

April 1989



Inside the Archives

page 4



**1933.** Coors began selling beer again on April 7. Customers lined up at the brewery to purchase as much beer as possible.

The company began distributing its products outside Colorado for the first time, as Arizona was added that year.



Coors appointed its first independent distributors. Prior to Prohibition, the brewery sold all beer directly to retailers or consumers.



The company sold 90,350 barrels of beer; 70 percent being draught beer.



## LETTER TO SHAREHOLDERS

We are pleased to report that 1983 was the most profitable year in the 110-year history of Adolph Coors Company. An aggressive market expansion resulted in a 15 percent increase in barrel sales in a year when the brewing industry experienced less than one percent growth.

Results of expansion into eight states and the District of Columbia were particularly rewarding because we now know we can be competitive in eastern markets. This represents a major step towards our goal of obtaining national distribution by the end of the decade.

### Sales and Earnings

Net sales and earnings were at an all-time high in 1983. Consolidated net sales surpassed \$1 billion for the first time and increased 21 percent from the previous year to \$1,110,406,000. Net income for fiscal 1983 was a record \$89,261,000, or \$2.55 per share, more than double earnings of \$40,148,000, or \$1.15 per share, in 1982. We attribute the earnings improvement to increased barrel sales combined with improved pricing, effects of cost-reduction programs and productivity improvements.

Beer shipments increased to 13,719,000 barrels compared to 11,919,000 barrels sold in 1982. The sales increase is attributed to successful market expansion which in turn gives us a stronger competitive position in the marketplace.

### Sales and Marketing

Our sales and marketing team now has the expertise it needs to compete

in this highly competitive industry. This has been one of our goals and we are beginning to realize our accomplishments.

Coors first expanded its distribution outside Colorado in 1933. We celebrated that milestone in 1983 with the most aggressive expansion program in our history. Coors and Coors Light were introduced into the Southeast, awakening the industry to the fact that the company is poised for continued growth while many of our competitors are struggling to maintain market share.

Coors, our flagship brand, remains



Bill, Jeff, Joe and Pete Coors

the number two selling beer in our 28-state marketing area. Coors was widely accepted in the Southeast in 1983, with only two national products outselling it.

Within a limited marketing area, Coors Light's total sales surpassed the national sales of all but one light beer. It is now the tenth-largest selling brand of beer in the nation. The aggressive, upfront marketing approach developed for Coors Light has clearly benefited this brand's sales.

During 1983 advertising efforts aimed at changing consumer perceptions were initiated for George Killian's Irish Red and Herman Joseph's. These super-premium products have met with modest success



SIR JOHN A. MACDONALD

First President of  
The Manufacturers Life  
Insurance Company  
1887 - 1891

OFFICIAL OPENING  
CORPORATE ARCHIVES

MARCH 27, 1997

1925



Corporate  
Head Office  
Toronto, Ontario



1983



Manulife Financial

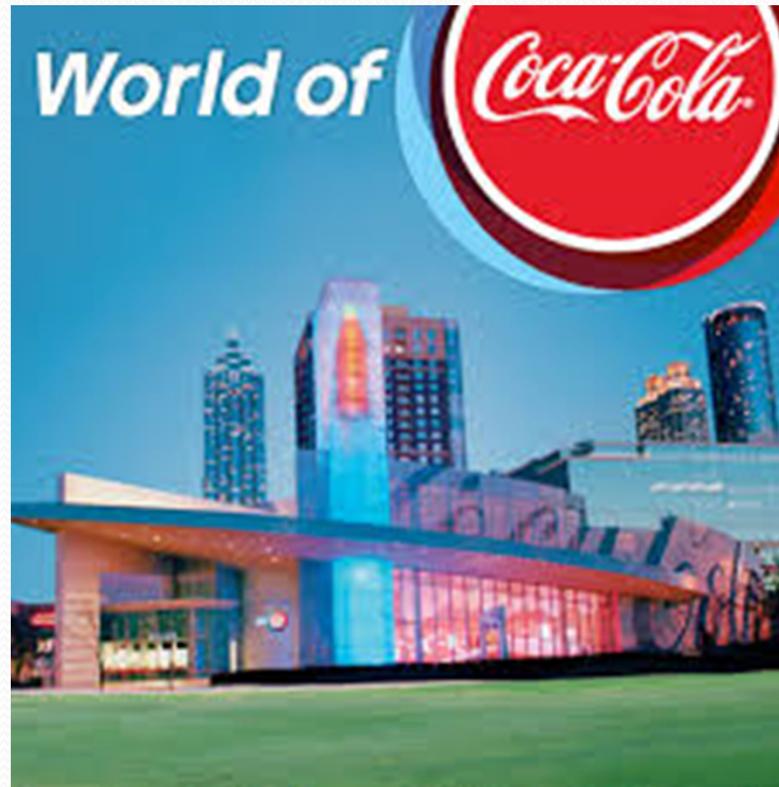


HOTEL CUMBERLAND MIDDLETOWN, KY.

# Exhibits

- Lobby
- Single or Multiple Display Cases
- Historic Markers
- Photo Wall/Historic Timeline
- Strategically Placed Individual Photos/Artifacts
- Community Displays: Public Library/Bank/Local Historical Society
  - Promotional Opportunities

# World of Coca-Cola Museum



# Wells Fargo Museum



# Harley-Davidson Museum





At Hills Bank,  
we believe in  
caring for  
our customers  
and employees  
as well as  
the communities  
in which we serve,  
measuring our  
performance by  
the high standards  
set by our founders.

**HILLS BANK**

**History of Hills Bank**

1894  
1904-1905



**COMMUNITY BANK**



**Our Customers**

Hills Bank has a rich history of dedication, innovation, and service, a history being an integral part of our culture and shared with our customers and friends.



**Branches**



**Services**



**Leadership**



# Procter & Gamble Corporate Offices





# Public Relations Outreach

- News Releases
- Press Briefings
  - Informal Periodic Updates on Property News
  - Pitch Story Ideas
- Community Interaction
  - Service Clubs: Rotary; Kiwanis etc.
- Internal Training
  - Onboarding Experience
  - Ambassador Training

# Public Relations Outreach

- Utilizing Social Media
  - WebSite
  - Facebook; Twitter; Blogs
- Business Cards
- Email Design

**Philip F. Mooney**  
Vice-President  
Heritage Communications



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is happy to Share a **Coke**® with you

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Heritage Communications

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