

### **PHG CONSULTING**

# THE K CLUB Case Study

FULL-SCALE PR PROGRAM

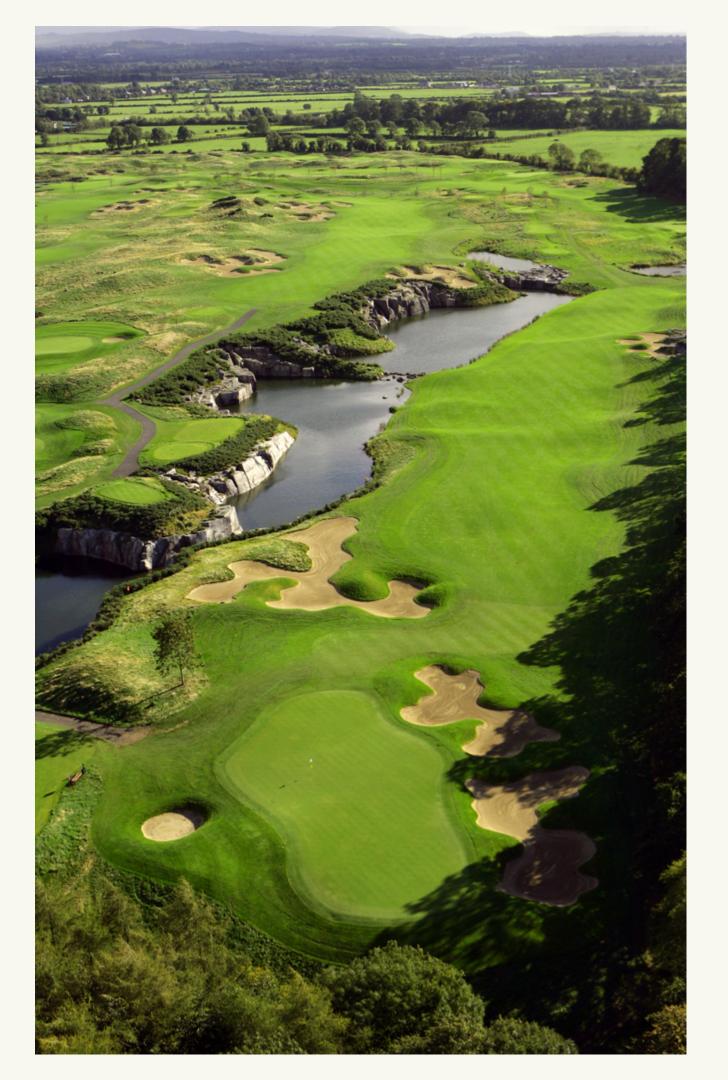




A historic and internationally renowned resort, The K Club combines old world elegance with luxury accommodations, contemporary amenities, and a variety of unique outdoor pursuits. Over the years, the resort has received positive feedback and attention from the travel trade community, but consumer and media awareness of the property and its wider offerings beyond golf has remained relatively low.

As a result, upscale travelers, particularly those in the United States and Canada, were not considering The K Club or its premier private home accommodation, Straffan House, when planning leisure trips to Ireland. Further, a neighboring resort that was set to be a major competitor in rate and consumer appeal was about to open, and the resort needed to ensure it stayed top-of-mind.

Therefore, in November 2017, The K Club tasked PHG Consulting with creating awareness among new audiences and market segments across the United States and Canada with a goal of positioning The K Club and Straffan House as one of Ireland's most exclusive travel experiences, and garnering coverage of the hotel's unique attributes and activities outside of golf.



PHG Consulting was tasked with the following deliverables from The K Club to achieve its awareness goals:

- in the U.S. and Canada
- New York City
- through a variety of top-tier editorial placements
- increased editorial coverage

## Action

• Develop a strategic public relations plan that strongly and frequently reaches The K Club and Straffan House's target audiences and niche market segments

• Arrange and attend 4-5 meetings and interviews between The K Club's CEO and General Manager Michael Davern and top editors and freelance writers in

• Secure 3-4 qualified U.S. journalists and one Canadian journalist to experience The K Club and Straffan House as part of a multi-day media FAM trip • Position The K Club as a must-visit destination resort with unique attributes and activities that are attractive to a variety of interests outside of golf

• Generate heightened awareness for Straffan House as a luxury, private home accommodation, leveraging its ownership by Sir Michael Smurfit, through

• Serve as the North American news bureau for The K Club and Straffan House, functioning as the in-house primary information resource for press

### Results

To kick off the campaign, PHG Consulting conducted a comprehensive media audit of The K Club and Straffan House to determine how the property had previously been covered in North America and what future opportunities existed. From there, Preferred Hospitality Solutions developed a robust media relations campaign targeting the luxury market in the United States and Canada, which included a variety of strategic initiatives, including a media FAM trip, New York City desk-side tour, and development of creative programming and packages. Key results included:

- Secured seven journalists to attend the FAM trip from top-tier luxury publications including Town & Country, DuJour, Ocean Drive Magazine, Conde Nast Traveler, New York Observer, New York Daily News, and Montecristo
- Secured seven meetings for the New York City desk-side tour with editors from Forbes, FATHOM, Women's Health, Luxury Travel Advisor, Smart Meetings, Parents Magazine, and Esquire, providing the chance for CEO Michael Davern to share an overview of the property, current news, and its key selling points while identifying and pursuing editorial opportunities
- Facilitated more than 700,000 social media impressions due to posts generated during the media FAM trip
- Secured 75 media placements featuring The K Club and Straffan House through targeted pitches to media, including a prominent feature in The New York Times Sunday Travel section
- Generated 305 million editorial media impressions with an approximate ad value in excess of \$4.3 million, resulting in an ROI of 203:1

## Press & Social Media Coverage

CONDÉ NAST



Kayaking the 'River of Life' in Ireland Road Free Street Conference



The Best Places to Travel in Europe in March



It's the shoulder season - and festival season - in Europe this month.

We show that senses in Forces, and the kids are off from to bool - what more impl to catch a flight overseas? If you're planning a lost es for a springtime vacation are many.

th's Day Pacade colling to buy Pacade calling to you? Or periagn you'd rather spend y Mediterranean inizad. Maybe you'll spend a week terkking rogh a <u>sumpte forest</u> in control Sweden, or admining one of the most famous flower

#### TOWN&COUNTRY

The 17 Best Romantic Hotels With Great Valentine's Day Packages

An Irish Countryside Getaway: The K Club



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#### TOWN&COUNTRY

The Best Places To Go in March An order



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#### HouseBeautiful 10 Perfect Vacation Ideas for a March Getaway

August 1998 (1998) 1998



#### Robb Report Do St. Patrick's Day Right with a Stay at One of

These Five Luxe Irish Hotels

• D.B.N #L40



#### 🔵 USA TODAY









Two-For-One First Class Tickets And Other Very Last Minute Valentine Gifts



So now Valentine's Day is upon you ... forgot to make linner reservations, or order flowers or chocolates ... Here are some gifts that take a bit of thought-and in some cases heaps of cash-but can be purchased right now and presented tonight. You're welcome.

#### Book Your Own Private Castle for \$20,000

At Straffan House, a spectacular private residence nestle on 550 acres of skyllic Irish countryside, the deluxe "My Loosely Valentine" package comes with a personal buffer on hand  $a_d/7$  to draw rose petal baths and offer champagne turn-down service, a private chef for aphrodisiae mesls, personal driver for drawny drives in a visitage 1026 Jaguare, a private spa for couples treatments and an indoor aviuming pool, an old-dashannel cinema theater couplete with red velow reclining movie chairs, and well, really, at \$20,000 per sight, basically anything you ask for you shall

#### BRIT+CO

16 Luxurious New Year's Eve Packages It's Not Too Late to Book

transmission are not the world. Including in optimalization part taking merves, prop factors like in dense from to five music and D1 sets, and "gram" Log once the Teleponis pet UR.











oceandrivemag - Follow The K Club

oceandrivemag Falconry 🗸 Irish Coffe Wine Cellar Tour J Whiskey Tasting J Successful first day at @thekclubireland Follow along with our #stpattyswee festivities in #Ireland on Insta-story #stpatricksday #thekclub #luxury #tr #oceandrivemag #oceandrivexthek jamaican\_dominator69 Nice Instagra patriziabozzidesign Niceee



Indsaysilb • Follow The KOub

Induaysilb Taught an owl how to make a Bitchy Resting Face<sup>™</sup> this morning so I guess you could say my trip is off to a solid

er name is Cindy and she is fierce AF. Look at how much face she's serving in this selfiel Someone pis alert @tyrabanks.

Also: check my story to see what happen when a jet-lagged, delirious person (DDS) plays with falcons and drinks bish coffees il afternoon.

Indusysilb Greiasun awwww thanks ( uch beauty! Global glam I love it hahha Roomisss @lindsaysilb @atravelistasquide

ahhhh-mazing!! My spirit animal! © preshi

ΟQ 3.702 likes

ΟQ 262 likes

Log in to like or commen



#### heyltsmonika Aiready Othekclubireland cassie\_gill 🖯 narganetabrams 000

annahonelson Miss this burakgokdeniz\_ Perfect III haleycarriere So dreamy sarowitz Srsly tho artipatel1 Same and ovo

ΟQ 114 likes



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ΟQ 63 likes



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Idleanavmeladdie #lifeisbut

earth2aley Strolling through moody gardens at the manor before I set off down the River Liffey +: 00.5 +: earth2alex #luckoftheirish

αQ 49 likes

