



CAMP LUCY

SHMALTZY WEDDINGS:

Promotional Campaign for Increasing Short-term Wedding
Business at Camp Lucy in the Summer of 2018

By Travis Summers
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I. EXECUTIVE SUMMARY

Camp Lucy is a 275-acre property, owned by Whit and Kim Hanks, in Dripping Springs, Texas, that hosts premier wedding and special events across four onsite venues. In addition to the event venues, Camp Lucy also hosts several luxury accommodations for visitors, including guest rooms and private cottages.

At the time of this report, Camp Lucy has not met its objectives, and the volume of event bookings for the upcoming summer has underperformed to expectations. An emergency marketing campaign is needed to increase wedding business during the upcoming summer months.

An evaluation of Camp Lucy's capabilities, as well as external opportunities in the surrounding Austin market, served as the foundation for this analysis and marketing plan. The plan focuses on the camp's business growth objectives during the immediate short-term, suggesting ways to utilize strategic audience targeting and implementing a direct marketing campaign to generate sales leads in the next couple of months.

It is recommended in this report that Camp Lucy engage in a direct marketing campaign toward Austin's local Jewish community centers and synagogues to increase its short-term bookings over the next six months. The reasoning and implementation strategy for attracting these customers is outlined in this proposal.

II. MARKETING ENVIRONMENT

With high-end event planning and boutique accommodations on-site, Camp Lucy is a luxury venue that typically attracts clients that value the experience more than favorable pricing or discounts. For this reason, most families that chose Camp Lucy for their events fall into the upper-middle or higher socioeconomic classes.

Many recently engaged couples will take their time planning an elaborate wedding, often setting a date a year or more in advance. This is a significant obstacle for Camp Lucy, who is hoping to book a healthy number of weddings that would take place within the next six months.

Extreme temperatures in Texas can also create a barrier for booking reservations at an outdoor venue during the summer, helping to create offseason-like demand for reservations.

III. TARGET MARKET

Traditionally, Jewish couples are not engaged for an extended period of time. The *kiddushin* is a sanctification or dedication of the intention to be married. Today, the *kiddushin* occurs most often when the groom gives the bride an engagement ring or other object of value with the intent of creating a marriage. The time between this event and the beginning of *nissuin*, when the two officially begin their lives together, rarely lasts more than a year.

For this reason, Jewish couples more frequently seek shorter turnaround times for their weddings when compared to Christian and non-religious couples.

Another traditional aspect of the Jewish wedding is the *chupah*, which accomplishes the nissuin. The *chupah* ceremony will include a *huppah*, which is a canopy under which a Jewish couple will stand during their wedding ceremony. It consists of a cloth or sheet, stretched over four poles to symbolize the home that the two will build together. Because of the complexity of this structure, many Jewish families prefer to hold their wedding ceremonies outdoors.

These two preferences, combined with the financial resources available to many Jewish families in the Austin area, make this community a prime demographic to target in any outreach campaigns for attracting short-term summer wedding bookings at Camp Lucy.

IV. MARKETING CAMPAIGN AND OBJECTIVES

A) Outreach

The Austin area has developed a vibrant, diverse Jewish community in recent decades. According to the Goldring/Woldenberg Institute of Southern Jewish Life, Austin's Jewish population grew from 2,100 in 1980 to more than 18,000 in 2010. A major reason for this growth was the establishment Shalom Austin, a 40-acre Jewish Community Center and campus in Austin created by local business icon Michael Dell in 2000.

It is recommended that Camp Lucy engage in a direct marketing campaign, targeting Shalom Austin and local synagogues in the Austin area. Relationships should be established between community leaders, rabbis, and the sales team at Camp Lucy to identify newly engaged couples seeking wedding venues on an expedited timeline.

Networking and building a rapport with Jewish community leaders will be crucial for generating a sales lead pipeline within this audience. Participating in a cause marketing campaign by making a small donation to one of Shalom Austin's charities would be a strategic way to create some goodwill and brand awareness for Camp Lucy without an offensively overt sales message.

Additionally, it is recommended that Camp Lucy create a referral program, where a financial incentive is presented to community leaders for each booking that is created by their individual referral.

Once a relationship with some of these community leaders is established, a series of small promotional postcards, highlighting Camp Lucy's features and amenities, should be produced and given to these contacts for distributing to recently engaged couples that are beginning to investigate potential wedding venues and vendors.

In addition to Shalom Austin, Camp Lucy should target the following Jewish congregations in the area:

[Beth Israel](#)
3901 Shoal Creek Boulevard
Austin, TX 78759

[Chabad Center for Jewish Living](#)
4413 Spicewood Springs Road, #106
Austin, TX 78731

[The Rohr Chabad Jewish Student Center](#)

2101 Nueces Street
Austin, TX 78705

[Havurah Shalom](#)

1530 Sun City Boulevard
Georgetown, TX 78633

[Shalom Rav](#)

PO Box 28308
Austin, TX 78755

[Havurah Shalom](#)

1530 Sun City Boulevard
Georgetown, TX 78633

[Teferet Israel](#)

7300 Hart Lane
Austin, TX 78731

[Chabad Jewish Center of San Marcos](#)

818 Waco Street
San Marcos, TX 78666

[Agudas Achim](#)

7300 Hart Lane
Austin, TX 78731

[Beth El](#)

8902 Mesa Drive
Austin, TX 78902

B) Campaign Creative Brief

The overall message Camp Lucy should try to convey to the local Jewish community is that its venues can accommodate any tradition or custom, while still creating a uniquely personal setting for the bride and groom’s nuptials.

To accomplish this message, the primary tagline for this campaign should be, “TRADITIONAL, BUT STILL UNIQUE.” This slogan will highlight Camp Lucy’s reverence for religious customs, while still providing the flexibility to make the events and atmosphere surrounding the wedding truly personal.

Supporting messages should highlight Camp Lucy’s ability to accommodate traditional and non-traditional requests, such as the ability to set up a *huppah* at the ceremony site, which can be rented from Whim Hospitality, or being able to serve kosher wines during the reception.

Imagery should include photos of a traditional Jewish wedding ceremony being held outside, under a *huppah*, with the groom wearing a customary *kittel* (tailored white robe) or *tallit* (white prayer shawl). Ideally, these photos would come from a ceremony that actually took place at Camp Lucy.

V. SWOT ANALYSIS

A) Strengths

1. Camp Lucy provides the ideal outdoor setting for complying with the customs of a traditional Jewish wedding ceremony.
2. Jewish couples traditionally have a shorter engagement period, leading to more short-term bookings for this summer.
3. By microtargeting Jewish couples, Camp Lucy can more efficiently reach their intended audience, which is key with such a short time for the campaign to reach its objectives.

B) Weaknesses

1. Doesn't address the issue of extreme temperatures that are likely to strike an outdoor wedding during the summer in Texas.
2. Customary Jewish wedding items might not already be in Whim Hospitality's inventory, and obtaining these items might create additional expenses for company.
3. More conservative Jewish families might prefer a traditional setting for their nuptials.

C) Opportunities

1. By encouraging short-term bookings, Camp Lucy will have access to out-of-town guests needing accommodations on short notice. This could lead to additional reservations at Camp Lucy's onsite guest rooms and private cottages.
2. Establishing a relationship with the local Jewish community could lead to a higher volume of non-wedding events at Camp Lucy, such as bar and bat mitzvahs.
3. Targeting the Jewish community might lead to more strategic campaigns for targeting Christian and same-sex weddings.

D) Threats

1. The rustic Central Texas setting might not be attractive to conservative Jewish families.
2. Scenic outdoor weddings might not be accessible to older, mobility-challenged wedding guests.
3. The 23-mile distance between Austin and Camp Lucy might be a barrier for some local families.

VI. SIMILAR AUDIENCES

While it may seem like a natural extension of this campaign to go after Christian community centers and churches, this might be a difficult audience from which to produce revenue.

Many churches in Texas are run like small businesses, with weddings and special events generating a lot of revenue for these entities. To receive referrals from these churches, leaders would have to sell against their own venues. Newly engaged couples utilizing their pastors, priests, and spiritual advisors for guidance prior to marriage are also more inclined to hold their wedding ceremony inside a church. There will be Christian families looking for non-traditional settings or looking for a less faith-based ceremony, but those couples are less inclined to seek marriage or wedding advice from their spiritual advisor.

As listed above in the "Opportunities" section, it is recommended that the Jewish outreach campaign be used as a test case for learning similarly effective strategies for marketing Austin-area churches. Whatever lessons Camp Lucy takes away from its outreach toward the local Jewish community can then be applied more efficiently toward a campaign aimed at Christians looking to get married in an outdoor ceremony.