

VILLA SILVANA BRAND MANAGEMENT EVALUATION



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International Internship: Sorrento, Italy

BRAND PURPOSE:

Villa Silvana is a family-owned and operated luxury villa located on the coast of Sorrento, Italy. The Villa prides itself on its immaculate service, spectacular views of the Bay of Naples, and its knack for offering a space for any type of event. The Villa specializes in weddings and offers many different areas and services that go into planning a wedding. Its seven suites allow guests to have an intimate experience as they enjoy their event or destination vacation.

CORE BRAND VALUES:

Location. Luxury. Hospitality.

These are the three brand values of Villa Silvana. The location of the Villa is what makes it so unique. Set right above Marina Piccola and the Bay of Naples, Villa Silvana has the most incredible sea views that everyone notices as they walk into the door. The location is something that they value and should be consistently marketed. Those who are looking to book at the Villa are looking for images and content of this beautiful setting.

Luxury is the second brand value. Villa Silvana is not the average hotel. Its facilities are pristine and luxurious, providing guests with a unique and relaxing experience. The Villa contains just seven suites; however, they are all equipped with high-end furniture, amenities, and views. The hotel holds itself as a 5-star boutique hotel; therefore, it should be marketed to show that standard of luxury to its audience.

Hospitality is the last brand value. As Villa Silvana is a smaller, family-owned business, hospitality is number one as soon as someone gets in contact with us. The smaller number of staff allows the guests at the Villa to have a more intimate stay and experience. When planning a wedding, the Villa has an in-house wedding planner and clients talk directly to the planning staff at all points of contact throughout the process. Therefore, this allows our guests and clients to develop a personal relationship with the staff at the Villa, making them feel more comfortable and cared for. This should be marketed as well to show the target audience that the Villa prides itself on hospitality.

TARGET AUDIENCE:

The target audience: women from the age range of 25-34 who live in Italy, the United States, the United Kingdom, and other European countries. From the beginning, the focus was to shift the content perspective to gather a larger audience in the United States and other countries outside of Italy. The target audience had a traditionally higher income as the Villa is a high-rated venue due to its luxury and intimate setting. A large chunk of the target audience is either planning a wedding or an event as the Villa is mainly a wedding and event venue. Therefore, a lot of the content should showcase how the Villa is not only a hotel but also a wedding and event venue to contribute to meeting some of our audience's goals to book the perfect wedding venue.

BRAND MESSAGING:

Villa Silvana is a luxury hotel; therefore, the brand prides itself on its service, cleanliness, and looks. Online, the brand adapts a cheerful but pristine look. The Instagram page should be neat, bright, and friendly. The photos should picture the sea, the garden, and the white exterior of the Villa, which will allow our followers to point out our images and directly associate them with our brand on their feeds.

KEYWORDS/ PHRASES:

Location. Luxury. Hospitality.

Sorrento

The Villa