

HUE & CRY



HUE & CRY - EMEA PR RFP

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# HUE & CRYERS

*PITCH TRACKS*



**PARENTAL  
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# TODAY'S RUNNING ORDER

## 1. INTRODUCTIONS, AGENDA SET-UP, SESSION GOALS

(5 mins)

## 2. THE PLAN

(50 mins)

## 3. YOUR FEEDBACK

(5 mins)



# THE BRIEF IN BRIEF

HARD ROCK HOTELS EMEA HAS  
TASKED US TO:

## **STRENGTHEN HARD ROCK HOTELS' VOICE ACROSS EMEA**

Create a PR strategy that unites all EMEA hotels under one clear story while letting each property shine in its own way.

## **AMPLIFY THE BRAND'S CULTURE RELEVANCE**

Move beyond heritage and nostalgia to show how Hard Rock still leads in music, entertainment and lifestyle today.

## **BUILD AWARENESS OF HARD ROCK HOTELS AS A MODERN, PREMIUM EXPERIENCE**

Reposition the brand for the next generation of travellers, tastemakers and media.

## **PROVIDE THE FOUNDATION FOR CREATIVE AND PR ACTIVATION IN 2026**

Set the strategic direction and define the key tentpole moments that will keep Hard Rock Hotels top of mind across EMEA.

1

# THE STRATEGY



# Reigniting Fandom\*

Built on the heritage of Hard Rock Café, the Hard Rock brand has an iconic legacy most can only dream of.

Now it needs to translate that legacy into modern love for Hard Rock Hotels, turning global recognition into living fandom.

# WHY FANDOM MATTERS

“ This is where many brands often miss the mark. The focus of their effort lies in acquiring followers instead of establishing a loyal tribe. Their promotional efforts consist of broadcasting while actively avoiding any invitation to participate.

- Rolling Stone, 2025

## Strong brands don't chase attention. They earn devotion.

**Fandom creates belonging, not just buzz.**

When people feel part of something bigger than themselves, they don't just stay loyal, they become the story.



### ARDBEG COMMITTEE

A global community of whisky lovers with a real say in the brand's future from first access to limited releases, helping to shape distillery decisions, and showing their devotion so deeply that some even have Ardbeg tattoos.

### LEGO IDEAS

An online community where fans can design and submit new LEGO sets. The most popular creations are turned into real products, giving builders a genuine voice and a sense of ownership that has built one of the most passionate fan communities in the world.



#### How it works

Are you ready to bring your imagination to life? Here, your creativity can shape the future of LEGO sets! Whether you have a fantastic concept or just want to explore, we're excited to have you join our community.

[Read more](#) [Submit idea](#)



### SWIFTIES

Swifties decode lyrics, create viral moments, and turn every album drop into a cultural event. Their loyalty and participation have made Taylor Swift not just a performer but a living brand powered by her fans.

# HARD ROCK HOTEL NEEDS ONE SHARED NARRATIVE THAT REBUILDS CULTURAL MOMENTUM

## BRAND CHALLENGES

Fame without freshness

Fragmented storytelling

Brand confusion

Unclear lifestyle

## PERCEPTION PROBLEM

A brand trapped between nostalgia & now

Hard Rock's image is still shaped by the Café era, touristy, loud, and a little dated.

“ *I still just think of the Café, not the hotels.*  
- **Lottie Lumsden, Group Entertainment Director, Hearst**

# TRAVEL HAS BECOME PERFORMATIVE, BUT PEOPLE STILL WANT TO FEEL THEY BELONG

## KEY TENSION

Younger travellers feel pressure to showcase their trips online, yet the moments they value most are the ones that feel real. Travel is increasingly a way to express identity, build social currency and follow passions like music, sport and art.

Nostalgia and analogue rituals are rising because the digital world feels overwhelming and disconnected.

**Showing up and showing off is no longer enough. They want to be part of something. They want the feeling of fandom.**



# 72%

of Millennials say travel is a core part of their identity and how they express themselves.

(SKIFT, 2025)

# 42%

say fandoms are an important part of their identity, showing how this audience seek real world connection around the passions that define them.

(AKIN Changemakers, 2025)

# LIFESTYLE HAS LOST LIFE

The lifestyle hotel category has become predictable. Design formulas, influencer partnerships and contrived localism have replaced cultural energy. W, ME and Virgin Hotels sell **curated cool, not lived connection.**



## W HOTELS

W has shifted its image in EMEA from party luxury to cultural credibility. It now earns coverage in Vogue Living, Wallpaper, Hypebeast, and the Evening Standard for design, food, and wellness.

**W knows how to tell culture stories but not how to feel part of them.**



## ME HOTELS

ME earns consistent cultural and design coverage in Wallpaper, Dezeen, Condé Nast Traveller, and Architectural Digest. Yet for all its creative credibility, it can feel emotionally distant.

**ME is rich in design and credibility but light on feeling.**

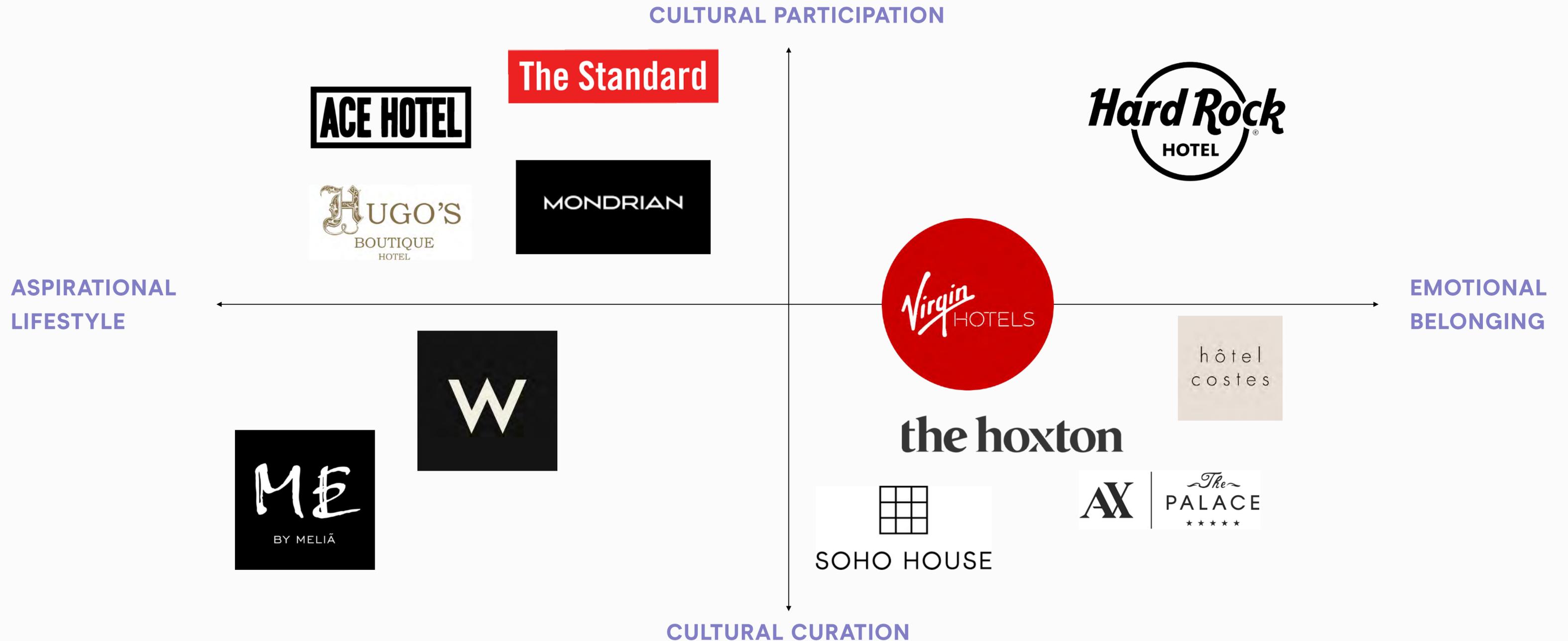


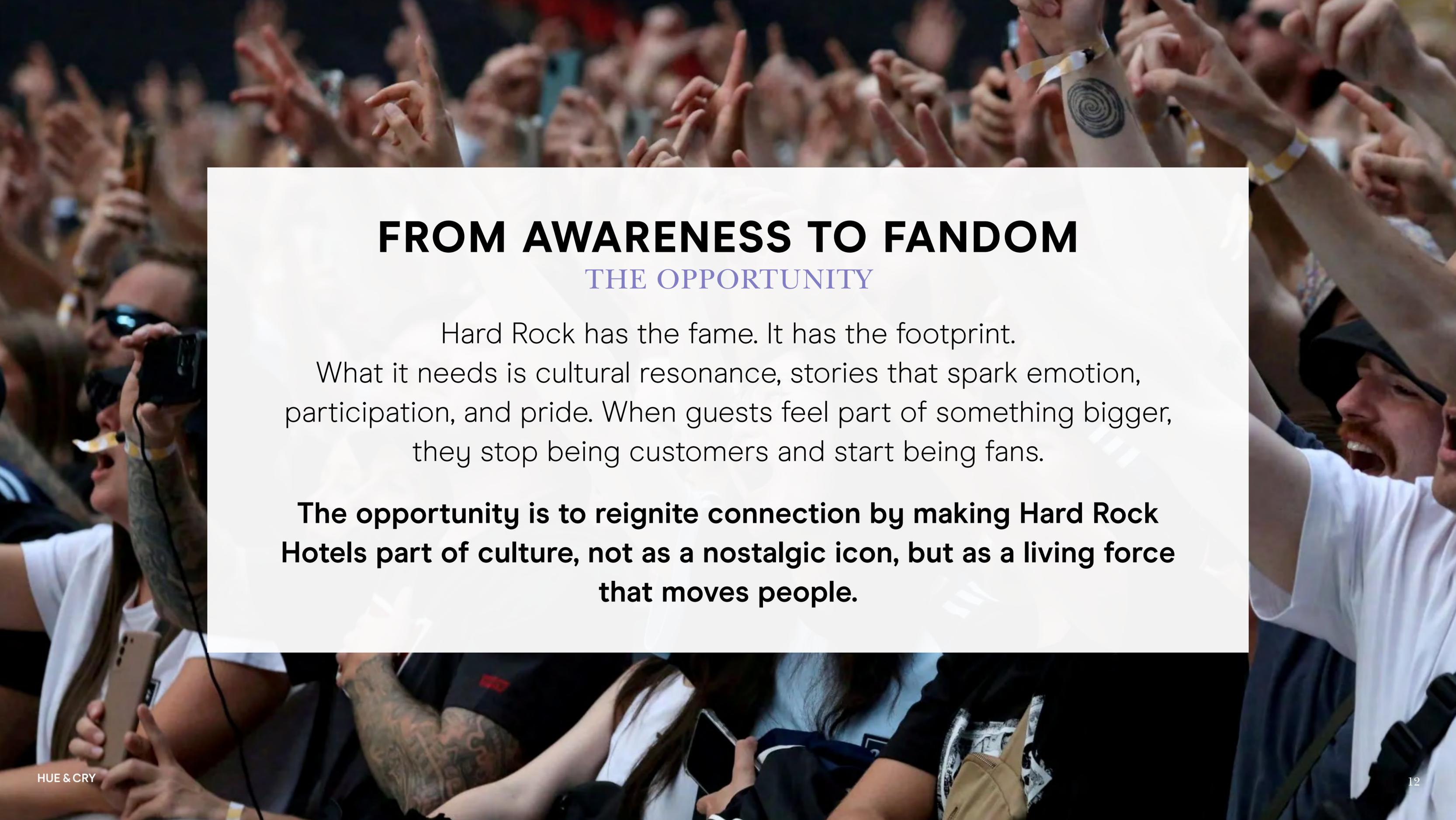
## VIRGIN HOTELS

Virgin Hotels earns steady coverage across Esquire, Forbes, and trade titles for innovation and design. It's undeniably fun but can feel promotional rather than purposeful.

**VH captures attention through ideas and personality but struggles to sustain emotional connection.**

# HARD ROCK HOTELS CAN OWN THE SPACE WHERE GUESTS DON'T JUST WATCH CULTURE HAPPEN, THEY TAKE PART IN IT





# FROM AWARENESS TO FANDOM

## THE OPPORTUNITY

Hard Rock has the fame. It has the footprint. What it needs is cultural resonance, stories that spark emotion, participation, and pride. When guests feel part of something bigger, they stop being customers and start being fans.

**The opportunity is to reignite connection by making Hard Rock Hotels part of culture, not as a nostalgic icon, but as a living force that moves people.**

## THE GUIDING THOUGHT

# Culture is better lived than watched.

Hard Rock Hotels exists to make people feel part of something bigger. It connects generations through shared experiences that celebrate music, entertainment and community.



# HOW PR WILL GET US THERE

**PR becomes the rhythm that keeps the brand alive in culture and creates the next wave of fans.**

Our role is to turn Hard Rock Hotels from a place people recognise into a brand people rally behind, through stories that connect music, entertainment and community.

# KEY BRAND PILLARS

How Hard Rock Hotels fuels the flames of fandom

## CULTURE IS BETTER LIVED THAN WATCHED

	<p>1</p> <p><b>MUSIC</b> The Brand's DNA</p>	<p>2</p> <p><b>ENTERTAINMENT</b> The Shared Experience</p>	<p>3</p> <p><b>COMMUNITY</b> The Care in Culture</p>
<b>REASON TO BELIEVE</b>	Music is Hard Rock Hotels' most ownable territory. It is the raw material of emotion and the universal language that unites fans.	Entertainment is how Hard Rock Hotels turns energy into community. It's where the brand moves from something people watch to something they join.	Community brings heart to Hard Rock Hotels' energy. It's how the brand shows up with empathy, giving back to the people, places and passions that shape its world.
<b>ROLE</b>	<p>Makes every guest part of the show and fuels the collective buzz that keeps the fandom alive - turning Hard Rock Hotels' spaces into living stages that connect people through sound, story and atmosphere.</p>		<p>Community ensures Hard Rock Hotels doesn't just create fandom, but earns it by caring for culture and the communities that keep it alive and inviting guests to participate through philanthropy.</p>

2

# THE PR PLAN



# PR FRAMEWORK

VISION	TURN ADMIRATION INTO FANDOM BY MOVING HARD ROCK HOTEL FROM A PLACE PEOPLE RECOGNISE TO A BRAND PEOPLE RALLY BEHIND		
PLATFORM IDEA	<p><b>CULTURE IS BETTER LIVED THAN WATCHED</b></p> <p>A UNIFYING PR PLATFORM TO THAT TRANSFORMS SPECTATORS INTO PARTICIPANTS ACROSS MUSIC, ENTERTAINMENT AND COMMUNITY</p>		
OBJECTIVES	<p>01</p> <p>REIGNITE EMOTIONAL CONNECTION WITH POTENTIAL FANS ACROSS EMEA</p>	<p>02</p> <p>DRIVE FAME AND PARTICIPATION AROUND HERO TENTPOLE MOMENTS</p>	<p>03</p> <p>SUSTAIN BRAND PRESENCE THROUGH ALWAYS ON CULTURAL RHYTHM</p>
PILLARS	MUSIC	ENTERTAINMENT	COMMUNITY
STRATEGY	Create shared experiences that fuel fandom and belonging.		Give fandom purpose through causes, collaboration and cultural care.
<b>TACTICS</b>			
TENTPOLE CAMPAIGNS	MALTA OPENING	PINKTOBER	F1 MADRID
ALWAYS ON	SUSTAIN VISIBILITY, DEEPEN AFFINITY, AND ENSURE HARD ROCK HOTELS STAY CULTURALLY ALIVE ALL YEAR ROUND THROUGH TENTPOLE CALENDAR DATES E.G. VALENTINE'S DAY, INT'L WOMEN'S DAY, EARTH DAY, WORLD MUSIC DAY, WORLD TOURISM DAY, PRIDE, THE FESTIVE PERIOD ETC.		
	<p><b>1. PROACTIVE PRESS OFFICE</b></p> <p>LIFESTYLE, TRAVEL, CULTURE, ENTERTAINMENT MEDIA</p>	<p><b>2. INFLUENCERS CREATOR PARTNERSHIPS</b></p> <p>CONTINUOUS SOCIAL STORYTELLING</p>	<p><b>3. REACTIVE CULTURAL MOMENTS</b></p> <p>MUSIC, SPORT, &amp; ENTERTAINMENT TIE-INS</p>

# 2026 CREATIVE ACTIVATIONS

# 2026 CREATIVE ACTIVATIONS

Tapping into 3 Hero Tentpole Moments to focus on this year



01

**Malta Launch**



02

**Pinktober**



03

**F1 Madrid**



# TENTPOLE 1: MALTA LAUNCH

**Objective:** To build awareness and buzz for the new hero opening

## WAY IN

While travellers once sought serenity, today they seek escape in sound. According to The Travel Foundry, “Escapism is no longer a fringe trend; it's a powerful emotional driver reshaping how people choose where to go.” The Travel Foundry. At Hard Rock Hotel Malta, we tap into that shift, because before the stay, comes the sound.

A new movement of “Sonic Escapism” is rising - where mood, music, and energy define choices as much as the place itself. With the launch of Hard Rock Hotel Malta, we're tapping into this new way of travelling - one led by feeling, fuelled by fandom, and shaped by sound.

# TURN UP *the island*



WE DON'T JUST OPEN A DESTINATION,  
**WE AMPLIFY IT**

# TURN UP *the island*

## WE DON'T JUST OPEN A DESTINATION, WE AMPLIFY IT

When Hard Rock Hotels land somewhere, the lights get brighter, the energy gets richer, and the music hits different. Turn Up the Island is our unapologetic celebration of Malta and the unmistakable rhythm we bring with us.

At Hard Rock Hotels, travel isn't just about where you go, it's about how it sounds and how it feels. The music, the mood and the moment, all working in perfect harmony. With Hard Rock Hotels' arrival, Malta goes from destination to main stage, where every sunset feels like an encore and every stay deserves a standing ovation.

We're not here to blend in with the beige; we're here to turn heads, lift moods, and make the island impossible to ignore. This isn't just a hotel launch - it's the start of a new era in escapism. Because we're not turning down for anyone.

**We're turning up the island.**

# HOTEL ACTIVATIONS & PROGRAMMING | MALTA LAUNCH & BEYOND

Hard Rock Hotel Malta is turning up the island with the launch of unique music-led activations and programming initiatives that tap into the trend of Sonic Escapism during the launch phase and beyond, for media, influencers and guests to immerse themselves in.



01

## Turn Up the Island Menu *A 6-course Sounding Menu*

To celebrate the flavours and frequencies of Hard Rock Hotel Malta, we'll host a Turn Up The Island 6-course "sounding menu" where every dish is inspired by music. Each course is paired with a curated track, live performance or sonic element that complements the taste and tempo of the meal – turning dining into a full-body experience.

Media, influencers, and celebrity guests are invited to sample this (and each beat) that proves great taste isn't just heard, it's felt.

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02

## Rock 'n' Reset *World's First Energising Sound Bath*

Building on Hard Rock's signature Rhythm & Motion treatment, our new Rock 'n' Reset will transform the traditional sound bath into something louder and bolder.

We will create the world's first high-energy sound bath. Swapping quiet vibrations for high-frequency beats, each session will mix curated beats into a live set, recharging guests through movement, music and momentum. Created to Turn Up the Island, exclusively at Hard Rock Hotel Malta.



03

## Rock Your Voice *Family Activation*

Evolving Hard Rock's Roxity Kids Club and Vibe City programmes, Rock Your Voice Workshops turn family stays into full-on fandom experiences.

Kids and parents step into the spotlight with karaoke duets, jam sessions, and group warm-ups – making every guest part of the show.

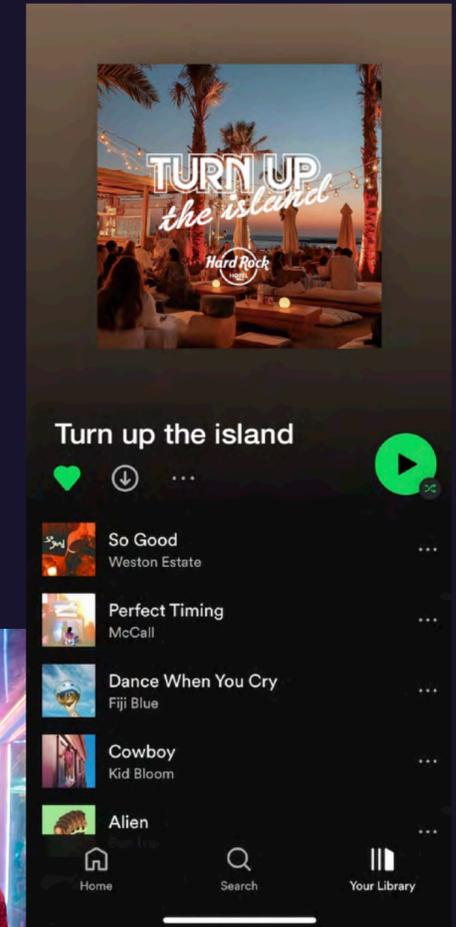
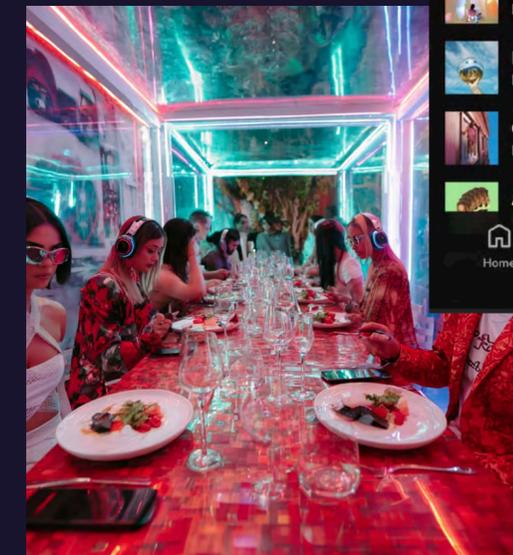
Led by vocal coach Jono McNeil (Sing 2 Music), the workshops build confidence, creativity, and connection – opening opportunities for influencer and content collaborations that keep Hard Rock's spirit of sound and self-expression alive.

PRE-LAUNCH

## Generating Pre-Opening Buzz

### Pre-Launch

- Tease Turn Up The Island activations in pre-opening press materials to drive coverage across travel, lifestyle and music titles.
- Create a “Turn Up The Island” playlist that consumers find on QR codes in high-footfall areas across the UK and Spain (stickers on public transport, graffiti on pavements near music venues).
- Embargoed pitching to top-tier, UK and Spanish media and influencers to secure first-look stays and experience the activations during the soft launch.



LAUNCH

ONGOING

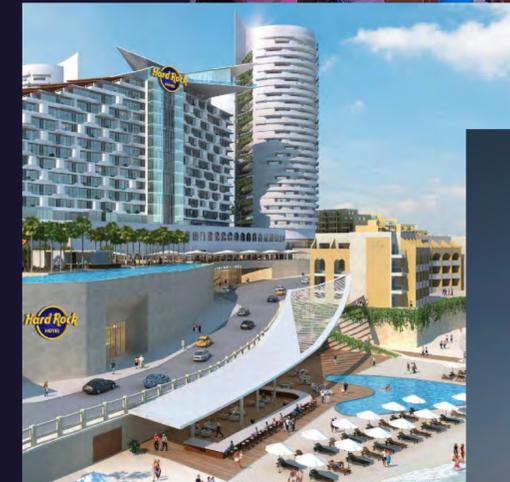
PRE-LAUNCH

LAUNCH

ONGOING

## Malta Opens With Turn Up the Island *Launch*

- First-look media and social coverage to go live.
- Distribute doors-open announcement far and wide, positioning Hard Rock Malta as “Turning Up the Island” through unique activations and programming.
- Host a group press trip with media from key markets, including the UK and Spain to experience the hotel and activations first-hand in return for dedicated review coverage.
- Host pop-up experiences in the UK and Spain to drive launch awareness, e.g., Rock N Reset sound bath on Hard Rock Hotel Madrid’s rooftop, with attendees offered discounted stays in Malta.



PRE-LAUNCH

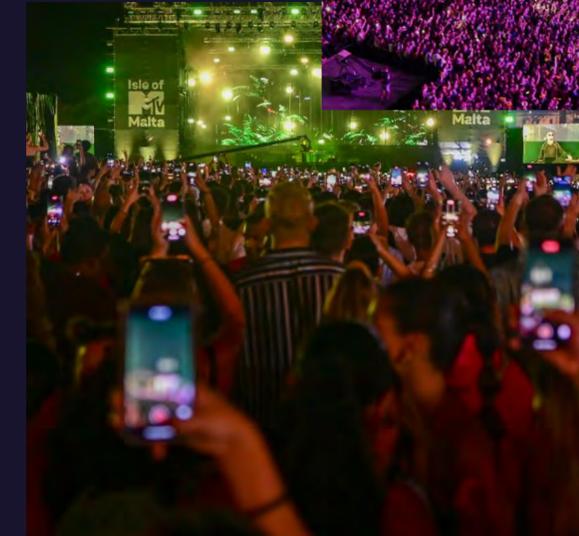
LAUNCH

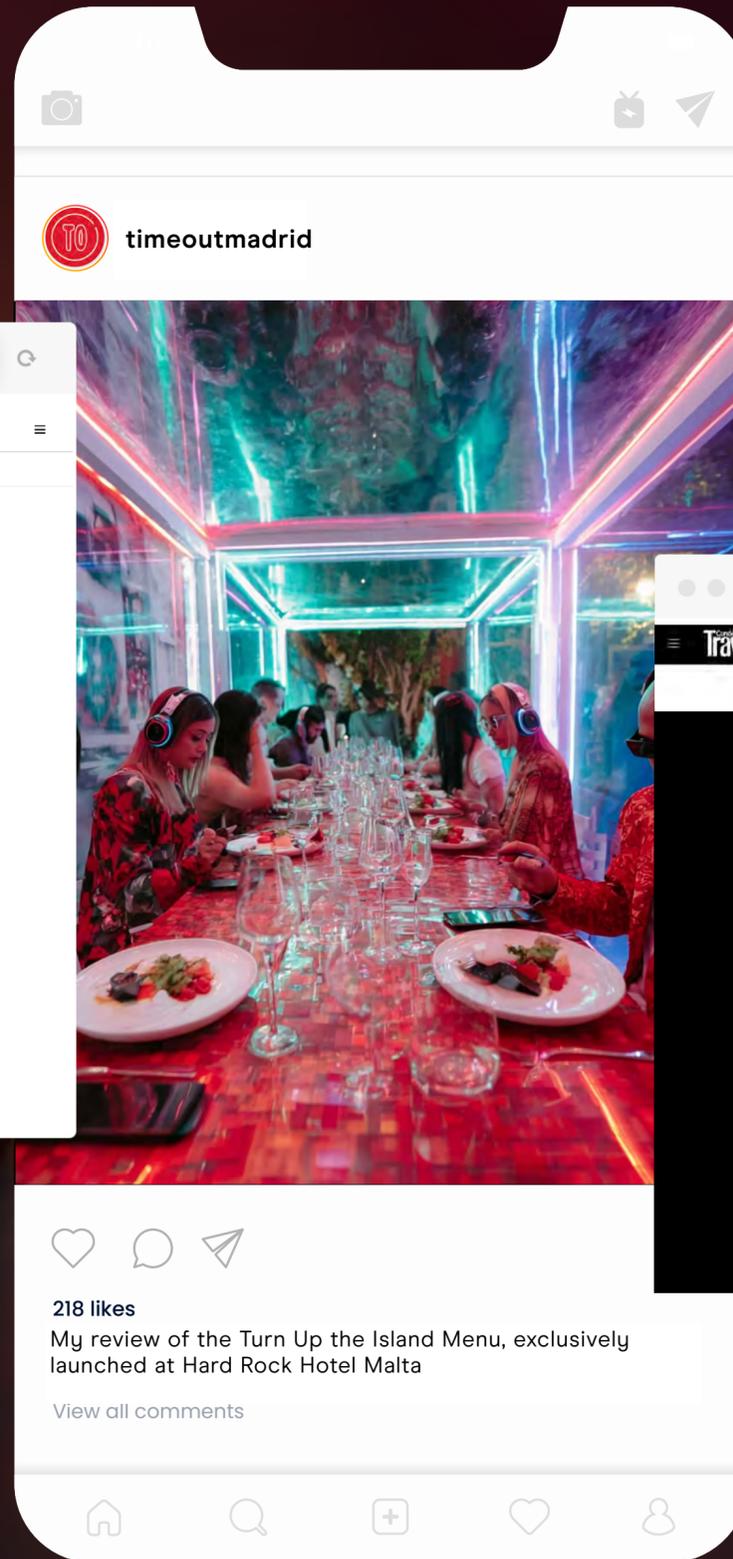
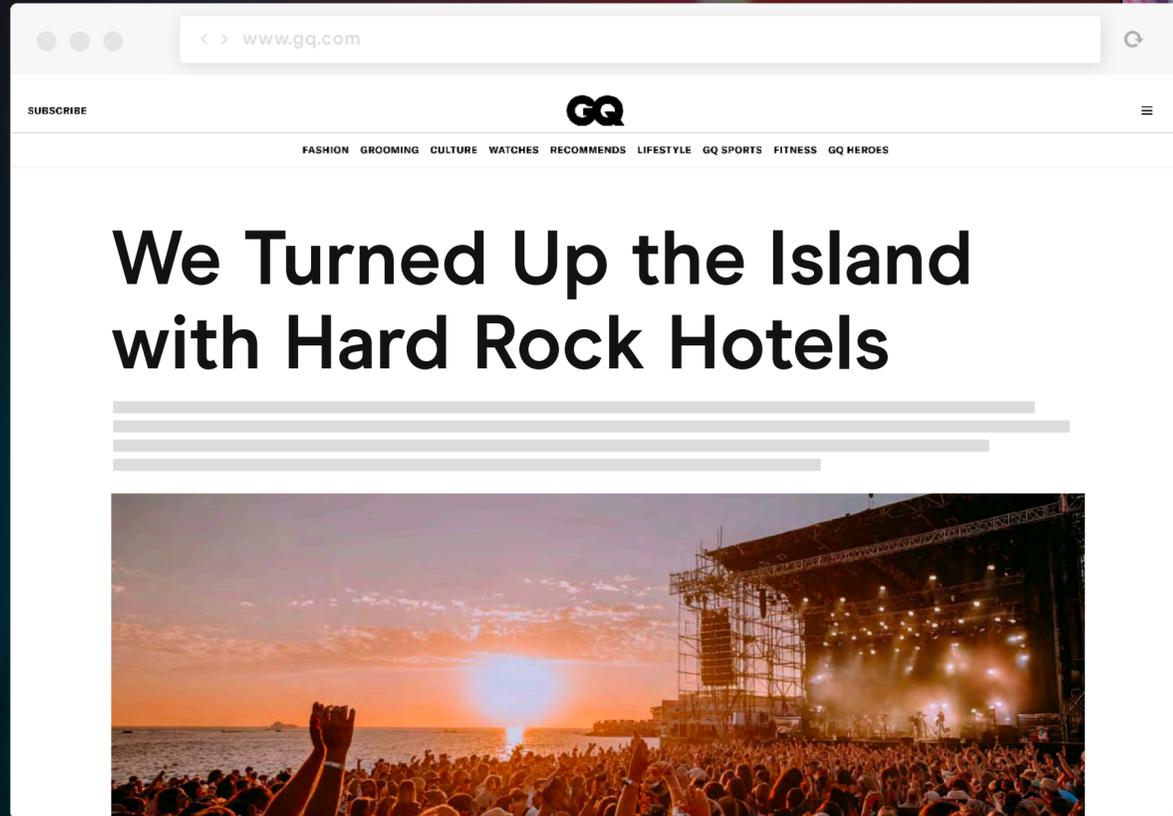
ONGOING

## Keeping the Beat Alive

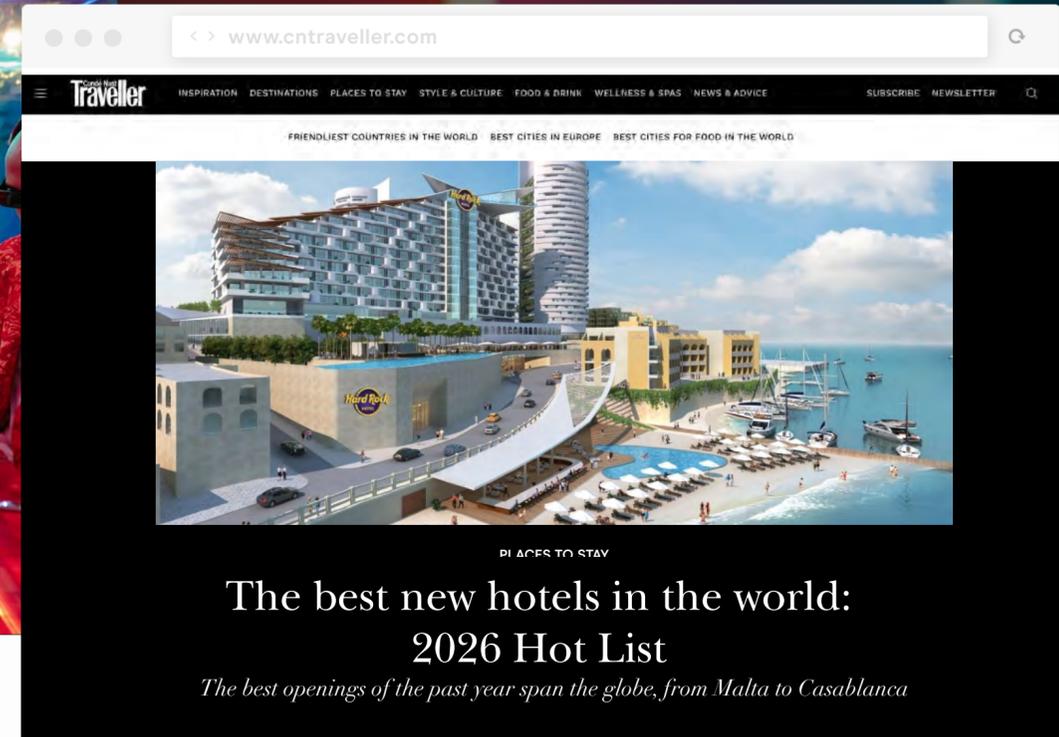
### *Ongoing*

- Ongoing individual media and influencer stays to drive review and destination coverage.
- Trend-led pitches and commentary tapping into sonic escapism and what this means for Hard Rock Hotel Malta.
- Proactive pitching to target coverage and hosting opportunities surrounding the Isle of MTV Malta music festival in July.
- Host a Turn Up The Island showcase ahead of Isle of MTV Malta, inviting festival go-ers to visit Hard Rock and join the experience.
- Ongoing outreach to secure inclusions in evergreen stories e.g. top hotels in Malta, best hotels for music lovers.
- Leverage the launch news to secure interview and commentary opportunities to raise the profile of the Hard Rock Hotel Malta team.





**TURN UP**  
*the island*





# TENTPOLE 1: TURNING IT UP LOUDER: MALTA LAUNCH

## The Touring Rock Box

Hard Rock Hotel Malta is turning up the volume with the launch of 'The Touring Rock Box'. A giant, guitar-inspired karaoke-meets-jukebox experience born from the rise of Sonic Escapism, where music and mood shape the journey as much as the destination.

Blending innovation with entertainment, this AI-powered experience invites fans to step inside and feel the spirit of the island. One moment you're in a city square – the next, you're poolside at Hard Rock Malta, tuning into curated playlists and dropping your own track by singing, mixing, and sharing your sound.

Touring key EMEA locations from UK and Spanish city centres, to Malta's summer festivals and Eurovision Vienna, the Rock Box connects fans to the sound and soul of Hard Rock Malta before they even arrive.

A bold, buzz-worthy pre-launch designed to amplify anticipation and drive global attention ahead of the grand opening.

## Encore Moment

Just one week before the grand opening in Malta, The Touring Rock Box returns for an unforgettable encore. A truly special surprise and delight moment designed to thrill fans.

This time, when visitors step inside the Rock Box, they'll be joined by a famous musical guest who'll help them create an iconic mic-drop moment.

For one day only, this headline-making experience will generate even more excitement and buzz ahead of the official opening.

**Scalable Option:**  
Hard Rock Hotel London and Madrid (& other key locations) to create a Rock Box suite within the hotel to bring this concept to life without the need for an installation build.

## STRETCH IDEA | MALTA LAUNCH

### THE HARD ROCK HOTEL MALTA ENCORE SHOW

#### A GRAND OPENING LAUNCH MOMENT TO TURN UP THE ISLAND

We'll transform the launch of Hard Rock Hotel Malta into a full-scale cultural event – an unforgettable encore performance that invites VIPs, media, tastemakers, and guests to experience the next era of Hard Rock.

A world-first musical moment where music, travel, and fandom collide in an electrifying celebration of Sonic Escapism. As one of the world's biggest artists takes the stage, the island itself becomes the spotlight – with Hard Rock Hotel Malta hosting a once-in-a-lifetime performance that leaves audiences everywhere wanting more.

During launch week, guests, fans, and influencers can continue the celebration through the immersive **Hard Rock Hotels x Sonic Escapism** experiences across the property, keeping the energy alive long after the final encore.





## NEW GEN ROCK

Welcoming to the stage the new generation of rock stars. These are breakthrough artists defining today's sound that haven't performed at a Hard Rock Hotel *yet*.

Think: Wet Leg, Fontaines DC, Olivia Rodrigo or Sombr.



## ARTISTS ON TOUR

Leveraging major artists on European tours which culminates in a headline-encore show at the Hard Rock Hotel Malta.

Stars such as AITANA, 5 Seconds of Summer and Metallica.

We'll create an unforgettable grand finale performance on the island.



## A NEW ERA: REMIXING ROCK

Blending the legendary with the contemporary, Hard Rock Hotel Malta will pair an iconic Hard Rock performer e.g Paul McCartney with a world-renowned producer to create a one-of-a-kind musical collaboration.

Imagine FISHER - a major name across Spain and the UK with upcoming Malta residencies in 2026, joining forces for an unforgettable sonic moment.



## MALTA MUSES

Hard Rock Hotel Malta to collaborate with singers who've performed at Hard Rock Hotels around the world, along with top DJs from Malta's leading festivals. Uniting global talent and local energy to celebrate the island's sound.

Festivals including:  
Sunny Side Festival  
Defected Malta  
Triip Festival

PRE-LAUNCH

## Introducing the Rock Box/ SUITE

### *Pre-Launch*

- Invite a high-profile media title e.g. Secret London and Time Out Spain to have a first-look of the Touring Rock Box/Suite and create content for online and social.
- Partner with a paid influencer to create social content of the Rock Box/Suite to drive buzz and anticipation before the hotel launches.
- Pitch the Rock Box/Suite for what's on roundup coverage opportunities, generating awareness and driving footfall.
- *For Touring Rock Box only: pop-up at media houses including NewsUK and Hearst, as well as recording studios and radio stations e.g. Heart/Capital FM.*



PRE-LAUNCH

LAUNCH

ONGOING

## The Encore Show

### Launch

- Host VIP media and influencers at the Hard Rock Encore show to celebrate the opening and drive in-depth features, reviews and content opportunities.
- Pitch for post-event coverage highlighting the first of it's kind encore show at Hard Rock Hotel Malta.
- Talent interviews positioning the new property as a must-visit music destination and stay.
- *For Touring Rock Box only: create content of the Box on its homecoming journey to Malta for the official opening and Encore Show.*



PRE-LAUNCH

LAUNCH

ONGOING

## How the Rock Box/ Suite Lives on *Ongoing*

- The Rock Box/Suite to have a residency at Hard Rock Hotel Malta in the first six months, creating content opportunities and guest experiences.
- Include details of the Rock Box/Suite experience at Hard Rock Hotel Malta in ongoing outreach to support the new opening.
- Option for the Rock Box to pop-up at future Hard Rock Hotel openings, and music festivals and events around the world.





# TENTPOLE 3: F1 MADRID

**Objective:** Drive excitement by showcasing the Madrid Grand Prix through the global partnership between Hard Rock Hotels x Oracle Red Bull Racing

## **KEY FINDING**

As well as having its debut, Madrid will mark the end of the European leg of the Grand Prix. The chequered flag finish then, hits even deeper for this Formula One spectacular. As a universal symbol of victory, the same cheque pattern runs through rock and punk culture too. From Vans to stage wear, the uniform of rebellion and pride. So while the race might end at the finish line, at Hard Rock Hotels it marks the start of the celebrations.

*ARE YOU?*  
*CHEQUERED IN?*



ORACLE  
Red Bull   
RACING

  
HOTEL



*ARE YOU  
CHEQUERED IN?*



## AT HARD ROCK HOTELS WHEN THE RACE ENDS, THE PARTY STARTS

Inspired by the world of Formula One and rock culture, Hard Rock Hotels & Oracle Red Bull Racing turns the iconic chequered flag into an ownable aesthetic of attitude, speed, and style.

For the Madrid Grand Prix weekend, Hard Rock Hotels transforms their check-ins into a moment worthy of the podium with the 'Chequered In'. A visually striking takeover where every detail nods to the flag of victory, reimagined through a rock-inspired fashion lens. From lobby looks to limited-edition menu launches, this idea is a high-octane celebration of life lived fast, loud, and unapologetically Hard Rock Hotels.

01



## The Chequer Takeover

The lobby becomes the podium moment where everyone gets to feel like an F1 driver. Think grid-pattern decor, DJ sets revving the vibe, and a pit-stop backdrop built for photo moments. Hosts (aka pit-crew) stage pop-up 'podium celebrations'. We'll run surprise fan-callouts so guests are literally cheered into the hotel. Add chequered confetti, a driver-anthem soundtrack, instant social sharability (#AreYouChequeredIn), and you've got a high-energy, crowd-powered spectacle.

02



## The Chequer-in Experience

Guests arriving at Hard Rock Hotel Madrid are greeted by valet staff in custom chequered uniforms, our Hard Rock Hotels take on 'The Stig' (wearing chequered overalls, naturally).

Their luggage is tagged with limited-edition chequered keepsake tags and rolled down a black-and-white chequered runway to reception.

03

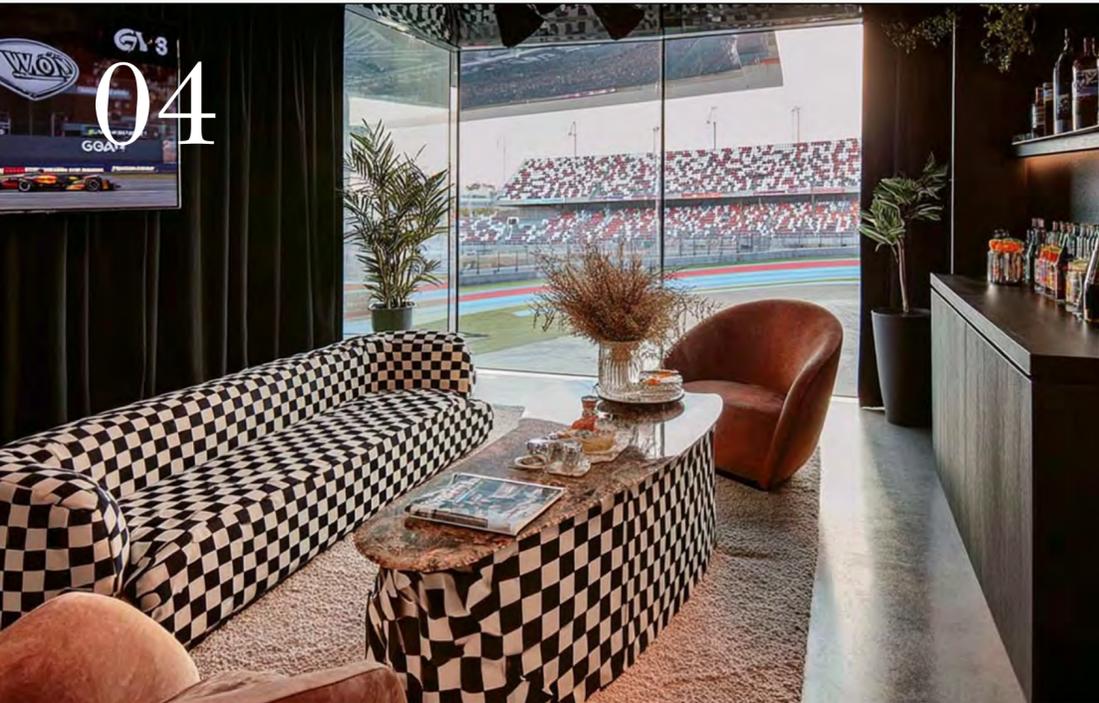


## Oracle Red Bull Collection Pop-Up Shop

During race week, Hard Rock Hotel Madrid will launch a pop-up shop showcasing the range, available for guests to shop throughout the weekend.

An on-site stylist will be present to curate looks, pairing the ORBR range with everyday wardrobe staples.

The pop-up will also feature key photo moments, including a statement selfie mirror with the signature check pattern.



## 04 The Monumental Suite

Named after Madrid's most dramatic corner on the circuit, we'll create The Monumental Suite - the ultimate F1 weekend experience. This exclusive hotel suite is transformed with chequered design details, racing memorabilia, and exclusive ticket access to the Monumental Corner stand at the Grand Prix.

One guest (and their crew) gets to stay, play, and cheer from the best seat in the race. This is a once-in-a-lifetime, front-row-meets-finish-line moment that fuels ultimate fandom.



## 05 The Racing Menu

For one weekend only, Hard Rock Hotel bars and restaurants go monochrome with a Chequered Menu Takeover. From black-and-white burgers and chequerboard desserts to limited-edition "Finish Line" cocktails, every dish nods to the flag of victory.

The menus become beautiful design pieces, while guests can scan a QR to "vote for their winning plate" and unlock instant Oracle Red Bull Racing-fuelled surprises.



## 06 Hotel Projection Mapping

By night, Hard Rock Hotel Madrid becomes part of the race itself. A dynamic chequered-light projection races across the hotel's façade, pulsing with the rhythm of a soundtrack. The pattern weaves between the Red Bull Racing and Hard Rock logos. The lights react to live DJ sets and race highlights from inside the hotel.

PRE-LAUNCH

## Introducing Chequer In *Pre-Launch*

- Distribute a press release announcing the Chequer In hotel takeover, from the Monumental Suite to the Racing Menu.
- Secure an exclusive first-look with a high-profile media title and influencer from both markets to highlight F1 weekend activations and programming.
- Gift Chequer In luggage tags to media and influencers, inviting them to attend the race weekend and stay at Hard Rock Hotel Madrid, while also driving pre-launch social media coverage.



PRE-LAUNCH

LAUNCH

ONGOING

## Madrid Grand Prix Weekend

### Launch

- Host press and influencers on race weekend to experience the Chequer In takeover, driving further coverage and content opportunities.
- Targeted pitching to showcase the 'Chequer In' programming and drive listing coverage across travel and lifestyle media.
- Carry out Racing Menu burger drops (with each burger wrapped in signature chequer paper) to media and influencer homes for those staying in to watch the game.
- Host Madrid F1 viewing parties at key properties, featuring Chequer takeover design touches and the Racing Menu, with exclusive access for select regional media and influencers.



PRE-LAUNCH

LAUNCH

ONGOING

## Beyond the Race

### Ongoing

- Launch the Chequer In experience at other Hard Rock Hotels located in F1 cities during race weekends e.g., Singapore.
- Oracle Red Bull styling experience to pop-up at Hard Rock Hotel locations across the UK and Spain, to drive a new fashion-focused crowd into hotel spaces.
- Pitch commentary on the rise of check patterns to design and fashion media.





# foodism

Hard Rock Launches the Racing Menu During F1 Madrid - Here's my Review



# ARE YOU CHEQUERED IN?

## ROADBOOK

Exclusive: Explore Hard Rock Hotel Madrid's 'the Chequer in' Room Takeover

**HOLA!**

CELEBRITIES ▾ ENTERTAINMENT ▾ ROYALS ▾ BEAUTY ▾ FASHION ▾ LIFESTYLE ▾ FOOD ▾ AMERICAS ▾ LATINA POWERHOUSE

SPAIN

**CULTURE**

Attitude, Speed, and Style. For One Weekend Only at Hard Rock Hotel Madrid. Here Are All the Details.






**TENTPOLE 3:**  
**GOING FULL**  
**THROTTLE:**  
**F1 MADRID**

## Chequered In Collection

To launch Chequered In, Hard Rock Hotels will collaborate with an influential fashion designer to create a limited-edition and exclusive Chequered In Capsule Collection, elevating the existing ORBR range.

The limited-edition line reinterprets the chequered flag through a rock 'n' roll lens, merging racing stripes with Hard Rock edge across jackets, trousers, gloves and accessories.

The hero piece - a tailored chequered jacket, becomes the weekend's most photographed look when it appears trackside at the Madrid Grand Prix, or worn on property being papped through the hotel doors, or leaving the after-party.

Whether worn by Max Verstappen as he walks into the paddock, a high-profile influencer captured in pit-lane street style, or a performer during an after-party; the moment blurs the lines between rock and racing.

Branded with both Hard Rock Hotels and Oracle Red Bull Racing, it turns the chequered flag into an ownable symbol of attitude, speed, and style.



# EXAMPLE TALENT PARTNERS | F1 MADRID



## Clint 419

750k followers. London based.

A blend of classic streetwear silhouettes, high-fashion elements, and sportswear, characterised by a gritty London identity.

*(Clint pictured)*



## Martine Rose

444k followers. London based.

A playful yet sophisticated aesthetic informed by her South London upbringing and inspirations like punk, rave, and 90s football culture.

*(Pharrell Williams pictured wearing Martine's jacket)*



## Jeremy Scott

3.8m followers. L.A. based.

Ex Moschino. Big celeb name. Creates pop culture-infused, playful, and provocative designs that are loud, colourful, and often ironic.



## María Escoté

233k followers. Madrid based.

Rebellious, passionate, and creative designer with a unique, pop-inspired style. Crafts vibrant streetwear and eclectic, colourful garments.

# STRETCH IDEA

F1 MADRID

## The Chequered In Party

When the engines stop, the real party starts. Hard Rock Hotel Madrid is turning up the volume by hosting the official after-party for the launch of the Chequered In Collection, a fusion of high speed and high fashion. Expect an unforgettable night: a rooftop runway show under chequered light projections, and a VIP crowd dressed to impress in the new collection.

A world-class DJ will keep the energy racing all night long as VIPs, fashion icons, and F1 enthusiasts collide for Madrid's hottest event of the weekend.

Media, tastemakers and VIPs will then stay the night at Hard Rock Hotels Madrid, and have an exclusive opportunity to experience more on-property action.



01



## The Influencers

During the Madrid Grand Prix, we plant the designs with select influencers and VIP guests wearing the pieces trackside, captured in street-style moments – turning the paddock into our runway and the chequered flag into a cultural statement.

02



## The Driver Drop

Dependent on partnerships in place, a driver from the Red Bull team will debut the Chequered In Collection jacket at the F1 track, creating the ultimate hero shot.

03



## The Monumental Corner

We will own 'La Monumental' - the 547-meter-long, 24% banked curve at the new 'Madring' F1 circuit, designed to be the world's longest corner and a major highlight. We'll turn the viewing seats black and white at this monumental corner at the F1 track to resemble our chequered pattern.

PRE-LAUNCH

## Teasing the Collection

### *Pre-Launch*

- Tease the new collection pre-launch with asset drops - launch date, logo, and striking imagery with no context - on Hard Rock Hotel channels.
- Gift collection items to a limited number of top-tier fashion and lifestyle influencers to create content that will go live on the launch date.



PRE-LAUNCH

LAUNCH

ONGOING

## The Drop & After-Party

### Launch

- Announcement press release to be distributed to all media detailing the collection collaboration.
- Host media, influencers and VIPs at the Chequer In After Party, including an overnight stay at Hard Rock Hotel Madrid, with bespoke guitar-shaped invitations featuring a chequered-flag design.
- A post-event press release will be distributed to party and entertainment press, driving global coverage of the party and collection.
- An exclusive interview with a global fashion title e.g Vogue/ Hypebeast for a BTS reveal of the making of the collaboration.



PRE-LAUNCH

LAUNCH

ONGOING

## Maintaining Momentum

### Ongoing

- Launch a BTS mini series on 'the making of the new collection items' that lives on social media, and continue to drop edits post F1.
- The collection can be toured or launched at other Hard Rock Hotels EMEA properties to coincide with the rest of the F1 calendar dates.
- Host a charity auction featuring pieces from the collection alongside donated items from campaign partners and talent, raising funds for Red Bull's Wings for Life foundation.
- Secure further media interviews hosted with key spokespersons (Hard Rock Hotels x the designer x Red Bull), tapping into lifestyle, music, sport and fashion press.
- Ongoing influencer content to document the 'Chequer In' street style and pitching 'get the look' stories to fashion press.





### HYPEBEAST

Hard Rock Turns the Chequered Flag Into the Season's Statement Piece



# ARE YOU? CHEQUERED IN?

## ELLE ESPAÑA



CULTURE

Top Designer Drops New Chequered Collection With Hard Rock Hotels Celebrating Madrid's F1 Debut

## VOGUE SPAIN

FASHION BEAUTY LIVING ROOM SHOPPING CATWALKS CELEBRITIES TV BRIDES LEADERS VOGUE SHOP

FASHION

### Red Bull Meets Rock'n'Roll: the Fashion Collab Rocking Madrid Grand Prix

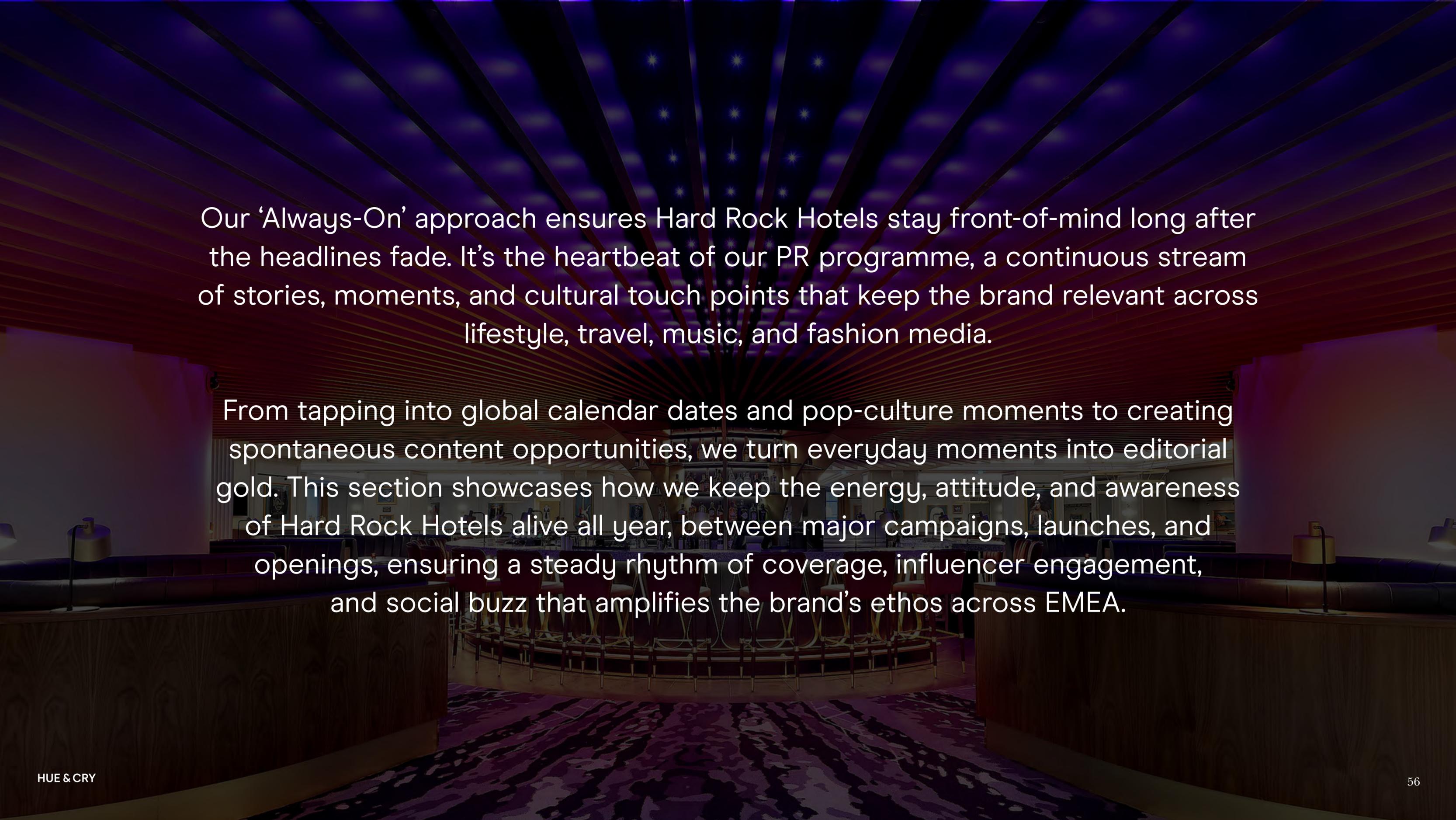


3

# ALWAYS-ON PRESS OFFICE



HUE & CRY



Our 'Always-On' approach ensures Hard Rock Hotels stay front-of-mind long after the headlines fade. It's the heartbeat of our PR programme, a continuous stream of stories, moments, and cultural touch points that keep the brand relevant across lifestyle, travel, music, and fashion media.

From tapping into global calendar dates and pop-culture moments to creating spontaneous content opportunities, we turn everyday moments into editorial gold. This section showcases how we keep the energy, attitude, and awareness of Hard Rock Hotels alive all year, between major campaigns, launches, and openings, ensuring a steady rhythm of coverage, influencer engagement, and social buzz that amplifies the brand's ethos across EMEA.

Sustain visibility, deepen affinity, and ensure Hard Rock Hotel stays culturally alive all year round through tentpole calendar dates **e.g. Valentine’s Day, International Women’s Day, Earth Day, World Music Day, World Tourism Day, Pride, the festive period etc.**

**ALWAYS  
ON**

1

**PROACTIVE  
PRESS OFFICE**

Lifestyle, Travel,  
Culture, Entertainment  
Media

2

**INFLUENCER CREATOR  
PARTNERSHIPS**

Continuous social  
storytelling

3

**REACTIVE CULTURAL  
MOMENTS**

Music, Sport &  
Entertainment Tie-Ins

4

**THOUGHT LEADERSHIP  
& PURPOSE-LED  
STORYTELLING**

Love All, Serve All

# PRESS OFFICE OVERVIEW | BUILDING FANDOM & OUR COMMUNITY

Handling all reactive media enquiries, and providing guidance to the team on media and influencer opportunities, and declining where appropriate.

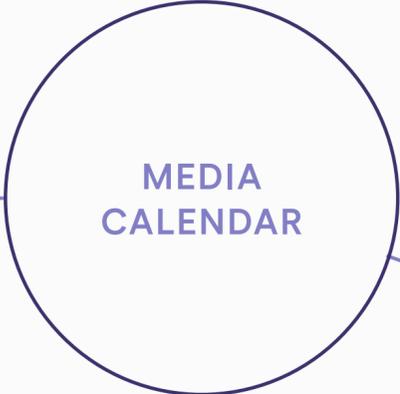


**REACTIVE HANDLING**

Proactively pitch Hard Rock Hotels EMEA properties for feature placements in key target media - creating new news and supporting with property and F&B news and events, tapping into trends and the media calendar.

**PROACTIVE PITCHING**

Timely content for all relevant social and cultural calendar hooks (e.g. Christmas, Easter, Half Terms, San Juan, Valentine's) to ensure the hotels are included in suitable round ups and kept front of mind with media.



**MEDIA CALENDAR**

Sharing new event hosting opportunities for Hard Rock Hotels with culturally relevant brand partners to bring in existing and a new wave of guests. Providing further coverage and content opportunities.

**EVENT OPPS**

Putting relevant Hard Rock Hotels staff forward for commentary within industry, or other suitable profile slots to showcase their credentials and tap into trend pieces - with a focus on the more purpose-led initiatives, where appropriate.



**THE HARD ROCK HOTELS STAFF PROFILING & THOUGHT LEADERSHIP**

Regular media meetings (taking place at the London and Spanish properties) to discuss new news / activations to key target media and influencers, ensuring they experience different property and F&B outlets. Additionally, securing media and influencer attendance at on-brand events hosted at the properties.

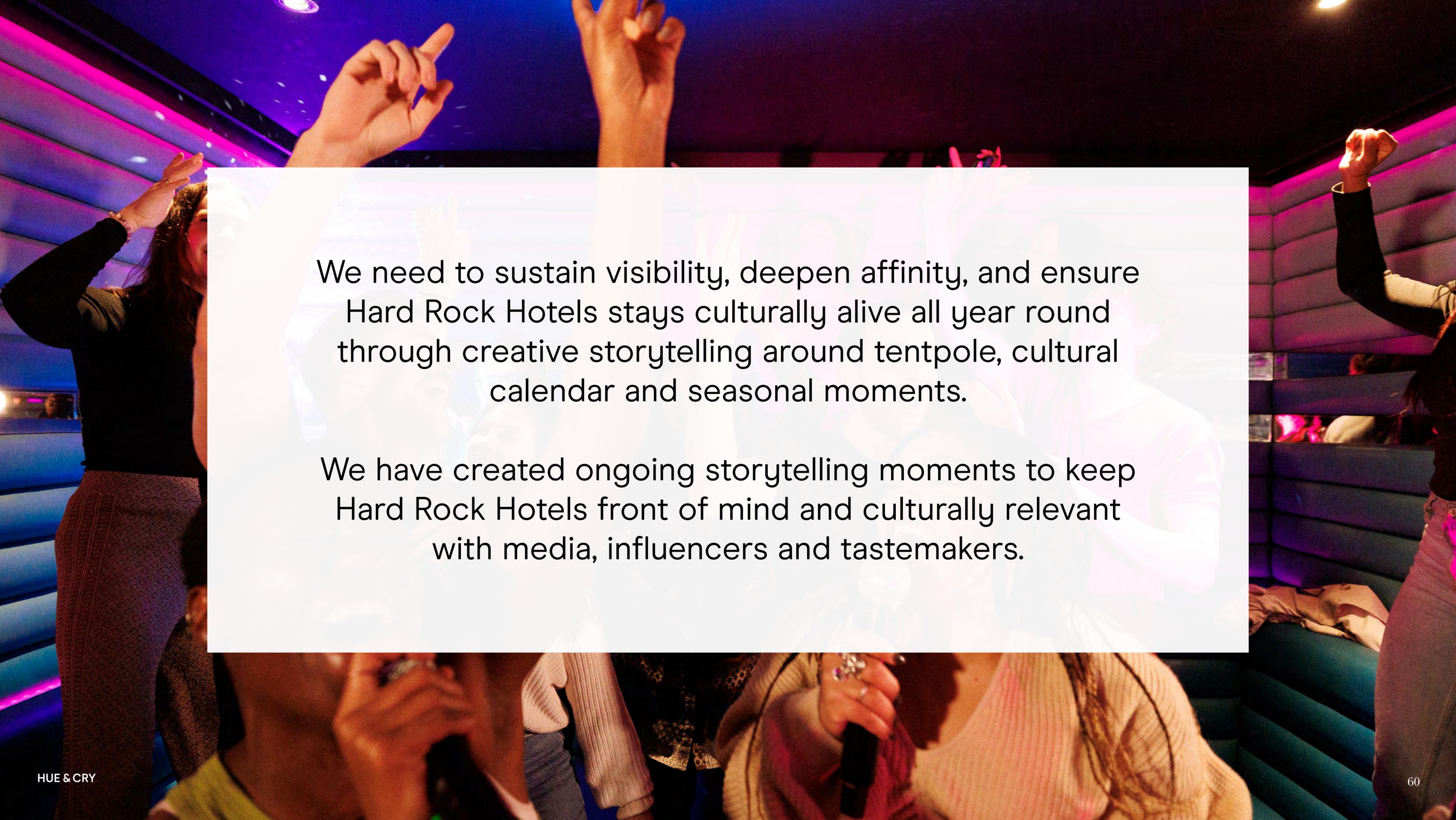


**MEDIA & INFLUENCER HOSTING AND ATTENDANCE**

3.2

ALWAYS-ON PRESS OFFICE

# STORYTELLING PRESS OFFICE



We need to sustain visibility, deepen affinity, and ensure Hard Rock Hotels stays culturally alive all year round through creative storytelling around tentpole, cultural calendar and seasonal moments.

We have created ongoing storytelling moments to keep Hard Rock Hotels front of mind and culturally relevant with media, influencers and tastemakers.

## JANUARY

### New Year, New Rhythm

*Tapping into a new year, new you*

- **The Soundtrack Bar:** A curated January Playlist Menu – from Focus Beats for Wellness to Motivation Mix for Morning Runs and Unplug & Recharge Acoustics. Guests scan in-room or Rock Spa QR codes to stream via a Spotify x Hard Rock Hotels collaboration.
- **Press & Influencer Stays:** “New Year, New Energy” mini-FAMs for wellness, lifestyle, and music media. Includes personalised playlists on arrival, fitness classes, Rock Spa expert interviews, and live acoustic dinners.
- **Cheat Day, the Rock Way:** Partner with local chefs and mixologists in key markets to create the ultimate “post-resolution” indulgence menu at Hard Rock Hotels.
- **Winter Sun Sessions (Spain):** Host UK influencers escaping the cold for live rooftop acoustic streams from Hard Rock Hotels Tenerife.

## FEBRUARY

### Love All Serve All

*Tapping into Valentine’s Day*

- **Rock Royalty Valentine’s Experience:** “Love Out Loud” packages featuring a champagne bath, vinyl listening session, couple’s massage, and in-room song recording via Sound of Your Stay guitars. Includes Moët & Chandon co-created menus and surprise secret gigs with local artists (market dependent).
- **Perfect Duets / Press & Influencer Stays:** Influencer couples perform karaoke duets across Hard Rock Hotels properties, with prizes for the best performance.
- **Love Out Loud Legends:** Staff and partners nominate colleagues who embody kindness and service. Winners featured internally and externally as part Hard Rock Hotels People of Purpose storytelling (trade-focus).
- **Booking Like a Rockstar:** Trade PR on early-bird 2026 bookings with data insights (“Where Brits are booking their early getaway of the year”).

## MARCH

### Women Who Rock

*Tapping into Women’s History Month*

- **Hard Rock Hotels x SheSaid.So:** Hosted roundtable panels at Hard Rock Hotels properties featuring female music execs, artists, and brand leaders – with media attendance. Positions Hard Rock Hotels as a hospitality brand championing and empowering women in entertainment.
- **Raise Her Voice Menu Series:** F&B takeover across Hard Rock Hotels bars with cocktails inspired by iconic women (The Blondie, The Amy). Partial profits donated to The Hard Rock Heals Foundation®. Coverage opportunities: Time Out, GQ Bar, Vogue España Cocina, Condé Nast Traveller. Curated by StackWorld founder Sharmadean Reid.
- **Women Who Lead B2B Employee Profiling Series:** LinkedIn and trade press profiling series spotlighting female GMs, chefs, bartenders, engineers, and designers across Hard Rock Hotels.
- **Mum’s the Word / Press & Influencer Stays:** Mother–daughter wellness retreat weekends (Rhythm & Motion Spa x cocktail masterclasses) celebrating International Women’s Day (Mar 8).

## APRIL

### Sustainability In Style

*Tapping into Earth Day*

- **Upcycled Fashion Jam:** Invite Spanish upcycling designers to transform retired uniforms and old festival tees into fashion pieces (e.g. Juan Carlos Gordillo, Santamarta).
- **Nature Remixed Playlist:** Natural sounds from EMEA destinations (Malta waves, Marbella wind) remixed by local DJs. Released on Spotify, featured in Hard Rock Hotels wellness spaces, and celebrated with a showcase at special hotel “Earth Day” parties.
- **Clean the Beat:** Music-led beach and city clean-ups where collected waste is turned into instruments auctioned for charity. Captured in a mini-doc for Earth Day (Apr 22) on Hard Rock Hotels’ YouTube channel.
- **Easter Escape Sessions / Press & Influencer Stays:** Family-friendly live-music brunch series with kids’ percussion workshops.

## MAY

### Viva La Música

*Tapping into Eurovision*

- **Hard Rock Hotel Eurovision Lobby Lounge Takeover (SOCIAL SERIES):** TikTok and Instagram mini-series “Turn Up Europe” — daily 30-sec clips of staff, guests, and artists singing Eurovision classics or sharing “the song that unites us.” Includes watch parties to drive trial.
- **Unity by Hard Rock:** Year-two anniversary features for B2B media highlighting loyalty scheme success and future vision.
- **Festival Fit-Checks:** Fashion influencers style the Hard Rock Festival Edit with local Spanish brands and Hard Rock Hotels merch drop.
- **Travel Trade Insight:** “Summer Starts Here”, a resort readiness feature spotlighting 2026 experiences. Parallel press & influencer stays promote last-minute trips and Hard Rock Hotels amenities.

TURN UP  
the island

Malta Pre-Launch Activity

## JUNE

### Turn It Up

*Tapping into World Music Day*

- **San Juan (Jun 23) at Hard Rock Hotels:** Celebrate the summer solstice with fireworks and good vibes at the Hard Rock Hotels “Turn It Up” party - the ultimate start to summer.
- **Celebrate World Music Day (21st):** Host exclusive Hard Rock Hotels events in the UK and Spain where local rising musicians perform for a chance to win a hotel stay. Captured for social content.
- **Pride (June) Amplified:** “Pride Jam Sessions” Pop-Ups. One-off acoustic or lobby sets with queer artists and allies touring in-market. Promoted across Hard Rock Hotels socials and local listings. (e.g. “Free Pride weekend gig at Hard Rock Hotel Madrid”).
- **Rock ‘n’ Dads / Press & Influencer Stays:** Father’s Day stay packages with guitar lessons and bourbon tastings. Launched in parallel with a new curated guitar lesson mini-series with music talent (e.g. Ed Sheeran, John Mayer) - extension of “Sound of Your Stay®” / “Music LAB”.

## JULY

### Summer of Sound

*Tapping into Summer Peak*

- **New Hard Rock Hotels Algarve / Press & Influencer Stays:** Host FAM trips to generate well crafted destination and resort features spotlighting key family-friendly USPs (e.g. Sessions, Roxity Kids Club, Vibe City).
- **Pride Summer of Sound Party:** Pride takeover across properties featuring LGBTQ+ DJs, with ticket sales going to a supporting charity. Opportunity for hosting and driving 'What's On' coverage opportunities.
- **Escape the peak:** Leverage data showing rising spring/autumn demand (April/May & Sept/Oct) with "escape the peak" offers across Spain and Southern Europe.
- **Trade focus:** Showcase Spanish summer occupancy success and travel-trend insights for next season, highlighting multigenerational stays and Hard Rock Hotel amenities and programmes (e.g. TTG / TW magazines).

## AUGUST

### Heat of the Moment

*Tapping into Summer Peak*

- **The Scream Room / Press & Influencer Stays:** Taking the popularity of karaoke booths one step further, we'll host a pop-up "scream booths" across Hard Rock Hotels properties – soundproof pods with mics and visualisers that turn your scream into digital art or a custom guitar riff. Guests receive a "Decibel Scorecard" and "Your Scream Playlist".
- **Housekeeping Hits:** Each morning, guests find lyric cards on their pillows with QR links to daily playlists. Turn-down service, turned up.
- **Endless Encore:** Encourage "Extend your summer" deals targeting UK travellers heading back to Spain post-school break.
- **Late-Night Legends:** An After Dark Influencer photo challenge capturing the best Hard Rock Hotels nightlife moments. Winner scores a complimentary stay or exclusive event access.

TURN UP  
the island

Malta Launch Activity

## SEPTEMBER

### Bang on Track

*Tapping into World Tourism Day*

- **World Tourism Day (Sep 27) Rock the World:** A B2B storytelling campaign celebrating Hard Rock Hotels' cultural diversity. Short videos or portraits of staff across EMEA (concierges, bartenders, chefs) answering "What does travel mean to you?" Compiled into a mosaic: "From Malta to Madrid, London to Tenerife – the people behind the beat."
- **Autumn Style Drops:** Partner with local streetwear brands (e.g. Palomo Spain Street, Corteiz UK). Designers create mini look-books of travel-ready outfits inspired by their local Hard Rock Hotel – airport to after-party, pool to podium. Each capsule features a signature "Rock Piece" (e.g. reworked Hard Rock Hotels tee).
- **Shoulder Season, Stronger Season:** Promote late-year value breaks to British travellers for travel trade comms.
- **Rewind Weekends / Press & Influencer Stays:** Nostalgic live-music nights with themed F&B menus inspired by '80s and '90s classics. Hosted by icons of the era.

ARE YOU  
CHEQUERED IN?

Chequered In Activity

## OCTOBER

### Rocktober

*Tapping into World Mental Health Day*

- **Rock the Night Halloween Edition (Oct 31) / Press & Influencer Stays:** Immersive costume events and bespoke menus across Hard Rock Hotels properties. Partner with local face painters and influencers to amplify visibility traction and buzz with consumers & press.
- **Autumn Escapes:** Travel trade press outreach spotlighting Spain's off-season appeal for British travellers.
- **Wellness Week "Tune In, Turn Off" by Hard Rock Hotels:** A wellness takeover inviting guests to tune in to themselves and turn off the noise through sound baths, floating sessions, and creator-led workshops for World Mental Health Day (Oct 10).
- **The Dark Side of Style:** Pitch a fashion editorial inspired by iconic gothic/rock looks from Hard Rock Hotels icons and legends.



PINKtober Activity

## NOVEMBER

### Sounds of Gratitude

*Tapping into Black Friday*

- **Check-Out with Purpose:** For every November checkout, Hard Rock Hotels donates to local music education initiatives — guests “play it forward.” Branded keycards double as media drops, and creators visit local youth music projects funded by the initiative.
- **Letters to the Stage. A Tribute in Sound:** Hard Rock Hotels invites musicians, guests, and fans to write or record a “letter” to the artist, song, or moment that changed their life. They are then compiled into an immersive audio installation and limited-edition vinyl series.
- **Black Vinyl Friday:** In partnership with [Record Store Day](#) (Nov 28), Hard Rock Hotel London launches a limited-edition collectible vinyls & merch drop as the antithesis to discounts linked to Black Friday & Cyber Monday.
- **Festive packages / Press & Influencer Stays:** Showcase festive packages. Invite trade media to property to showcase key amenities & programmes.

## DECEMBER

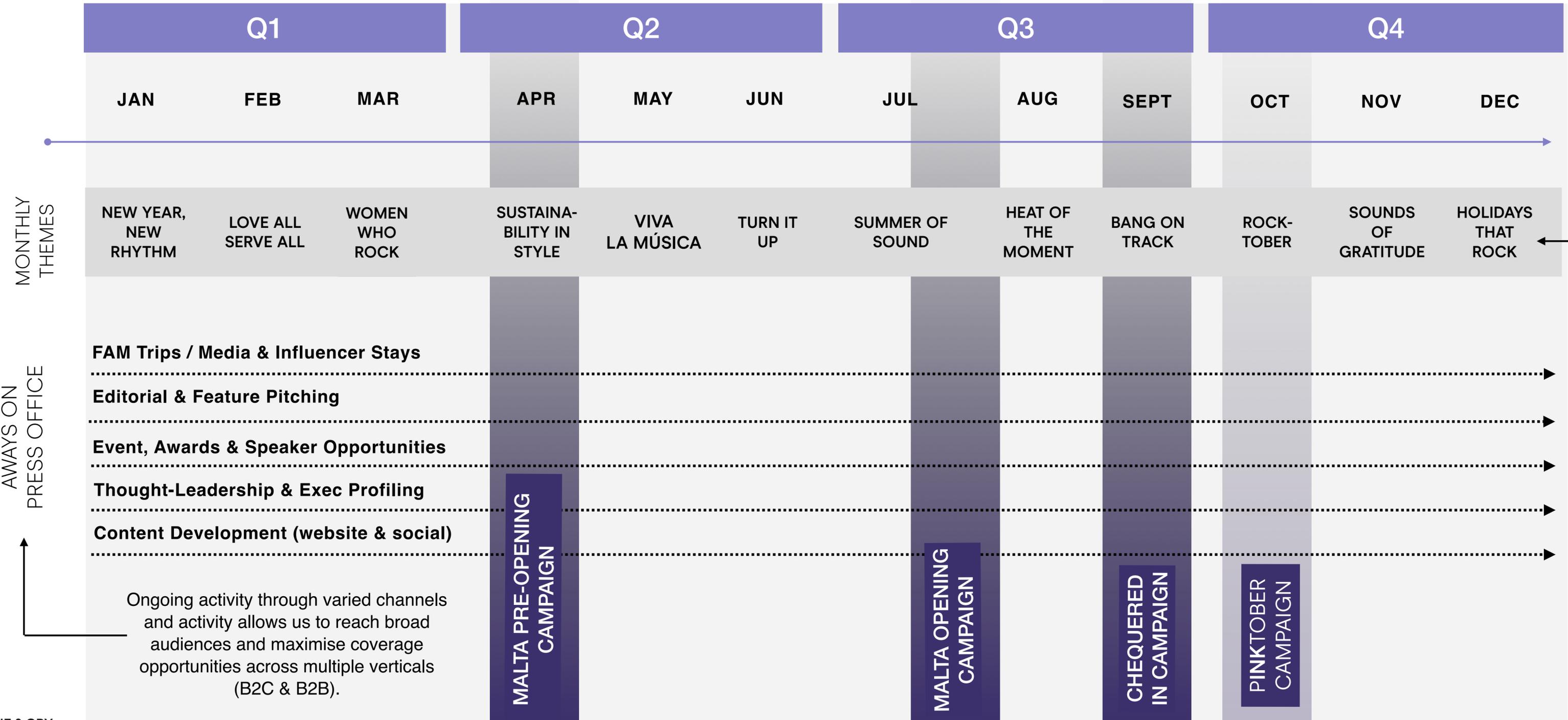
### Holidays That Rock

*Tapping into the Festive Period*

- **Backstage Dinners / Press & Influencer Stays:** Chef-led evenings inspired by artists' backstage riders - playful, immersive, and Instagrammable. Menus nod to icons (Prince's pancakes, Adele's tea, Metallica's M&Ms) each dish paired with music stories and cocktail riffs. Hosted by culinary journalists or local celebs.
- **"Rock the Halls" seasonal package launch:** Seasonal in-room takeovers inspired by Hard Rock Hotels legends and their favourite Christmas traditions and playlists.
- **The Year the Beat Returned - Hard Rock Hotels on the New Rhythm of Travel:** B2B feature that is reflective yet forward-looking on how music-led experiences are reshaping post-pandemic leisure travel across Europe.
- **12 Days of Rockmas:** Social/influencer countdown highlighting signature dishes, spa treatments, and memorabilia stories daily.

# ALWAYS-ON PRESS OFFICE TIMELINE

Creating regular news beats utilising key themes, tentpole moments & calendar dates is critical to maintaining momentum and retaining SOV - reinforcing our key pillars of Music, Entertainment & Community.



# LEVERAGING HOTEL PORTFOLIO | PITCHING FOCUSES



## ROOMS

Supporting packages and rates with inclusion in pitches.

Organising stays and reviews and ensuring a new wave of media and content creators are walking through the door - to drive trial.

Ongoing EMEA round-ups, special occasion stays, showcasing core USPs & family offering.

HUE & CRY

## F&B

Organising reviews of new dishes, seasonal changes and cocktail curations.

Promoting F&B for relevant calendar hooks and round ups from national cocktail days, showcasing culinary trends to food weeks.

Targeting roundup inclusions e.g. "Top 5 places to eat..", "What's on this weekend.."

## EVENTS & MICE

Highlight the event spaces including weddings, private dining, meetings and events.

Share relevant media opportunities and host in key areas of the property, building awareness of the spaces.

## HOTEL PROGRAMMES

Support relevant hotel-run events, experiences and packages.

Curating media and influencer experiences to immerse them in the hotel's unique offering (e.g. Roxity, Vibe City, Sessions).

Supporting on key moments in local markets (e.g. San Juan).

## DESIGN

Highlight in-room activations and design profiles.

Secure profiles and interviews with hotel designers / teams promoting USPs of hotel design.

Create a coffee table book that showcases all the most amazing design styles / imagery from EMEA markets and do a media drop for press.



## EUROPE EXPANSION, FLAGSHIP LAUNCHES & DESTINATION BUILDING

“We’re accelerating our EMEA footprint as guests look for lifestyle-driven experiences.”

“Culture is better lived than watched, and our new Malta resort epitomises this. We exist to make people feel part of something bigger.

To connect generations through shared experiences that celebrate music, entertainment and community.”

“We partner with local communities and governments to deliver world-class experiences and economic value.”

HUE & CRY



## TECH-ENABLED PERSONALISATION & HYBRID STAYS

“We’re meeting the hybrid traveller, who wants to be connected, productive, and entertained, blurring the boundaries between work and play.”

“In 2026 our guests expect a stay that adapts to them - work, wellness, music, social; we deliver all that via technology interweaving with our unapologetically rock heritage.”



## WELLNESS, MUSIC & CULTURE FUSION

“Our European resorts embed local music culture. Whether you’re staying for business, leisure or both, the soundtrack matters.”

“Wellness isn’t about silent spas only, it can be about sound, rhythm, place, culture. We’re redefining it.”

“Guests in 2026 seek regeneration, not just relaxation, they want to feel alive, connected to music, community, place.”



## DIVERSITY OF TRAVELLERS: SOLO, MULTI-GENERATIONAL & VALUE-SEEKERS

“Our lifestyle proposition works for everyone, couples, families, solo explorers.”

“In Europe, we’re seeing demand from travellers of all ages and types, and we’re tailoring our resorts accordingly.”

“2026 is the year of choice: you want a full social hub, a quiet music-lounge, a family-friendly pool side? You’ll find it with us.”

# B2B STORYTELLING | ACTIVITY PILLARS

<p style="text-align: center;"><b>1</b></p> <p style="text-align: center;"><b>CORPORATE ANNOUNCEMENT CALENDAR</b></p> <p>Monthly B2B press announcements and company news around hotel updates, tech &amp; service innovations, extended seasonal packages and new trade and destination partnerships.</p>	<p style="text-align: center;"><b>2</b></p> <p style="text-align: center;"><b>NEWS-JACKING</b></p> <p>Comment opportunities on relevant stories/trends across all verticals.</p>	<p style="text-align: center;"><b>3</b></p> <p style="text-align: center;"><b>PRESS BRIEFINGS</b></p> <p>Target journalists on your behalf to secure interviews.</p>	<p style="text-align: center;"><b>4</b></p> <p style="text-align: center;"><b>SPEAKER OPPORTUNITIES</b></p> <p>Identify relevant podcast/ video interview opportunities to create multimedia content to amplify on social media.</p>
<p style="text-align: center;"><b>5</b></p> <p style="text-align: center;"><b>AWARDS / EVENT TRACKING</b></p> <p>Build brand awareness and determine how best to maximise via awards &amp; event schedules.</p>	<p style="text-align: center;"><b>6</b></p> <p style="text-align: center;"><b>THOUGHT-LEADERSHIP CONTENT</b></p> <p>Draft and seed articles on key themes / topics across vertical markets. Articles to cover aspects such as: “Five Key Takeaways...”.</p>	<p style="text-align: center;"><b>7</b></p> <p style="text-align: center;"><b>NEWS ANNOUNCEMENTS</b></p> <p>Widely distributed news via networks, combined with full sell-in.</p>	<p style="text-align: center;"><b>8</b></p> <p style="text-align: center;"><b>FEATURES &amp; BYLINE ARTICLES</b></p> <p>Using published feature lists and proactive outreach, we will ensure EMEA spokespeople are included in relevant contributor opportunities.</p>

3.3

ALWAYS-ON PRESS OFFICE

MEDIA &  
INFLUENCERS  
PRESS OFFICE

# CONSUMER MEDIA SNAPSHOT | MEDIA TARGETS

NATIONAL (UK)



NATIONAL (ES)



MUSIC & FASHION & ENTERTAINMENT & DESIGN



TRAVEL



LIFESTYLE CONSUMER



F&B



TRADE



# INFLUENCER STRATEGY

## SUGGESTED PILLARS

When working with influencers, we will develop an influencer strategy and checklist to ensure we partner with on-brand influencers that capture the ethos of Hard Rock Hotels.

Once influencer strategy is signed off, we will share recommended influencers that fall into these pillars.

### EXAMPLE INFLUENCER PILLARS

- **THE RHYTHM SEEKERS:** Curious. Cultured, experiential travellers.
- **THE AMPLIFIERS:** Unapologetic. Live life at full volume.
- **THE STYLE SETTERS:** Effortlessly iconic. Think rock chic, not runway stiff.
- **THE TASTEMAKERS:** Social. Sensory. Indulgent. Where food, drink and atmosphere collide.

When engaging with influencers we will always identify: does their personal brand align with Hard Rock Hotels? What brands have they worked with previously? What are their target audience demographics? Does the hotel / programme fit organically in their feed?



The Rhythm Seekers



The Style Setters



The Amplifiers



The Tastemakers

# PAID VS EARNED INFLUENCER ACTIVITY | THE DIFFERENCES

As part of our always on press office we will continuously engage with influencers on an earned basis, confirming review stays across the hotel, programmes, amenities and F&B outlets.

As part of these earned reviews we will negotiate and establish expected deliverables prior to confirming their reviews, including tags, geo-tags and mentions.

Additionally, on some activity, Hue & Cry may recommend to partner with paid influencers / ambassadors to create more in-depth and own able content.

For all content created by earned and paid influencers, we would recommend for Hard Rock Hotels to utilise and re-purpose the content for owned channels, generating further engagement and user generated content.

## WORKING WITH EARNED INFLUENCERS

Focus on organic content or engagement from genuine interest, media value, or relationship-building, without payment or obligation e.g. when an influencer stays at Hard Rock Hotels by choice, posts unprompted about the experience, or attends a media event because they value the brand.

### Advantages ✓

Highly authentic and trusted by audiences

Builds long-term brand advocacy and word-of-mouth credibility

Cost-efficient with greater potential for organic amplification

### Watch Outs ⚠

Cannot be guaranteed, relies on relationship-building and brand desirability

Less control over timing, messaging, or volume of content

Requires consistent engagement (invites, experiences, seeding) to sustain

## WORKING WITH PAID INFLUENCERS

When Hard Rock Hotel engages an influencer via a commercial agreement or partnership e.g. paying a fee, offering barter stays, or providing other benefits in exchange for specific deliverables. This activity is controlled, briefed, and contracted, with clear KPIs such as post volume, reach, engagement, or content type.

### Advantages ✓

Guaranteed visibility, messaging control and content delivery

Ability to align talent to key campaigns or launches.

Opportunity for creative co-creation (capsule collections, event hosting, etc.)

Can include whitelisting for extended paid amplification

### Watch Outs ⚠

Feels less authentic if over-scripted or too commercial

Credibility may decline if the partnership doesn't feel organic

Requires clear contracts, briefing, and measurement frameworks

Disclosure is legally required (“#ad”, “Paid Partnership”)

4

# SUMMARY & NEXT STEPS



HUE & CRY

# FROM PITCH TO PARTNERSHIP | SUMMARY & NEXT STEPS

<b>QUARTER 1 SET UP FOR SUCCESS</b>			<b>QUARTER 1 KICK OFF</b>		
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**Feedback & Clarification**  
 Following our pitch (07.01) we'll respond to any follow-up questions or clarifications within 48 hours, ensuring full alignment with your priorities and scope.

**Immersion / Chemistry Session**  
 Upon appointment, in-person or virtual session to dive deeper into your EMEA goals, tone of voice, and hotel-by-hotel brand ambitions.

**Scope & Budget Alignment**  
 We'll finalise deliverables, markets, reporting cadence, and KPIs - building a roadmap that works across both consumer and B2B audiences.

**Kick-Off (Date TBA)**  
 Once awarded, we'll onboard the team, set up tools, and begin the first phase of your 2026 'Always-On' calendar.

**The First Sprint (Q1)**  
 Initial focus on high-impact media moments.

# PR FRAMEWORK | SUMMARY & NEXT STEPS

<b>VISION</b>	<b>TURN ADMIRATION INTO FANDOM BY MOVING HARD ROCK HOTELS FROM A PLACE PEOPLE RECOGNISE TO A BRAND PEOPLE RALLY BEHIND</b>		
<b>PLATFORM IDEA</b>	<b>CULTURE IS BETTER LIVED THAN WATCHED</b> A UNIFYING PR PLATFORM THAT TRANSFORMS SPECTATORS INTO PARTICIPANTS ACROSS MUSIC, ENTERTAINMENT AND COMMUNITY		
<b>OBJECTIVES</b>	01 <b>REIGNITE EMOTIONAL CONNECTION WITH POTENTIAL FANS ACROSS EMEA</b>	02 <b>DRIVE FAME AND PARTICIPATION AROUND HERO TENTPOLE MOMENTS</b>	03 <b>SUSTAIN BRAND PRESENCE THROUGH ALWAYS-ON CULTURAL RHYTHM</b>
<b>PILLARS</b>	<b>MUSIC</b>	<b>ENTERTAINMENT</b>	<b>COMMUNITY</b>
<b>STRATEGY</b>	Create shared experiences that fuel fandom and belonging.		Give fandom purpose through causes, collaboration and cultural care.

<b>TENTPOLE CAMPAIGNS</b>	<b>TACTICS</b>												
	<b>MALTA</b> <b>TURN UP THE ISLAND</b> A celebration of sound and sun that transforms the island into a living stage both pre-opening and for launch. Brings the Music, Entertainment & Community pillars to life through residencies, guest experiences, playlists & live sets so every guest is part of the show.				<b>PINKTOBER</b> <b>WEAR IT LOUD</b> A bold, cause-led moment celebrating self expression and solidarity. Anchored in Community, uniting fans through fashion, music and purpose to support breast cancer awareness.				<b>F1 MADRID</b> <b>“ARE YOU CHEQUERED IN?”</b> Global race-weekend takeovers where hotels become homes of fandom. Merges Entertainment and Music with high-octane cultural moments: screenings, DJ sets and fan parties that blur the line between spectator and participant.				
<b>ALWAYS-ON</b>	<b>KEY CALENDAR MOMENTS</b>												
	<b>Goal: Sustain visibility, deepen affinity, and ensure Hard Rock Hotels stays culturally alive all year round with key tentpole calendar moments.</b>												
	NEW YEAR, NEW RHYTHM	LOVE ALL SERVE ALL	WOMEN WHO ROCK	SUSTAINABILITY IN STYLE	VIVA LA MÚSICA	TURN IT UP	SUMMER OF SOUND	HEAT OF THE MOMENT	BANG ON TRACK	ROCK-TOBER	SOUNDS OF GRATITUDE	HOLIDAYS THAT ROCK	
	<b>ALWAYS-ON PILLARS</b>												
<b>1. PROACTIVE PRESS OFFICE</b> LIFESTYLE, TRAVEL, CULTURE, & ENTERTAINMENT MEDIA				<b>2. INFLUENCERS</b> <b>CREATOR PARTNERSHIPS</b> CONTINUOUS SOCIAL STORYTELLING				<b>3. REACTIVE CULTURAL MOMENTS</b> MUSIC, SPORT, & ENTERTAINMENT TIE-INS			<b>4. THOUGHT LEADERSHIP AND PURPOSE-LED STORYTELLING</b> LOVE ALL SERVE ALL		

# TURNING MOMENTS INTO GLOBAL FANDOM FOR HARD ROCK HOTELS...



HUE & CRY

**SO, ARE YOU READY  
TO MAKE SOME  
NOISE WITH  
HUE & CRY?**



**HUE & CRY**

# LET'S CAUSE A STIR.

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This company is committed to  
accountability, transparency,  
and continuous improvement.

# THANK YOU



HUE & CRY

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# APPENDIX





# TENTPOLE 2: PINKTOBER

**Objective:** Build on Hard Rock Hotels' existing PINKtober activations to turn awareness into action and community into cause.

## WAY IN

After breast cancer, women can face a loss of identity. Clothes don't fit the same and neither does the world. But strength doesn't disappear, it evolves.

The breast cancer community embodies what it truly means to rock: resilience, rebellion, and the courage to be seen, no matter what.

This PINKtober, Hard Rock Hotels are on a mission to help all those touched breast cancer reclaim their spark, strength and their skin in a big, bold way.



A CAUSE

AMPED FOR AWARENESS

ROCK THE RIBBON

REBEL WITH A CAUSE

WE BLEED

# WEAR IT LOUD

PINK WITH PUNCH



## PINKTOBER WITH A HARD ROCK HOTELS FILTER

WEAR IT  
**LOUD**

**HARD ROCK HOTELS GIVES STRENGTH THE STAGE.**

Hard Rock Hotels know better than anyone, how to be loud, unapologetic and bold.

This **PINK**tober, we'll transform tattoos into symbols of survival and support, inviting the breast cancer community to turn their scars into art, and their stories into statements.

Partnering with leading female tattoo artists, we'll create bespoke designs inspired by resilience, music, and memory – a living gallery of courage that travels from skin to stage. Because at Hard Rock Hotels, strength doesn't stay behind closed doors. It's where **You Wear It Loud.**

We'll invite all women to join and support our inked tribe of fearless females, igniting fandom for tats, art, strength and solidarity. Ultimately, they become Hard Rock Hotels' heroes this, and every **PINK**tober.

## The Live Tattoo Studio

We kick off PINKtober with The Live Tattoo Studio - part art show, part immersive experience, part act of devotion. Survivors, supporters and guests come together to share their stories and get inked by a world-class female tattooist.

We'll create a single, iconic and ownable flash tattoo that's offered free to guests. These can pop-up at local events and moments outside Hard Rock Hotels, bringing the movement to the masses.

At our main Live Tattoo Studio event, women and men alike can choose from a range of icons, symbols or sayings that represent their own story. Each tattooed guest will join our portrait gallery - our visual celebration of resilience, unity, and rock-solid spirit.

All proceeds from ticket donations go to Hard Rock Heals, supporting breast cancer causes around the world.





## Tanya Buxton

20k followers. UK based.

Founder of the Masectomy Tattooing Alliance. Specialises in 3D areola-nipple tattoos, mastectomy tattoos, scar camouflage, gender-affirming tattoos and permanent makeup.

*(Tanya pictured)*



## Deborah Cherrys

155k followers. Madrid based.

Neo traditional style, characterised by vibrant colour, elegant feminine subjects, blending elements of art nouveau, nature, and fairytale.

*(Deborah pictured)*



## Grace Neutral

526k followers. UK based.

Also a model. Strong focus on blackwork, geometric patterns, symmetry, and nature-inspired motifs, often influenced by psychedelia and tribal art.

*(Grace pictured)*



## Lydia Madrid

158k followers. Madrid based.

Known as Spain's 'Queen of Lady Heads'. Prefers to tattoo exclusively in black-and-grey. Clean and elegant style with simplicity and contrast.

*(Lydia Madrid pictured)*

## LAUNCH WEAR IT LOUD

Driving coverage by announcing the 'Wear It Loud' Studio with a carefully crafted release for news and lifestyle media. Capturing iconic imagery and soundbites for social media content, and digital press.

Secure exclusive Tier 1 TV to broadcast live from the studio (e.g. This Morning, TVE) sharing stories and interviews (including Hard Rock Hotels EMEA Execs).

Opportunity to host top tier in-market media and European global press stringers, trade media, inviting them down to the studio.

Working with specialised media who write in-depth features for Breast Cancer Awareness month, to craft thought-leadership pieces of coverage on the campaign.

Ensuring the campaign is featured in Breast Cancer Awareness features throughout October.

Drive listings and 'what's on' coverage, encouraging consumers to head down to the studio.

## ACTIVATIONS STORYTELLING

Ink Exhibit: Host an exclusive launch party in collaboration with a T1 lifestyle title (e.g. Glamour Wallpaper\*, Cosmopolitan) inviting the protagonists of the exhibition to share their stories to key partners and media. A post-launch event release and photos will drive further coverage.

Fake tattoo collab listings and hosting: Invite and host media, influencers and tastemakers for a **PINK**tober burger x Fake Tattoo Collab. Driving further coverage opportunities with F&B media through highlighting the menu offering.

Media / influencer drop with the "Wear It Loud" collection for those not able to attend, to raise greater awareness and generate further content opportunities.

## ON-GOING BUILDING MOMENTUM

Post **PINK**tober, we will craft a news generation release outlining key stats generated from the campaign (x amount of tattoos, x amount of burgers x wear it loud collection and the amount of money raised).

Alongside the release, we will create a content drop of a "mini series" of the Wear it Loud Studio Collection, documenting real stories and BTS video content for social and digital Hard Rock Hotels channels.

# EL PAÍS

## Cancer survivors Wear it Loud with ink this PINKtober



# GLAMOUR

STYLE BEAUTY WELLNESS ENTERTAINMENT SHOPPING

OUR FALL STYLE EDIT TODAY'S DEALS MUST-HAVE WARDROBE ESSENTIALS JEWELRY BRANDS WORTH SHOPPING AUTUMN MAKEUP IDEAS KOREAN SKINCARE WE LOVE

## From Pink To Ink: Hard Rock Hotels Raise €1 Million for Breast Cancer Charity This PINKtober



# WEAR IT LOUD

itvX

LIVE FILM CATEGORIES NEWS MY LIST

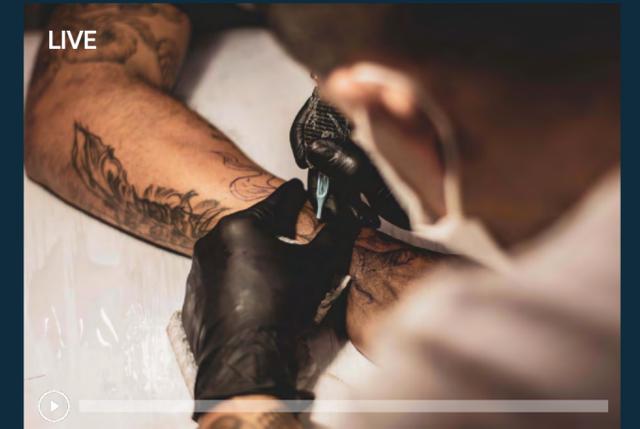
Upgrade to Premium

LATEST SHOP THE SHOW RECIPES BEAUTY FASHION SHOWBIZ HELPLINES ITV SHOP WIN GAMES CONTACT US

## this morning

## Live at the 'Wear It Loud' Hard Rock Hotels Tattoo Studio for PINKtober

LIVE



3.4

ALWAYS-ON PRESS OFFICE

# CRISIS COMMS PRESS OFFICE

## **CRISIS COMMS** | HUE & CRY MANAGEMENT

Hue & Cry help hotels prepare for and navigate unexpected challenges with a proactive, consumer-focused crisis communications strategy. We ensure your brand's reputation is protected and our team acts quickly and strategically to deliver clear, consistent messaging that reassures guests, maintains stakeholder confidence, and minimises business disruption.

### **STRATEGIC CRISIS COMMUNICATIONS GUIDE:**

Hue & Cry will craft a strategic crisis communications guide for Hard Rock Hotels on what the process will be in managing a crisis. We'll provide support by preparing clear protocols, managing real-time media and social response, and safeguarding brand reputation.

Statements, releases and advice will be created on a case-by-case basis. These will also need to be created based on specific activities including Q&As e.g. Hard Rock Hotels Malta opening.

### **ADDITIONAL MANAGEMENT:**

Should larger-scale challenges arise, Hue & Cry will partner with our Crisis Comms expert and media trainer (ex The Times journalist). This is provided as an additional fee.



Assessing a reputation-related issue, incident or potential crisis situation - our traffic light system.

	GREEN	AMBER	RED
	Minor Incident or Issue	Serious Incident or Issue	Major Incident or Reputational Crisis
Definition	An isolated issue or incident which could be contained at site or media relations level.	An incident that has the potential to affect multiple sites and/ or has the potential to negatively impact Hard Rock Hotel’s reputation.	A crisis is a situation that can no longer be contained and requires the activation of specially convened teams.
Impact	A minor incident or issue would impact a small number of or stakeholders, see limited or nil media or social media attention and not have a serious or long-term impact on business, operations, reputation, people or the environment.	A serious incident or uncontained issue would see significant, but not long-term, impact across operations. It would likely result in some neutral or negative international media coverage and short-term social media interest.	A crisis would see significant and potentially long-term impact on the organisation, which may result in loss of life, severe damage to property and/ or persistent media or social media attention for a sustained period.

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# REPORTING



## MEASUREMENT & SUCCESS

We are strong believers in setting, measuring and tracking results for our clients in a responsible and progressive way. Upon appointment and upon finalising our plan we will set our KPIs in order to track against our PR reporting.

We recommend tracking:

- MUU/Circulation
- Sentiment
- Key message tracking
- Competition
- Quantitative (Share of Voice) and qualitative (Share of Prominence) media coverage targeting

If you do not have an existing media monitoring agency, we'd recommend looking at Cision who we work with on other clients, and can provide examples of how this works.



# MEASUREMENT & SUCCESS | EXAMPLE FRAMEWORK

FOCUS	KPI & DELIVERABLES	MEASUREMENT
Awareness	Media, social and influencer coverage (gold, silver and bronze tiered media list)	Coverage reach data: Media Circ, UMU, UDU & OTS Influencers: Impressions, reach, engagement Social: Impressions, reach, engagement
Qualitative	Brand Mentions URL Inclusions Key Messaging Click throughs / UTM Hero imagery Tagging, brand handles	Coverage data (media, social, influencers)
Sentiment	% of neutral, positive, negative sentiment in coverage Share of voice against competitors	Coverage data (media, social, influencers)

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# BUDGET



# RETAINER & PROJECT BUDGET APPROACH

We have developed the monthly retainer budget including:

**MONTHLY RETAINER  
SCOPE OF WORK**

**MONTHLY RETAINER  
BUDGET BREAKDOWN**

(team costs + hours)

**MONTHLY RETAINER  
EXPENSES/HARD COSTS  
ALLOCATION**

(this will be further developed  
in line with Hard Rock Hotels  
budgets and finalised PR Plan)

**OUT OF SCOPE**

**The creative ideas (Malta, PINKtober, F1 Madrid)  
will be costed separately depending on Hard Rock Hotel feedback.**

# MONTHLY RETAINER: SCOPE OF WORK

## INCLUDED IN THE SCOPE: £16,000 PER CALENDAR MONTH

**INCLUDED WITHIN 12 MONTH SCOPE WE HAVE INCLUDED ACTIVITY IN THE UK & SPAIN** *(other EMEA market activity to be costed separately)*

### **Press office**

- Compilation and press release distribution and targeted pitching around trade announcements/ brand campaigns/ new openings (up to x2 a month per market).
- Support Hard Rock Hotels Masterbrand, Tentpole moments, cross-business announcements, and deal promotions via always on proactive & reactive media and influencer pitching - creation of targeted pitches/media alerts (at least x2 per month, per market).
- Vetting and responding to all inbound media and influencer requests via press office function.
- Arranging of individual media/influencer Hard Rock Hotel stays and FAM trips - inclusive of group event activities e.g. programming launches (up to x5 per month, per market).
- Coordinate up to quarterly group media FAM trips in support of brand-level initiatives (dependent on broader brand creative campaign moments).
- Corporate spokesperson support for 1:1 interviews and participation in any key UK & Spain-based industry events, virtual or in-person (up to 20 per annum 1:1s)

### **Account Management**

- Development and execution of UK & Spanish strategic PR 2026 plans with monthly focus tentpole/seasonal milestones, including KPIs, ideating partnerships, programming and activations. (2 annual plans).
- Develop annual budget based on final plans and hard costs.
- Weekly client calls & monthly all agency/partners/hotel coordination calls.
- Support with HRH EMEA award entries and submissions (x1 per quarter, per market).
- Crisis Communications support (Green based on traffic light system)

### **Reporting & Admin**

- Targeting of earned coverage per month from our targeted media list (includes social and online) (min. 20 pieces).
- Monthly UK & Spanish coverage reports including insights, competitor intelligence and KPI tracking (x12 per annum )
- End-of-year wrap report to include annual results, insights, and learnings (x1 annually).
- Monitor and communicate European outbound travel and hotel trends (ongoing).

# MONTHLY RETAINER: BUDGET BREAKDOWN | AGENCY FEES AND HOURLY BREAKDOWN

POSITION	HOURLY RATE	HOURS	TOTAL
Global PR Director	£200	8	£1,600
Spanish PR Director	£200	8	£1,600
UK PR Associate Director	£175	12	£2,100
Creative Director	£225	2	£450
Global Account Director	£150	16	£2,400
Senior Account Manager (UK)	£120	16	£1,920
Account Manager (Spain)	£100	20	£2,000
Senior Account Executive	£90	16	£1,440
Senior Account Executive	£90	16	£1,440
Account Executive	£80	16	£1,280
			<b>Total: £16,230</b> <b>MONTHLY RETAINER TOTAL:</b> <b>£16,000</b>

# MONTHLY RETAINER: EXPENSES / HARD COSTS | ALLOCATION

EXPENSE	HARD COST
<p><b>MEDIA MONITORING</b> Cision</p>	<p><b>£16,284</b> (approx £1,357 per month)</p>
<p><b>PAID INFLUENCER FEES</b> Paid influencer activity upon agreement For example: 8 paid influencer partnerships in UK and ES across the year at an approx £6,000 fee</p>	<p><b>£48,000</b></p>
<p><b>PRESS TRIPS (INDIVIDUAL AND GROUP) FLIGHT ALLOCATION</b> A detailed press trip plan would be developed in line with the agreed PR Plan  For example: 4 per quarter (UK and ES) + 4 grouped FAM trips (x4 attendees)</p>	<p><b>£30,000</b></p>
<p><b>TOTAL</b></p>	<p><b>£94,284</b></p>

### OUT OF SCOPE

This would include anything outside of the retainer scope, giving you greater flexibility for one off projects, including:

- Strategic counsel from strategy team outside of planning
- Large creative campaign planning and executive (e.g PINKtober)
- Larger scale brand / third party partnerships (outside the current scope)
- Copy writing (e.g. website, non-media related content)
- Content development and creation (AV / filming)
- Digital and social media support
- Paid media partnerships account management & third party fees
- Additional media assets (i.e. more press releases etc)
- Brand activations/experiences (i.e. creating branded experiences, pop ups, production)
- Crisis Communications support (Amber or Red based on traffic light system)
- Managing agency partners. Depending on the level of involvement needed
- Other EMEA market outreach and press release distribution

# CRISIS COMMS | CRISIS APPROACH & OBJECTIVES

Acting as an extension of Hard Rock Hotels’ global eco-system, we provide on-the-ground intelligence and operational support while maintaining strict discipline. Our role includes:

**RAPID RESPONSE:** Activation on notification from the global or property team to assess the local media environment, identify reputational or misinformation risks, and prepare reactive lines for approval.

**ONE VOICE COMMUNICATION:** Supporting designated Hard Rock Hotels spokespeople so that all commentary, holding statements and social responses remain consistent, factual and are delivered with the right tone, via the right channels.

**LOCAL MEDIA LIAISON:** Managing relationships with European and UK media outlets to handle enquiries sensitively, align tone and timing with the global agency, and maintain factual accuracy under pressure.



**CAMPAIGN/PROJECT BUDGET BREAKDOWN** | TO BE CREATED POST FEEDBACK ON CAMPAIGNS

CAMPAIGN IDEA	COST (HARD COSTS & FEES)
<p style="text-align: center;"><b>MALTA</b></p> <p>Touring Rock Box (production &amp; locations, celebrity partner)                      Encore Event (event, talent partner, hosting)                      Activations (on-site experiences)</p>	<b>TBD</b>
<p style="text-align: center;"><b>PINKTOBER</b></p> <p>Wear It Loud studio (production, logistics, tattoo partners)                      Activations including Ink Studio Exhibition &amp; Fake tattoo collab                      (creation/production)</p>	<b>TBD</b>
<p style="text-align: center;"><b>F1 MADRID</b></p> <p>Chequered In collection (designer fees and curation of collection,                      VIP dressing)                      Launch Party (production, setting, logistics, VIPs, partners)</p>	<b>TBD</b>