

Como Parrot Cay

ENGAGEMENT STRATEGY & ACTIVATION EVENT

Margaux Comai



SWOT

(STRENGTHS, WEAKNESSES, OPPORTUNITIES, THREATS)

Strengths

- private island exclusivity and a secluded luxury
- known for its strong wellness focus through the COMO Shambhala Retreat
- property carries celebrity appeal, high profile guests
- stunning natural setting
- already an established name in the luxury hotel space

Weaknesses

- Limited user-generated content compared to top competitors
- Instagram activity is less frequent
- Engagement in comments is minimal, and content types are not very diverse

Opportunities

- There's room to boost authenticity through UGC
- Stronger branded hashtag usage could increase visibility—#COMOParrotCay is currently underutilized
- More behind-the-scenes and local culture content would highlight uniqueness
- Influencer collaborations could elevate reach and relevance, especially with a strategic campaign

Threats

- Competitors like Amanyara and Rock House have stronger visual branding and appeal to younger audiences
- Ambergris Cay shows more immersive cultural content
- Wymara diversifies its content through varied guest experiences
- More broadly, rising competition across luxury island resorts

Como Parrot Cay



comoparrotcay Follow Message + ...

677 posts 39.7K followers 274 following

COMO Parrot Cay
The epitome of barefoot luxury. Re-connecting with nature, wellness and adventure in Turks & Caicos. Part of @COMOHOTELS... more
www.comohotels.com/en/parrotcay and 4 more

Followed by comohotels



PUCCI



emiliopucci

Follow

Message



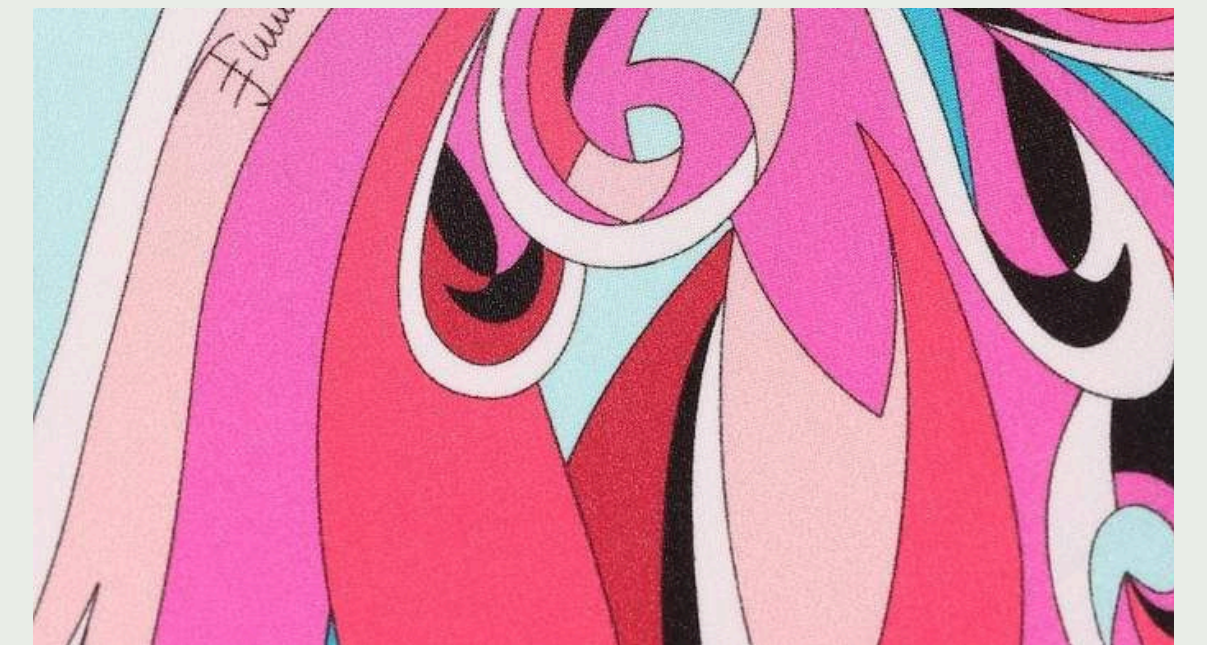
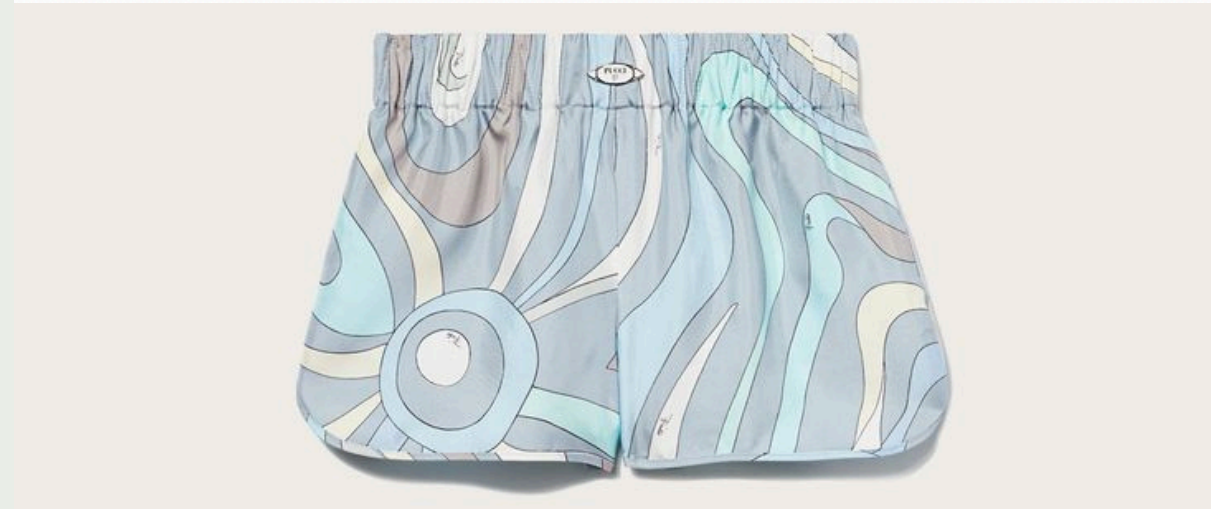
672 posts

2.1M followers

2 following

PUCCI
A New Journey
pucci.com

Followed by [sugaredstiletto](#)



Tennis is and has been trending and growing

Zendaya, Challengers, Fashion Buzz

- Wore custom Lacoste during the Challengers press tour
- Helped elevate tenniswear as luxury, high-fashion attire
- “Further proof of the inspiration generated by tennis” – Catherine Spindler, Lacoste

#Tenniscore on TikTok

- Tens of millions of views on videos embracing tennis-inspired fashion
- Preppy, elegant, and sporty looks are trending with Gen Z audiences

Coco Gauff’s New Balance Collaboration Success

- Wore a custom “Call Me Coco Champion” tee post-US Open win
- Shirt sold out within hours; she also helps design her own shoes

Tennis Offers a Unique Fashion Platform

- Solo sport = full-brand visibility for sponsors
- Athletes wear the brand head-to-toe, no team jerseys involved

Source - CNN (<https://www.cnn.com/2024/05/26/business/tennis-popularity-zendaya-challengers>)



COMO
PARROT CAY
X
Pucci

TENNIS AND WELLNESS EXTRAVAGANZA WEEKEND

Inspirations



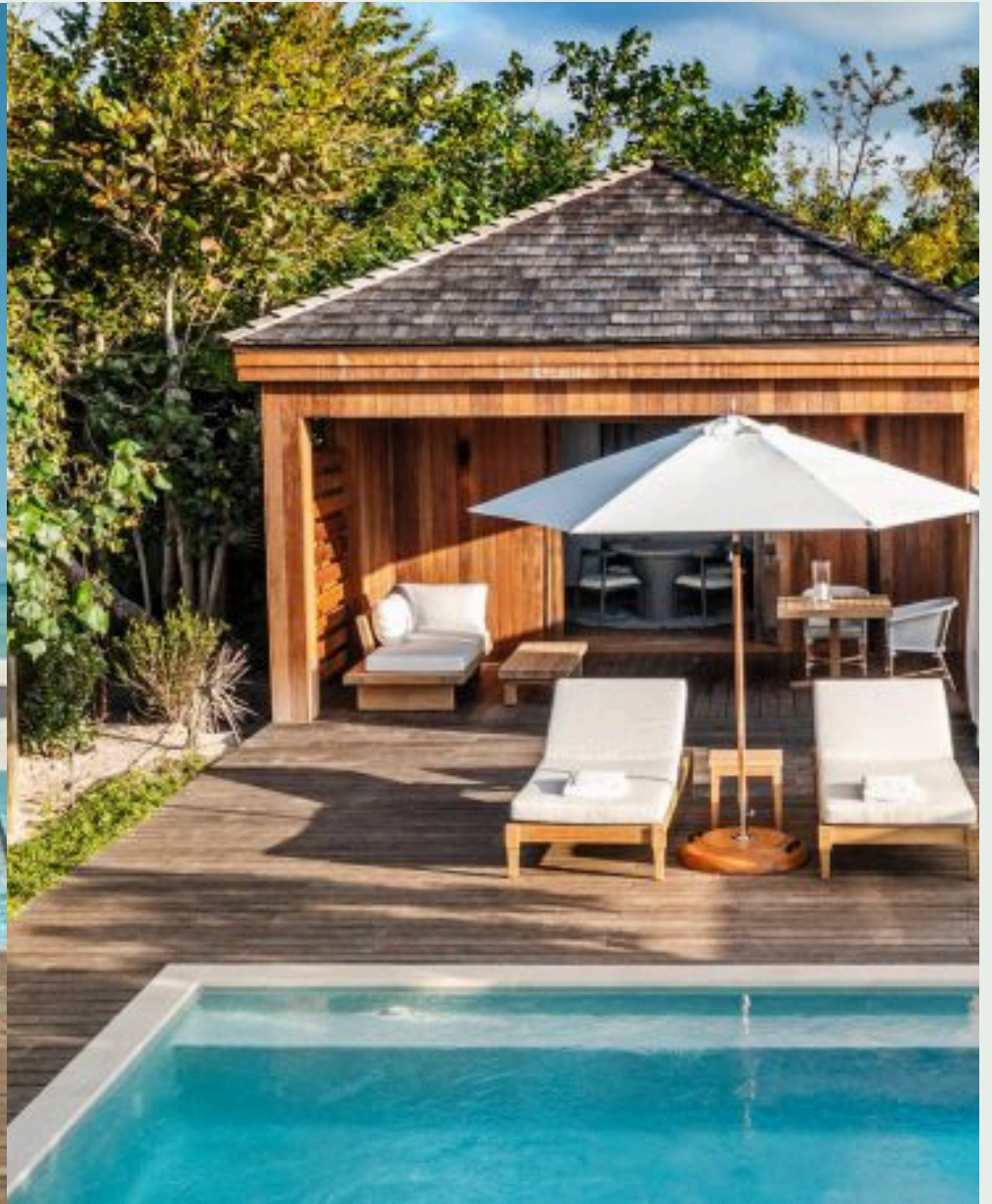
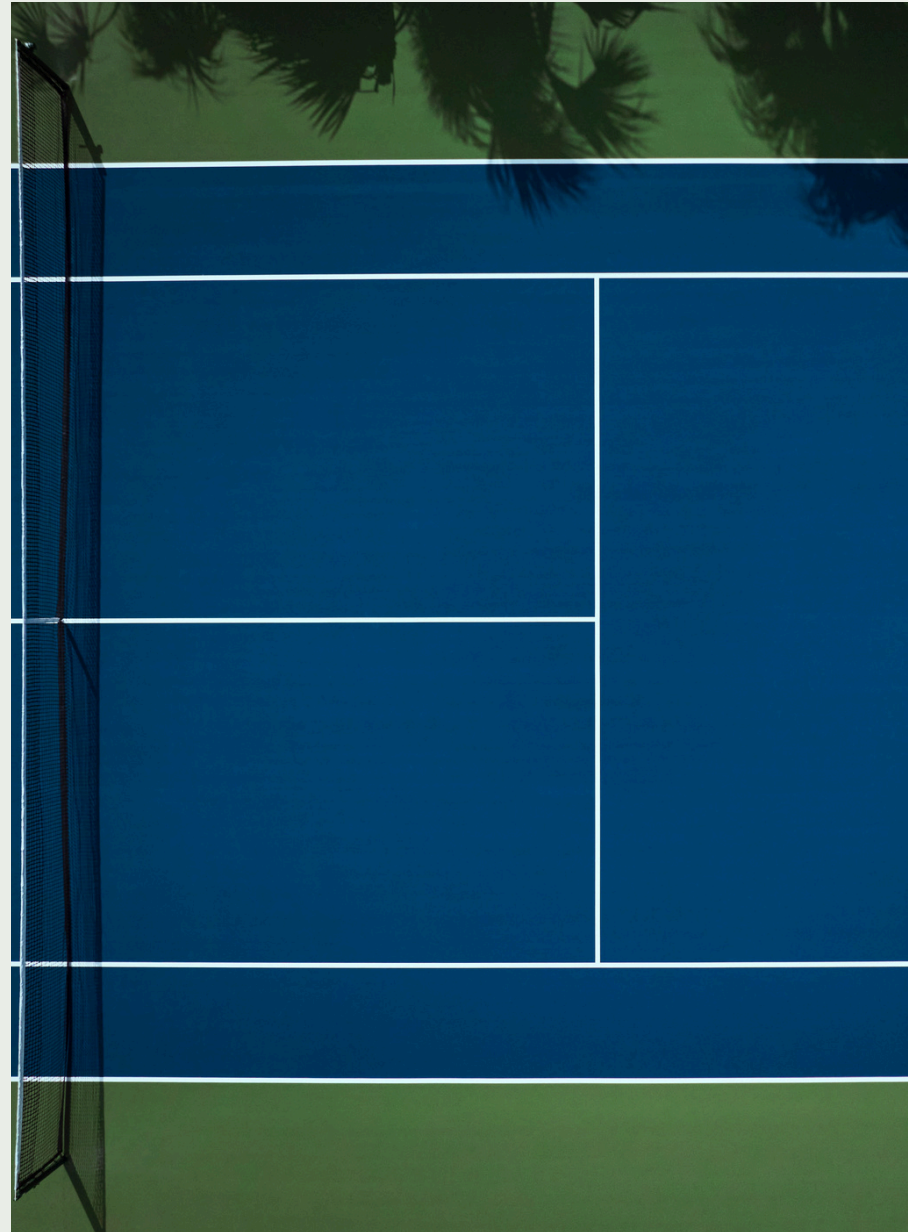
<https://www.miumiu.com/us/en/miumiu-club/special-projects/miu-miu-tennis-club.html>



Belmond's Splendido



Spaces



Day 1: Tennis Tournament



- A fun, colourful Pucci-branded round robin on a “Pucci court”
 - custom-painted lines, pattern details
- Guests can spectate or play, ideally a ticketed event
- Outfits by Pucci, performative announcer, branded tickets, drinks area on the side



Branding

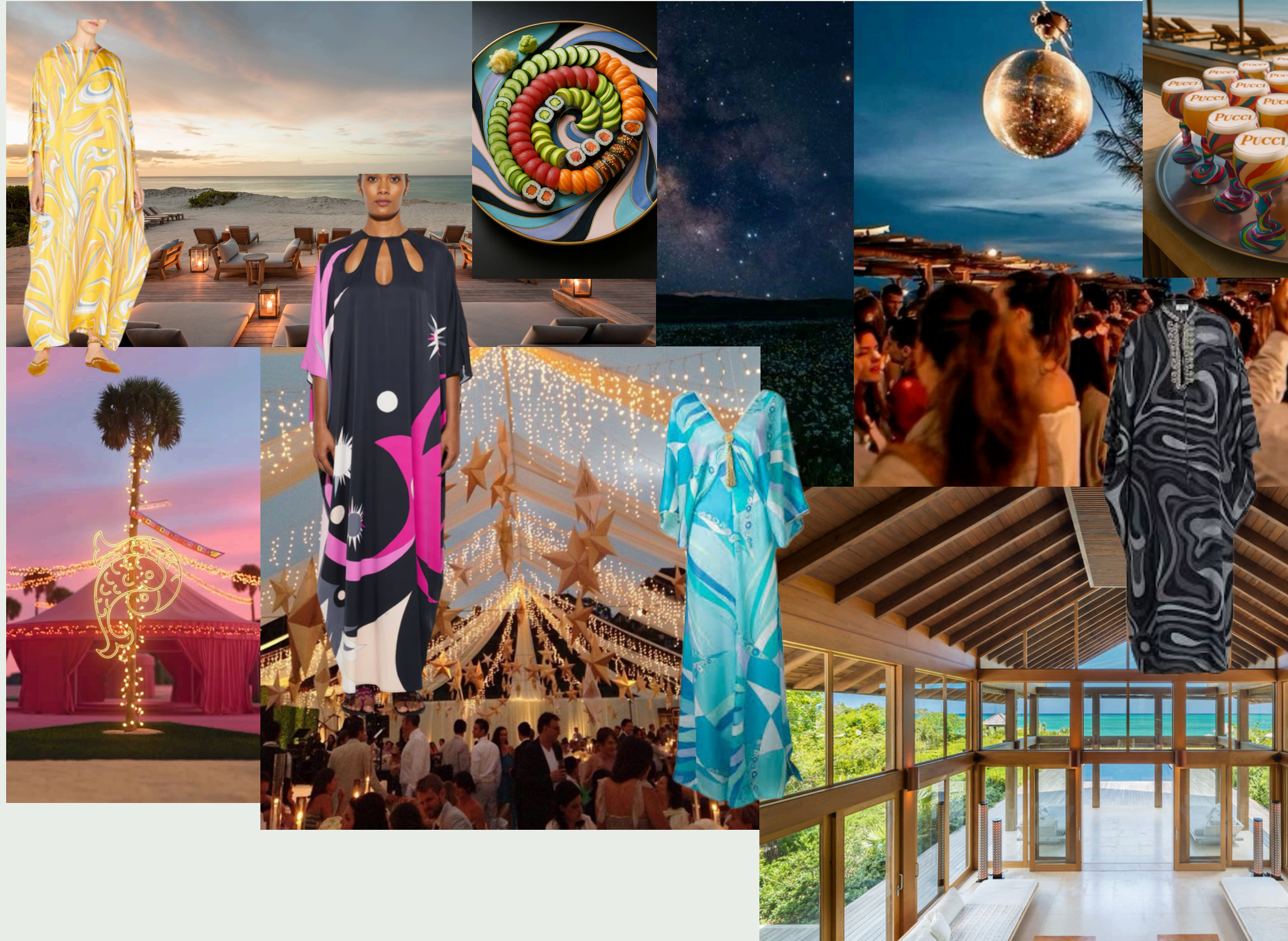
- Pucci x COMO limited edition tennis racket
- cups, balls, court, towels, any food/snacks, umbrellas
- merch - tshirts, tennis bags



Night 1: Pj Dinner Party



-
- The collage consists of 12 individual images arranged in a grid-like fashion. The top row features a woman in a yellow and white patterned kaftan on a beach at sunset, a woman in a black kaftan with pink and white patterns on a beach at sunset, a plate of colorful sushi arranged in a spiral, a night sky with the Milky Way, a large, shiny, spherical Christmas ornament hanging from a palm tree, and a tray of Pucci-branded champagne flutes. The middle row shows a woman in a black kaftan with pink and white patterns at a night event, a woman in a blue and white patterned kaftan at a night event, and a woman in a black kaftan with pink and white patterns at a night event. The bottom row includes a woman in a black kaftan with pink and white patterns at a night event, a woman in a black kaftan with pink and white patterns at a night event, a woman in a black kaftan with pink and white patterns at a night event, and a woman in a black kaftan with pink and white patterns at a night event.



Day 2: Wellness & Recovery



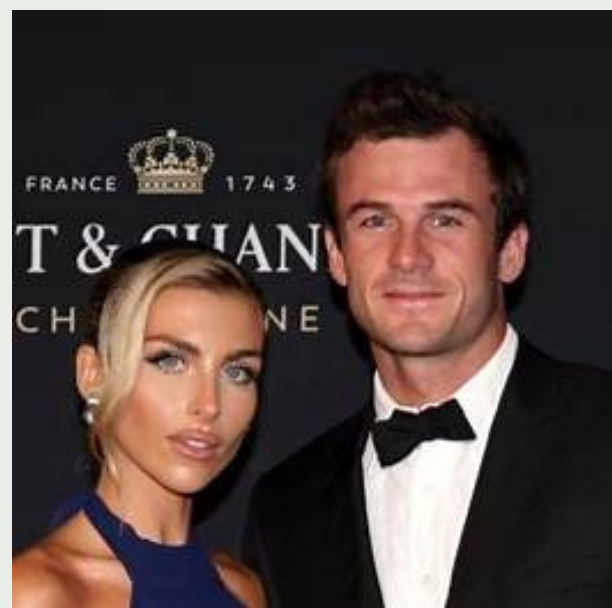
- Beachside yoga, spa treatments
- really promote shambala treatments (juice cleanse, nervous system rebalancing, sleep work)
- Pucci facemask painting using natural ingredients
- Spa is decked out in Pucci branding
- Healthy meals all day by COMO chefs, with branded plating and presentation
- Pucci x COMO sleep masks gifted to guests



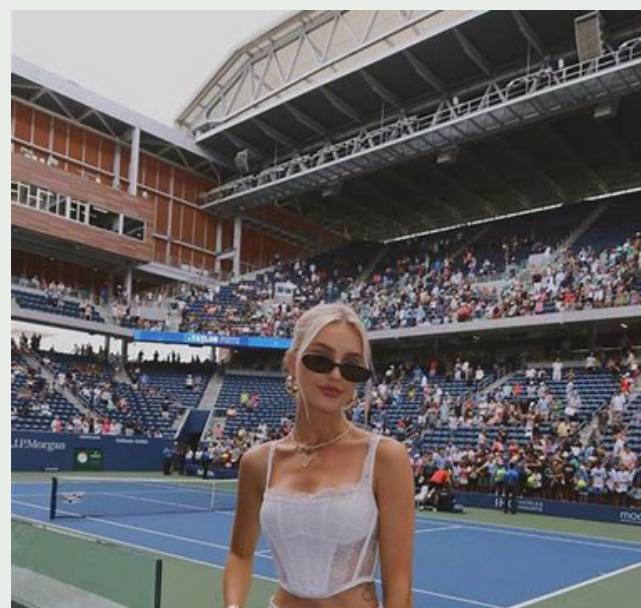
Influencers/ Celebs



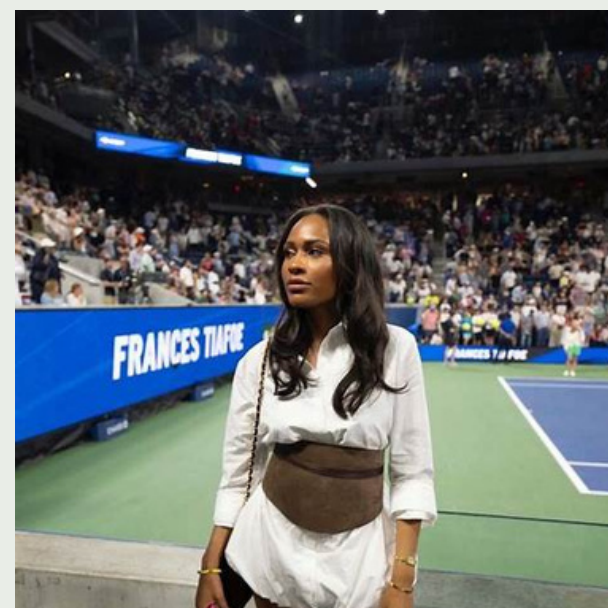
Want to combine older & younger generations in a fun, seamless way



Paige Lorenze
1.01 million



Morgan Riddle
450,000



Ayan Broomfield
95,000



Amelia Gray
2 million

plus ones, Italian influencers, Pucci models, top customers, and COMO clients

Influencer Brief

INFLUENCER EXPECTATIONS

- Attend the full event
- Post at least five Stories daily, two Reels, and multiple TikToks
- Contribute to pre-event teaser content (e.g. “Pack with Me”)

CONTENT STYLE

- Spontaneous luxury, vivid colours, playful tennis, serene wellness
- Tags: @comoparrotcay @emiliopucci @brandmanagency
- Hashtags: #PucciXCOMO #COMOStyle #WellnessWeekend #EscapistLuxury

WHAT WE PROVIDE

- Full travel and stay
- Access to all events: tennis, spa, dinner
- Curated gifts, branded details, and premium content opportunities

Tickets / Invitation



Engagement Strategy

- Prioritise Reels and Carousels
- Use interactive stickers to boost reach on stories (study by Meta)
- Push wellness, ASMR, and Tenniscore trends
- Authentic, lo-fi luxury > overly polished ads

PRE

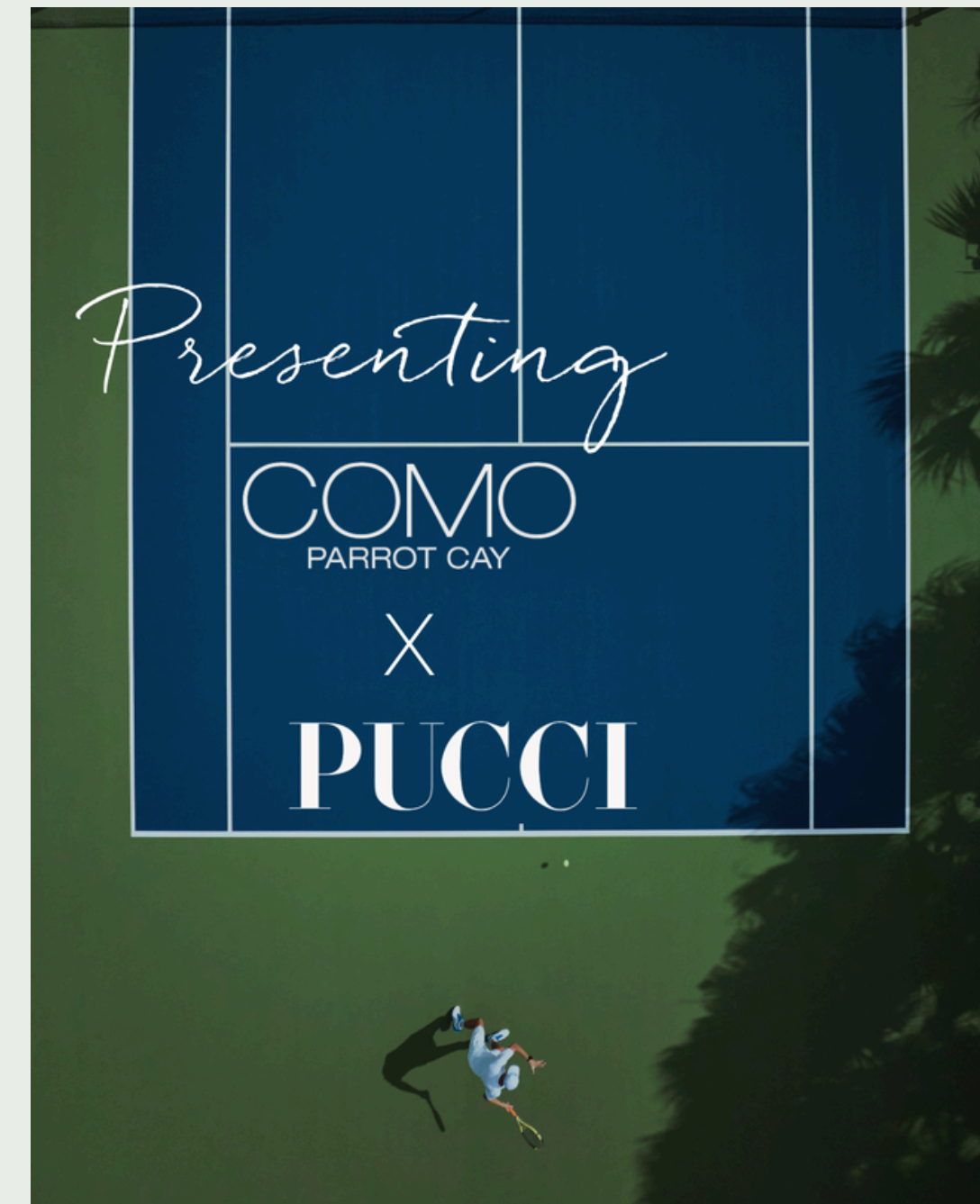
Build Up Content:

- interview with Tennis Pro at COMO or wellness director taking about recovery
- “Share your favorite tennis looks” reshare on stories
- ASMR Tennis and wellness Reels
- Drone footage
- Start teasing with photos of Pucci-themed dishes
- Tour of Point House

Engagement Strategy

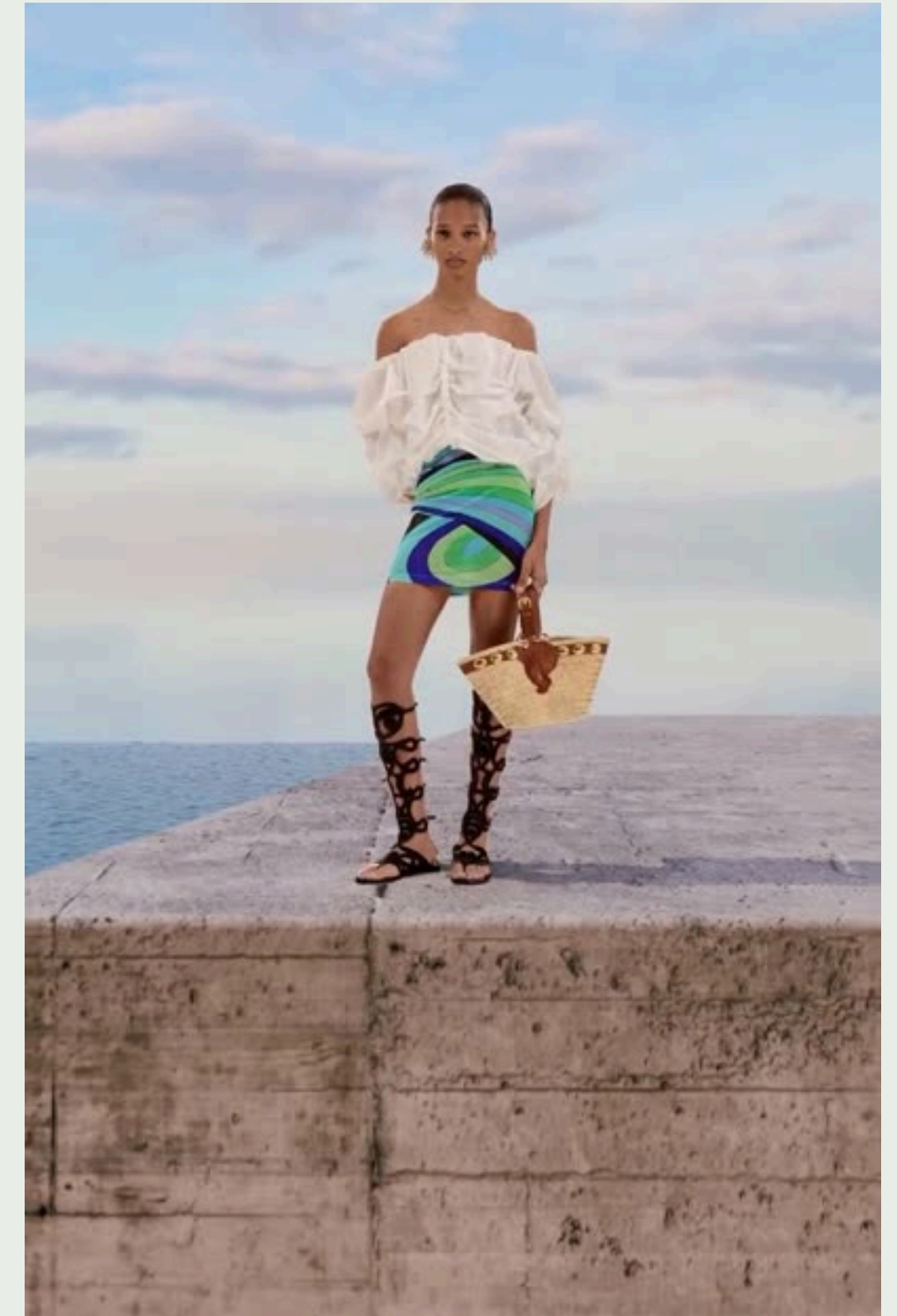
DURING/POST

- BTS setting up
- arrival of guests
- show court “all ready to go”
- creative content & copy that matches COMO tone
 - ex: Pucci court serve → spa steam → sunset at the beach club. Hook text: “From rally to recovery in ten seconds.”
- UGC and hired video/photographer to have content from whole week, post about for a few weeks after, then can bring up again during any relevant times



Pre-Photoshoot Details

- create an entire campaign to lead up to announcement
- this but tennis-themed
- creative director: @camillemiceli



Planning & Development

Needs from COMO:

- Access to key spaces (court, beach club, spa, villas)
- Staff support (spa, F&B, guest services) will have to have meetings ahead of time
- On-site branding permissions
- Influencer logistics (transport, gifting, event ops)

What we provide:

- Creative direction + asset package
- High-quality influencer & in-house content
- Press and social buzz (incl. TikTok coverage)
- Branded merch + activations aligned with COMO

Time & Action Plan

Start up 4 months out → Event 3rd weekend in April

4 Months Out

- Confirm concept, roles, budget
- Reserve all spaces
- Start influencer shortlist + creative

3 Months Out

- Finalise influencer contracts
- Design invites + branded assets
- Plan travel logistics

2 Months Out

- Begin teaser content
- Influencer buzz builds
- Finalise spa and dining

1 Month Out

- Send invites + gifts
- Launch paid social
- Prep branding + media kits

Event Week (April):

- Influencer arrivals + welcome content
- Event execution and live coverage
- Capture BTS content



Thank You!