

Our Target Users

Middle Youth Families

They value convenience, meaningful and memorable interactions, personal growth and well-being, community, and escape from routine.

They like...

Exploring Houston (ie: the Heights and Montrose)
Foodie Restaurants (ie: Kata Robata and Nancy's Hustle)
Concerts and Music Festivals (Jazz Fest, ACL, SXSW)
Exploring the outdoors (Hiking, Rock climbing)
Simple Travel (Marfa, Wimberley)

They need...

Good boutiques, outdoor activities to do together, independent time for shopping, exercise, and healthy eating; unwind with the people they care about

GenMe Teens

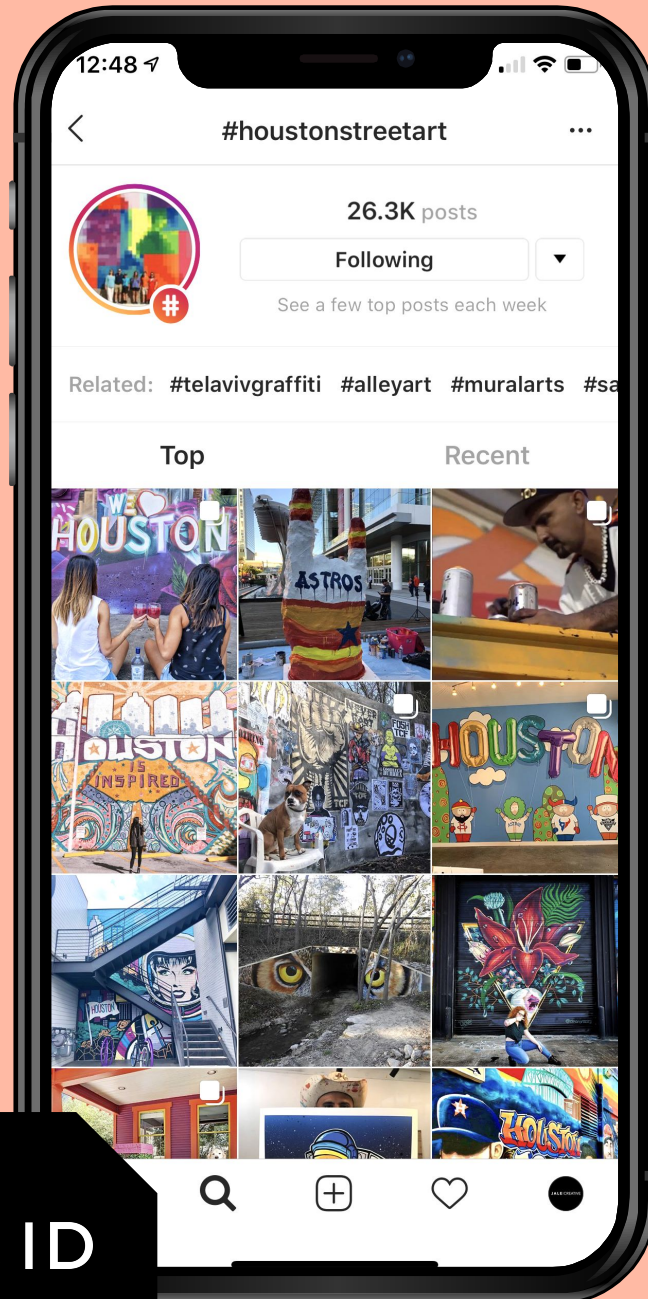
They value independence and self expression, discovery, sharing, authenticity and realness, experience as currency, and unplugging from technology.

They like...

Choice and Customization (ie: Sweetgreen, JuiceWell)
Socialize with Food (ie: Crepes, Mac N' Cheese, Smoothies)
Socialize with Games (ie: Just Dance)
Socialize with Shopping (ie: City Centre, Sephora)
Testing Trends (ie: Birchbox)
Makeup and Skincare (ie: Glossier, Two Faced, Milk)
Pursuing Hobby Inspiration (ie: YouTube, Etsy, Tastemade)

They need...

Accessible "adult" activities with friends (ie: spa, coffee shop), creative resources for hobbies (ie: crafting and cooking), yummy "after school snack" hangouts (ie: acai bowls and fancy mac n' cheese), small, trendy boutiques, experience online brands



**A destination for
locals and visitors
alike, the Marq
Houston caters to
families, teens, and
tourists seeking an
authentic Houston
environment.**





DISCOVERY



PLAY

SAFE FREEDOM



AUTHENTIC



INCLUSIVE



CURATED

Authenticity starts with a promise...

**Inspire
families and
teens with
genuine fun &
memorable
connection.**

These are the parameters that
determine the creative decisions we will
make with regards to the "New" Marq

LUCID

Entice

**Ignite users'
curiosity and
build hype.**

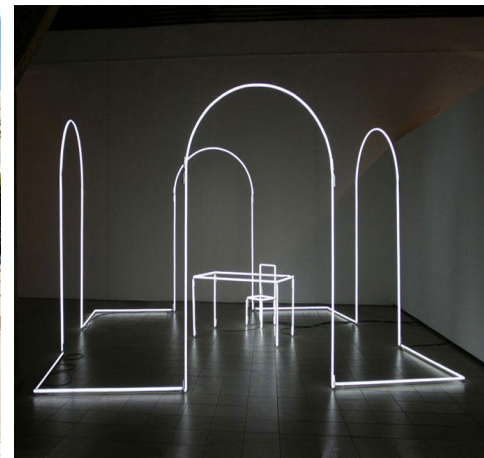
Entice Enter Engage Exit Extend

Middle Youth Families value escape from routine in environments that are child-friendly, but don't sacrifice atmosphere or quality.

GenMe Teens are hypnotized by hype.

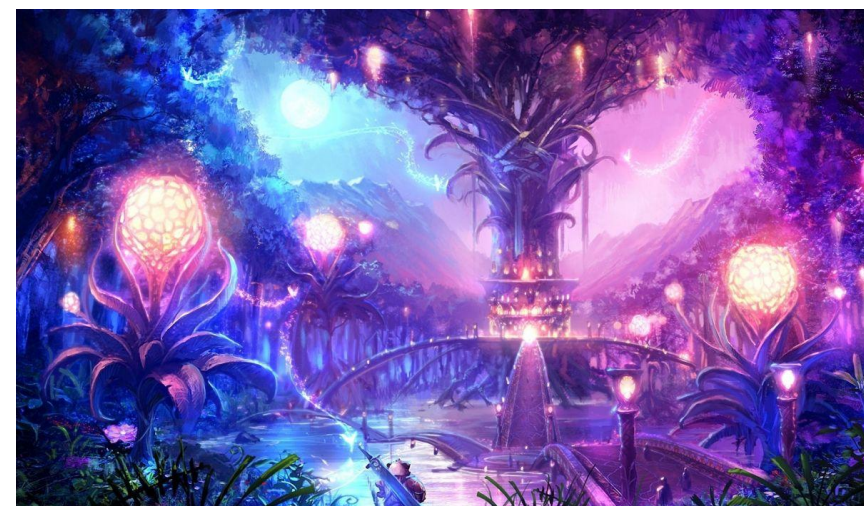
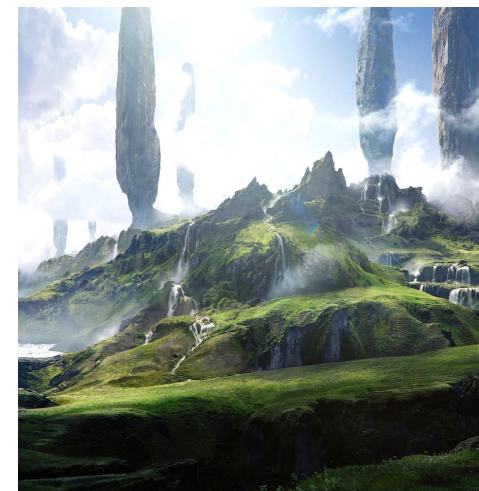
LUCID

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Entice **Enter** Engage Exit Extend

Enter

**Transport users
to authentic
Houston coolness.**

Middle Youth Families are looking for escape from routine and services that make their day to day easier, convenient, and save them time.

GenMe Teens value discovery and sharing. They spend too much time on their phones and value authentic, real experiences.

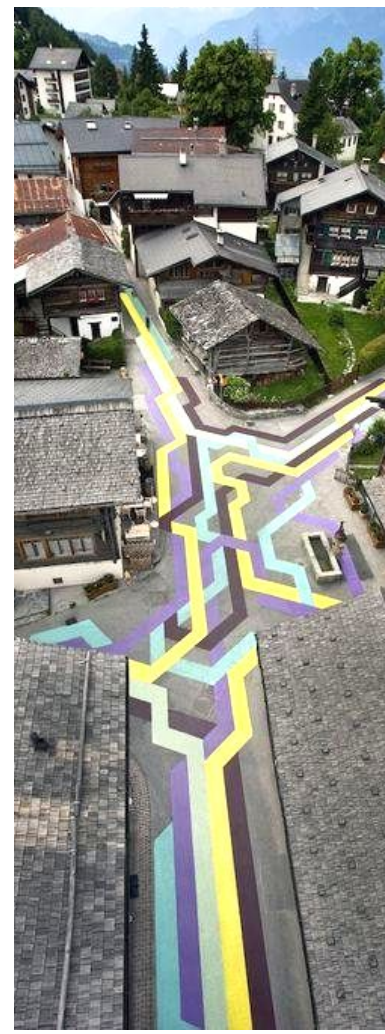
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LUCID



Engage

**Invite users to let
go and have fun
together.**

Entire Enter **Engage** Exit Extend

Middle Youth Families are still a kid at heart and seek new ways to tap into 'coolness'. They are looking for activities that fulfill their social needs, but in shorter time frames.

GenMe Teens spend too much time on their phones and value authentic, real experiences. They have an affinity for self-expression through style, spending their money on beauty and accessories. They are also hypnotized by hype.

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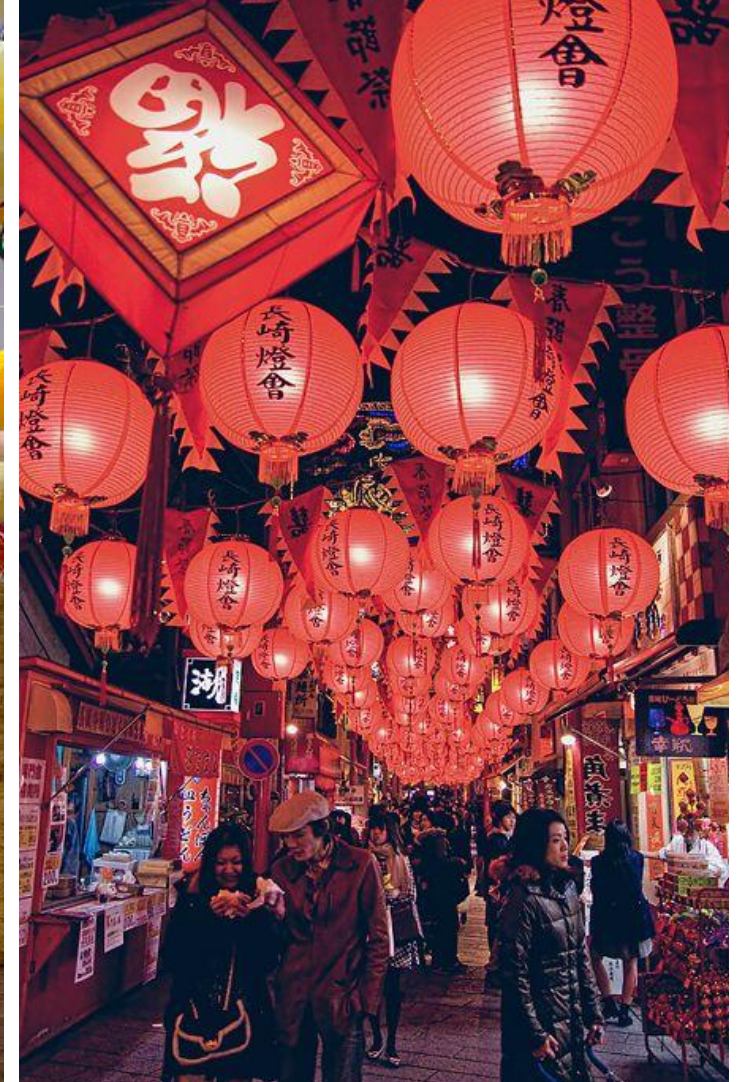
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LOCAL:

Juiceland, Hopdoddy, Kata Robata,
Honeychilds Sweet Creams,
Ricebox

NATIONAL:

Chomp Eatery, Dig Inn,
Sweetgreen, Flowerchild, Big Gay
Ice Cream, Dig Inn, Cha Cha
Matcha, Rice to Riches, Wagamama



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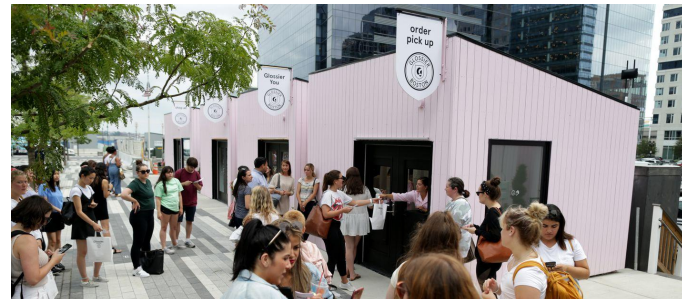


LOCAL:

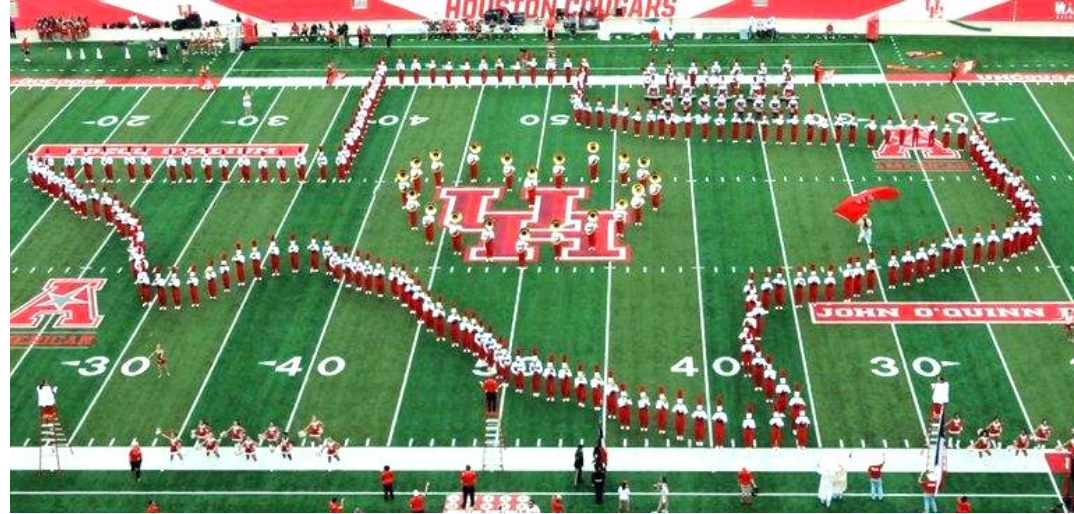
Emerson Rose, Milk and Honey, Carla Valencia, Space Montrose, Chloe DAO, HTX

NATIONAL:

Ssense, Violet Grey, The Strategist, Neighborhood Goods, Lululab, Van's Creative Community Concept, Supreme, Kid Robot, Birchbox, Etsy Maker Concept, Casetify, Shibuyala Japanese Pharmacy



LUCID



LOCAL:

University of Houston, Houston Zoo, Museum of Natural Science, MFAH and Glassell Art School, The CAM, Dynamo, Rockets, Texan, Children's Museum

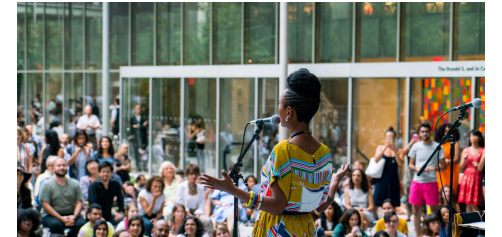
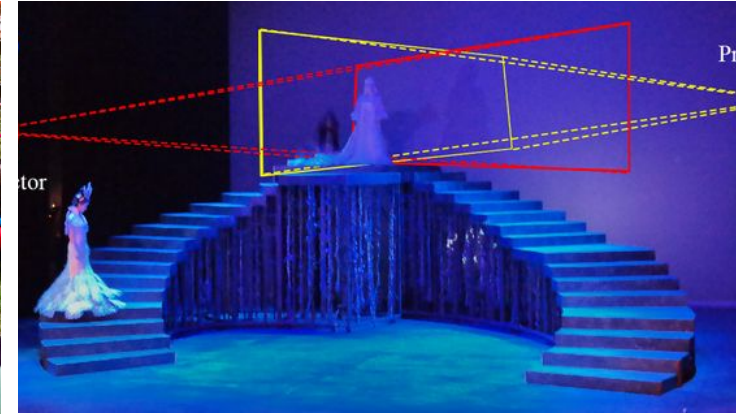
NATIONAL:

IMAX, Lego, Universal Studios, Disney World, Six Flags



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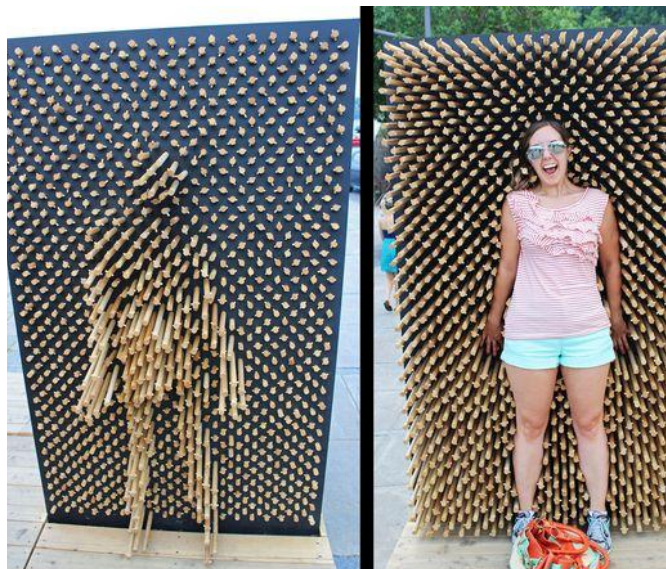
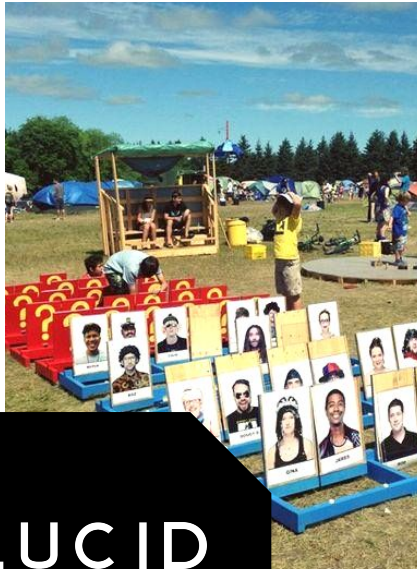


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Exit

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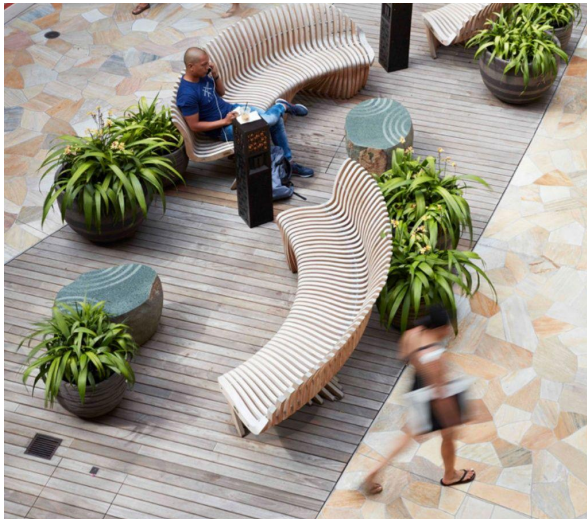
**Surprise users
one last time
with Intuitive
hospitality.**

LUCID

Middle Youth Families are looking for services that make their day to day easier, convenient, and save them time.

GenMe Teens value independence. They also value discovery, sharing, and unplugging from technology.

Entice Enter Engage **Exit** Extend



LUCID

Entice Enter Engage Exit **Extend**

Extend

**Inspire users
beyond their
physical
experience.**

Middle Youth Families are trying to manage doing everything they did before they having kids, including special events and celebrating special occasions.

GenMe Teens strive for uniqueness and desire to engage seamlessly across digital and physical experiences

LUCID

Entice Enter Engage Exit **Extend**



LUCID

The background is a solid blue color with numerous small, rectangular pieces of confetti in various colors (pink, orange, yellow, and light blue) scattered across it, giving the impression of a celebration or a festive event.

THANK YOU!