

Captain Baxter Summer

ST KILDA TO
St Tropez

October 2024 – March 2025

The Captain is continuing their journey this summer and sailing to the idyllic shores of Saint Tropez.

Similar to the glamorous French Riviera location, Captain Baxter is a destination synonymous with luxury and allure.

With a focus on sophistication, gourmet dining and a vibrant nightlife, we are inviting you to transport your mind to the sun-kissed afternoons of this beachside haven.

French Provence-style Minuty Rosé will be making a feature this season. Best paired with seafood, snacks and salt air, the Captain will be serving up the perfect trifecta.

THE CAPTAIN *Refresher*

The Captain is up to our audience's interpretation - it could be that feeling of sitting under the sun on a summer's day, it could be a cocktail, one of our bartenders, or the DJ spinning epic tunes on a Saturday night.

Whatever a customer finds joy or pure bliss in when they visit us, is what we want them to associate as being The Captain and the core of the venue.

We want our patrons to have fun with the concept and have it be a talking point when they're in the venue.

This season, we aren't just a venue with amazing cocktails, tastebud tingling food, and a great view - we are an experience.

The Captain will keep them coming back for more.



#FFD9D0

#1D2C64

#609BD8

#FFF6A6

Para Llevar
OLL
COCINA



Out of Office!

MOOD board



COLOUR *palette*

#FFD9D0

#1D2C64

#609BD8

#FFF6A6



GRAPHIC DESIGN *inspo*



IDEAS

- Continue 'The Captain' storyline in venue and in marketing to cement it into peoples minds
- Film new boat video to match 'Saint Tropez to Saint Kilda' concept
 - People dressed up in nice going out clothes stepping off the yacht onto the pier (use Trav's friends sailboat again)
 - Add to websites and socials to push new summer season
- Replenish captain hat stock for staff to wear and give out to customers
- Social media campaign launch at the end of September / start of October re-introducing The Captain and their journey to Saint Tropez
- Use 'The Captain' wording across all digital platforms such as Sevenrooms automations & website
 - e.g. "From The Captain", "Visit The Captain", "Celebrate with The Captain"

VENUE DECOR & TOUCHPOINTS

Minuty umbrellas

Minuty branded pop up bar for big day events

Faux floral arrangements - pinks, navys

Dried lemons in jars on bars

Fresh greenery & potted plants

Minuty cushions for bungalows

Bathroom mirror decal

Minuty signpost

Minuty glassware / ice buckets

EVENTS & ACTIVATIONS

October 2024

- Daylight Savings - 6th
 - Updated bookings times
- New hours?
- Baxter Sundays returns - 27th
- Minuty party? Depending on their allocated funds

November 2024

- Spring Racing Carnival
 - Melbourne Cup event
 - Set menu in dining / palm room
 - Cocktail event in Atrium
 - DJ from 5pm

December 2024

- Welcome to summer party - 1st
 - Push in conjunction with Baxter Sundays
- NYE: 31st
 - Ticketed event in partnership with Better in Colour

January 2025

- NYD: 1st
 - Ticketed event with Summer Summer?
- Midsumma Festival - 19th Jan - 9th Feb
 - Dress up venue
 - Staff wear rainbow pins
 - Spotlight on queer DJs
- Public Holiday: 26th
 - Public holiday eve party - DJs, extended happy hour

February 2025

- Midsumma Festival
- Polo Afterparty
 - Official afterparty
 - Last booking time 5pm
- Valentine's Day: 14th
 - Date Night Menu \$58
- St Kilda Fest
- Margarita Month - partner with a tequila company

March 2025

- Labour Day Long Weekend: Sun 10th
 - DJs till 12am