



Online Marketing :: New Brand for Hospitality Company

PROJECT HISTORY

One of the largest limited-service hotels in the United States are based in Irving, Texas, and in Q1 2007, this hotel chain confirmed a new Agency of Record, Corporate Logo, and Tagline. With over 65,000 rooms in almost 600 hotels, the company's goal was to establish these new messages and images on both the corporate web site and its corresponding customer email campaigns.

CHALLENGE

The client needed to establish new credibility with its brand, logo, and tagline in existing markets in the South, West, and Southwest United States. In addition, the client was converting over 80 former competitor hotels to this company in the Midwest and Northeast United States—areas that were previously completely unaware of this hotel brand.

APPROACH

Based on the information in a Travel Segmentation Study, the hotel's primary target market group was 50+ years old, male, married with children, and college degreed with a high income. Wendistry delivered targeted email campaigns and "on brand" images and content for the company's web site. By editing, adjusting, and monitoring both the corporate web site and emails sent, emails delivered, emails read, click-through-rates, opt-outs, and weekend impulse clicks, the reports generated created an accurate revenue snapshot for the company.

Wendistry wanted the target market to learn about the hotel's new locations so that they ultimately book rooms at those properties. Results would be measured by ROI and S:A. The S:A goal was 7:1 initially, and it is secondary to the primary goal of driving awareness (as measured by the click-through-rate).

SUCCESS

The client was extremely impressed with the initial success of the new brand campaign's online components. All of the client's Executive Management team was pleased with the ultimate S:A ratio of greater than 12:1 while maintaining consistency with new corporate brand guidelines.