



InterContinental Hotels Group Treats Corporate Bookers To More Rewards

The Customer

InterContinental Hotels Group (IHG) is the world's largest hotels group with more than 650,000 rooms in 100 countries and territories around the world, offering business and leisure travellers the highest levels of service and facilities. Its seven internationally recognised brands are InterContinental, Crowne Plaza, Holiday Inn, Holiday Inn Express, Hotel Indigo, Staybridge Suites and Candlewood Suites.

The Challenge

IHG's aim was to increase the frequency of corporate direct and adhoc bookings for residential and non residential meetings, across nine Middle Eastern and North African markets. A 'Meet and Treat' campaign was created to incentivise corporate bookers to choose IHG hotels as their preferred venue for meetings and drive loyalty. However, it required an engaging online reward solution with multiple third party redemption choices. The solution had to integrate with the wider 'Meet and Treat' campaign plan and be rapidly deployed.



Collinson Latitude's interactive solution gave us significant advantages that were leveraged across a wide portfolio of hotels and brands throughout the very diverse Middle East and North African markets. The speed and efficiency in which the programme was set-up and the distribution of reward options made for a very robust programme that exceeded expectations.

Stacey Howell, Director of Marketing - MEA IHG



Reveal&Win

www.collinsonlatitude.com

Proposition

Collinson Latitude recommended Reveal&Win, a white-label customer engagement promotions tool designed to increase customer interaction. Delivered via an email platform, Reveal&Win offers recipients a far more compelling and brand-rich interaction than conventional email communications. It employs an online scratchcard format, delivering motivating messages, which can either incentivise customers to increase frequency of product usage or can encourage click-through visits to related websites.

The Reveal&Win prize pool can be tailored to suit the clients requirements with partner offers sourced via Collinson Latitude's partner network, which can be combined with a client's own inventory. The Reveal&Win proposition includes Collinson Latitude's promotions insurance to cap liability and protect against over redemption.

Solution

Collinson Latitude rebranded Reveal&Win as 'Reveal and Treat' to fit the IHG 'Meet and Treat' campaign and integrated it via an iframe technique into IHG's promotional website. 'Reveal and Treat' gave qualified bookers a choice of three reward options to reveal using the online scratchcard technology. Sourced through Collinson Latitude's partner network, the reward choices included retail vouchers, an airline e-voucher and jewellery vouchers, all of which were redeemable at over 35 brands retail outlets across the target markets.

The online reward technology deployed made the reward mechanic more engaging as the booker could choose the reward that motivated them the most from a choice of non-competing partners. The redemption mechanic also enabled the IHG team to learn more about the reward motivators of this customer segment.

The technology was rapidly deployed within eight weeks to meet IHG's tight campaign deadlines.



Benefits

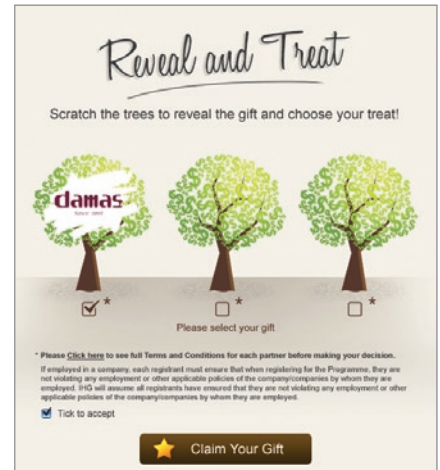
- Encourages behavioural change and increases customer interaction
- Adds value to core offering, generating excitement and brand engagement
- Rapidly deployed white-label platform, with multi-language functionality
- Knowledge gained around reward motivators for target segments
- Exceeds standard email response rates, offering a compelling call to action
- Varied prize pool, sourced partner offers with the ability to combine own inventory
- Automates the data-cleansing process, with details verified by entrants
- 'Refer a Friend' function enables gathering of new data and contacts
- Content management system with sophisticated reporting including live participant reports, outstanding prize pool information and major prize verification, supported by Google Analytics
- Collinson Latitude's promotions insurance caps liability and protects against unexpected response rates

The Collinson Group – pioneers in revenue growth

Collinson Latitude is part of the Collinson Group - with over 20 years' experience in membership, loyalty and marketing services, servicing four million of our own customers.

As a global provider of ancillary and incremental revenue products and services we enable clients to generate new, lasting revenue streams, drive loyalty, and motivate and engage their customers.

We have implemented numerous successful programs for leading global brands, having developed relationships with over 20,000 partners and online merchants around the world. Our range of international blue chip clients includes some of the world's leading hotel, financial services and airline brands. The long-standing relationships we have with many of these clients are testament to our passion and expertise.



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Reveal&Win

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