

Roll out of communication & new brand collateral

23 October 2020



Background & Key objectives

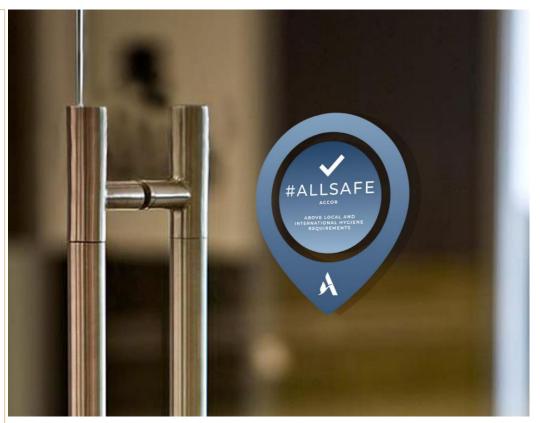
With continued importance on health & safety in hotels whilst the world is starting to resume, it is recommended to transition to a permanent ALL Safe brand strategy.

Key Objectives:

- Attract new and returning business
- Improve guests experience and RPS
- Ensure Brand consistency across key **ALL Safe** collateral & essentials
- Complement tactical campaigns by reassuring safety at all levels

Steps to take:

- Step One: External communication of ALL Safe brand aligned safety content on ALL earned channels
- Step Two: Transition to individual ALL Safe brand collateral and branded essentials





1. All Safe communication

- Consistent use of combined ALL & ALL Safe logo on relevant All earned channels to reassure guests
- ALL SAFE content on Social Media e.g.
 ALL/AXA to show empathy (Be reassured)
- Brand specific ALL Safe content on Social Media e.g. Safety is the new chic or Safety before Style
- Include ALL SAFE logo & content in all outgoing sales material (Proposals/contracts)
- Creation of reassuring content on/offline e.g. interviews with Hotels on changed safety measures

Social









Logo



Content

Executive Housekeeper Nadia Moricon

From Brazil to Sofitel Sydney Wentworth: Executive Housekeeper, Nadia Moriconi

By Mandy Clarke, Editor

On most days, Nadia
Moriconi can be found
in one of her favourite
places - amid the
vibrant bustle of the
Sydney CBD - in Softlel
Sydney Wentworth.

Here, she proudly works behind
the scenes to help create the

O- in Softel intworth. dily works behind help create the otel experience when they arrive ape at this hotel.

ladia is a self-confessed cople person and has always vived and felt happiest when a urrounded by her large and oud' Brazilian Italian family, he just loves being around

as always
itest when
ge and
n family.

'I discovere
around hospitality
when I of Brazil wh
y and
gwild he the
After comp

to gain international experience
"Australia was on my radar
because of the similarities with
Brazil and its reputation of being
a friendly and amicable country,
I set thrazil for Sydney in 2003,
planning to stay for four months
but I fell in love with the country
and had to extend my stay.
Luckly, I found a job in a
restaurant and in a little motel in

and had to extend my stay.

Luckily, I found a job in a restaurant and in a little motel in Artarmon where I did everything from cleaning guestrooms to breakfast, laundry, reception, reservations, and closing. My earnings were enough

Morumbi as a housekeeping supervisor. After a few years took the opportunity to mev to Chicago for an 18-month internship at the Embassy Suite by Hilton as the Assista Executive Housekeeper.

"I began to apply for jobs in Australia and, in 2009, I recei an offer from a housekeeping company to work at Hilton Melbourne South Wharf. After one year, the position of







CRM banners



Your Safety

Thanks to our partnership with AXA, a globa leader in insurance and telemedicine solutions, we've got you covered during you stay with a network of accredited medical professionals available by phone or through face-to-face appointment.

LEARN MORE

2. Transition to ALL Safe brand collateral

Existing Collateral

DIGITAL SIGNAGE LANDSCAPE & PORTRAIT



IN-ROOM DINING CARD 3 COLOURS









HAND SANITISER A4 & A3 POSTER 2 COLOURS

LIFT 2 PEOPLE ONLY A3 POSTER 4 COLOURS









2.1 Transition to ALL Safe brand collateral

Priority

Sample

Luxury











- Moewenpick
- Pullman
- Sofitel
- So
- Swissotel
- Fairmont
- MGallery

Midscale















- Novotel
- Mercure













- Ibis Styles
- Ibis

2.2 ALL Safe branded essentials

Support brands with sourcing key
ALL Safe brand essentials such as
Facemasks, carry bags &
sanitising kits























Suggested timelines

Activity	w/e 30/10	w/e 06/11	w/e 13/11	w/e 20/11	w/e 27/11
Compile existing communication content & guidelines and brief team	×				
Create new content e.g. online stories & PR material	×	X			
Sort Global Brand collateral (by priority), upload on Hotel Connect & discuss terms with NCP	×	X	×	X	
Source suppliers for brand essentials	X	X			
Compile & roll out Luxury Brands			X		
Compile & roll out Midscale Brands				X	
Compile & Roll out Economy Brands					X





RAFFLES \ ORIENT EXPRESS \ BANYAN TREE \ DELANO \ SOFITEL LEGEND \ FAIRMONT \ SLS \ SO \ SOFITEL \ THE HOUSE OF ORIGINALS RIXOS \ ONEFINESTAY \ MANTIS \ MGALLERY \ 21C \ ART SERIES \ MONDRIAN \ PULLMAN \ SWISSÔTEL \ ANGSANA 25HOURS \ HYDE \ MÖVENPICK \ GRAND MERCURE \ PEPPERS \ THE SEBEL \ MANTRA \ NOVOTEL \ MERCURE \ ADAGIO MAMA SHELTER \ TRIBE \ BREAKFREE \ IBIS \ IBIS STYLES \ IBIS BUDGET \ JO&JOE \ HOTELF1