

*All Safe*  
*Roll out of communication &  
new brand collateral*

*23 October 2020*



## *Background & Key objectives*

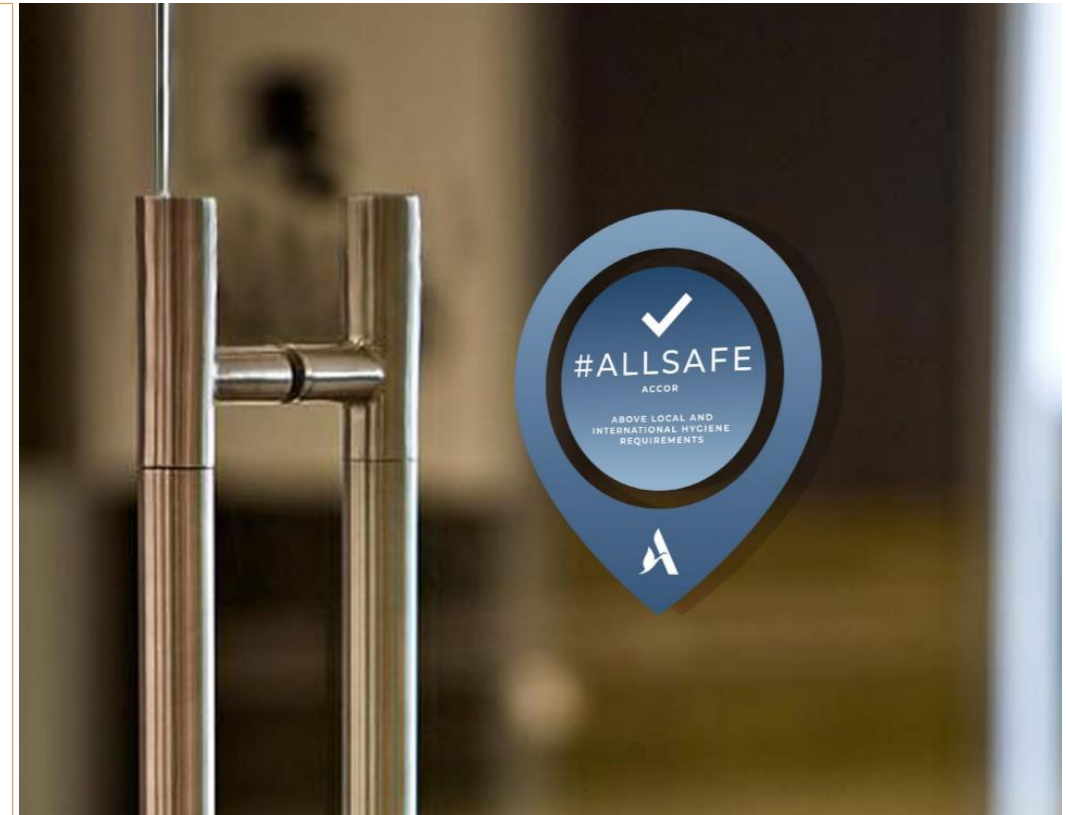
With continued importance on health & safety in hotels whilst the world is starting to resume, it is recommended to transition to a permanent ALL Safe brand strategy.

### **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:**

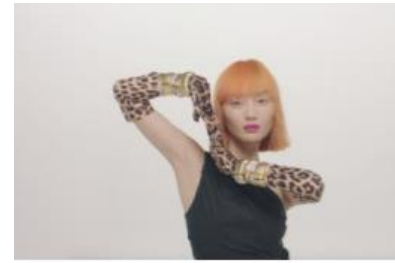
- Step One: External **communication** of **ALL Safe brand** aligned safety **content** on ALL earned channels
- Step Two: **Transition** to individual **ALL Safe brand collateral** and **branded essentials**



# 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



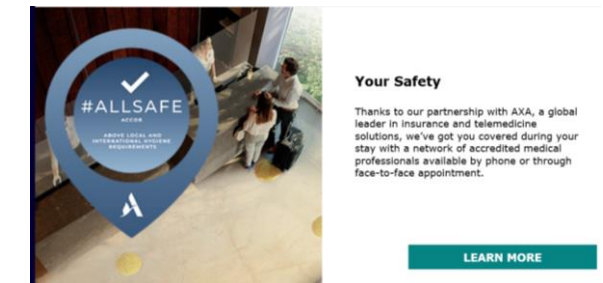
## Logo



## Content



## CRM banners



## 2. Transition to ALL Safe brand collateral

### Existing Collateral

#### DIGITAL SIGNAGE LANDSCAPE & PORTRAIT



#### DESK BI FOLD CARD 2 COLOURS



#### IN-ROOM DINING CARD 3 COLOURS



#### MINIBAR CARD 2 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



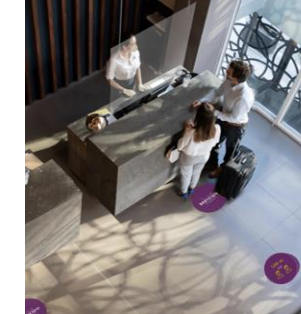
### Midscale



### Economy



- Moewenpick
- Pullman
- Sofitel
- So
- Swisshotel
- Fairmont
- MGallery



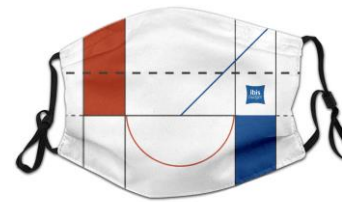
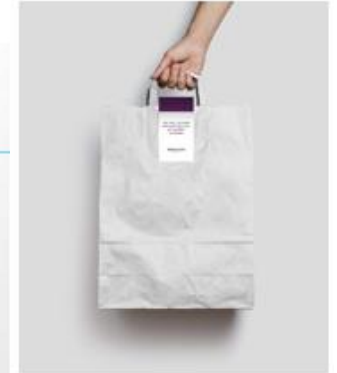
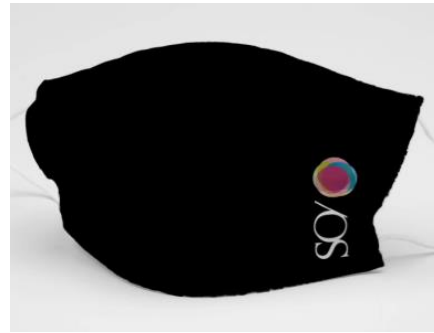
- Novotel
- Mercure



- Ibis Budget
- 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	x				
Create new content e.g. online stories & PR material	x	x			
Sort Global Brand collateral (by priority), upload on Hotel Connect & discuss terms with NCP	x	x	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