



CAMPAIGN REPORT

ARCHIE ROSE & SOFITEL
SYDNEY WENTWORTH



SO F I T E L
HOTELS & RESORTS



Agenda



- 3 month agreement details
- Cocktail Creation & Training
- Bar activations
- Event activations
- Media Releases & PR results
- Sale results vs targets
- To discuss: Feedback and forward plans



COCKTAIL CREATION & TRAINING



3 month agreement - details



Training & Cocktail creation

- Creation of bespoke cocktail menu for both Vivid (winter) and Archibald
- Staff Training – for only the selected, curated campaign cocktails making & Archie Rose introduction

Event activations

- Involvement in 2x Co-branded Media events, providing of free stock & hosting of Archie Rose bar (pending brand approval of Bar assets) – of 50 pax per event, midweek, 2 hours, 2x cocktails per person max. – first event scheduled for lunch time on 6th June (1pm – 3pm)

Other activations

- Lobby tasting/sale opportunities - 6x prime days only throughout June/July– Friday evenings from 4pm – 6pm – max of 500 guests throughout the spaces in 2hours

Marketing support

- Story on Archie's Journal on website that pushes events we're partnering during June, 1 x social post minimum for Archibald and Vivid, Inclusion as a larger June event in EDM
- Sharing of photography costs – for 6 cocktails only – half day shoot – max of \$500 photography commitment



3 month agreement - details

Outstanding items from 3 month agreement:

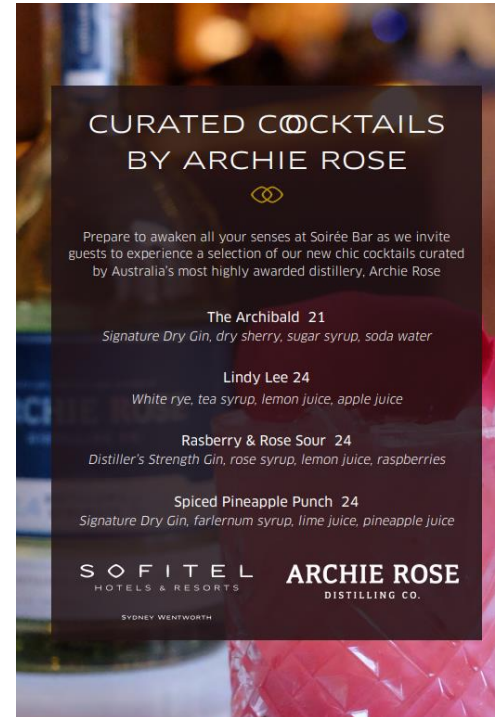
Tastings

- 5x tasting activations lefts
- 2x of them already booked for Sept PCO Event
- 3x outstanding still to use



Cocktail creation

- The following Gin cocktails were created by Archie Rose, to support launch of 2 campaigns, Vivid & Archibald 2019



Team training



- Team training hosted in James Cook Room on 23 May 2019
- 10x staff members & Lachlan facilitating brand/history session, Gin tasting & cocktail making training



BAR ACTIVATIONS



Bar activations

Public screens



Print Collateral



Street facing vitrine display



A Frames on Philip Street



Bar activations

Bar Menu inserts



Gin Trolley display



Menu Bar display



DIGITAL ACTIVATIONS

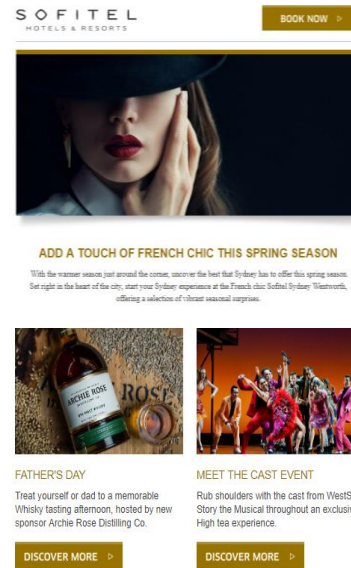
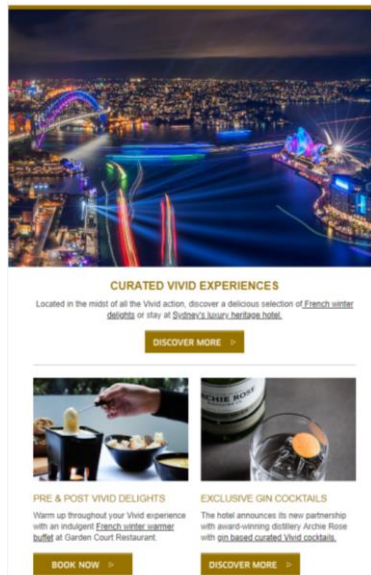


Digital

Room TV's



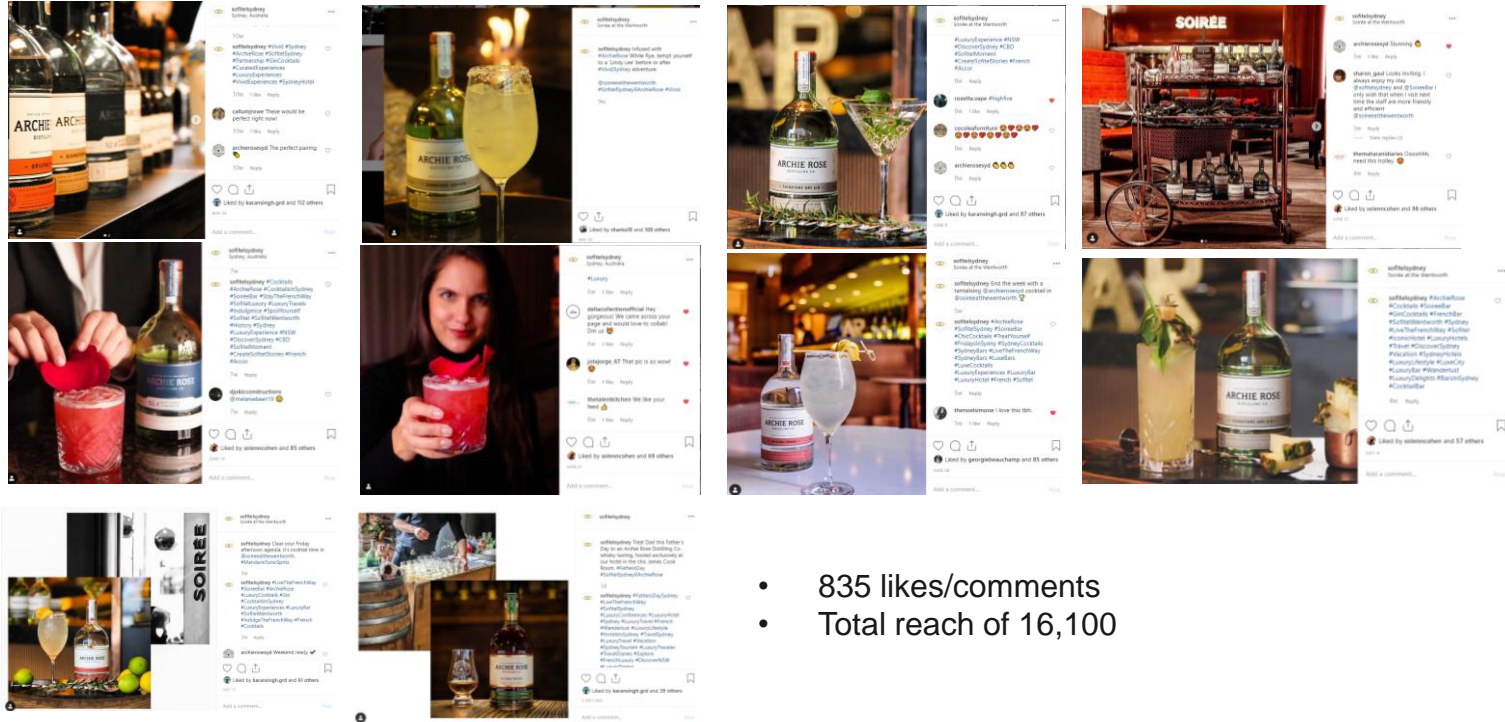
E-Cards



- Sent to 32,250x 2
- 21% opening rate
- 9.4% click through rate



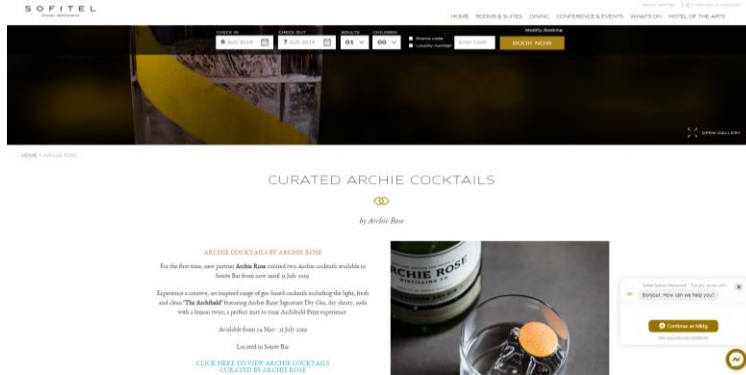
Digital Social Media



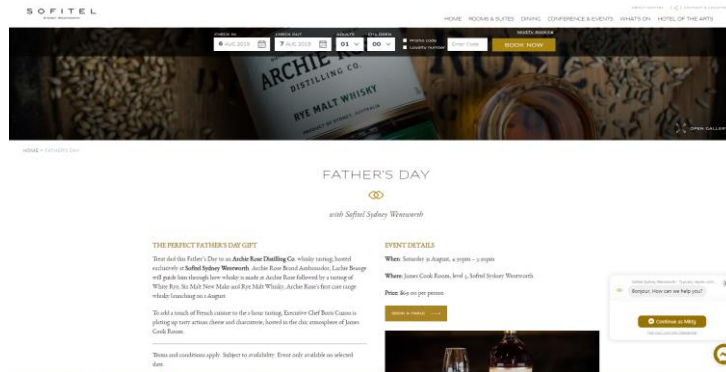
- 835 likes/comments
- Total reach of 16,100



Digital Website



- Archie Rose present on 2x landing pages (Vivid & Archibald) from 24 May – current (Archibald)
- 816x new sessions generated across both pages
- 177x conversions



- New landing page for Father's Day from 22 July



EVENT ACTIVATIONS



6 June 2019 – A Parisian Afternoon – in Garden Court Restaurant – 60 guests & Lobby activation



22 June 2019 – ShowGroup Client event – Adelaide Room & level 4 foyer – 40 guests



MEDIA RELEASES & PR RESULTS



Media Releases distributed

S O F I T E L HOTELS & RESORTS

SYDNEY WENTWORTH

PRESS RELEASE

Celebrate the Archibald Prize 2019 with two Archie offerings at Sofitel Sydney Wentworth

Newly refurbished icon joins forces with Australia's most highly awarded distillery, Archie Rose to launch Archie cocktails as part of its 15th anniversary campaign, supporting the Archibald Prize 2019



Images: <https://www.dropbox.com/wn/375q57dwee0bwlAACCvWqatJodZCzRlSkHtPa7gP?dl=0>

Sydney 20 May 2019

For the 15th year, Sydney's 'hotel for the arts' Sofitel Sydney Wentworth is proud to be the Official Hotel Partner of the 2019 Archibald Prize, now on at the Art Gallery of NSW until 6 September 2019.

This year, Sofitel Sydney partners with another famous Archie, Australia's highly awarded distillery Archie Rose, to celebrate Australia's most extraordinary art event.

For the first time, new partner Archie Rose has curated two art-inspired cocktails, available in Soiree Bar until 31 July 2019.

In addition, for the fifth year, the hotel is offering its popular Archibald High Tea in the Hotel's Tea Lounge. Also art inspired, this year's High Tea showcases the culinary and artistic skills of Executive

Accor set to turn it on during Vivid Sydney



[Click here](#) for images.

With Vivid Sydney 2019 fast approaching, Accor's Sydney hotels are making every effort to impress visitors at this year's event, which kicks off at 6pm Friday 24 May until Saturday 15 June 2019. This year, Accor's Sydney hotels will offer festival-goers everything from never seen before vantage points to view the lights and exterior illuminations, to colourful Vivid-inspired cocktails and innovative food concepts.

be illuminated, in celebration of the light installations during Vivid Sydney 2019. To book, call Tel: (+61) 2 8388 8888 or visit www.sofitelsydneydarlingharbour.com.au

[No Title]
City Centre

Having just completed a multi-million dollar refurbishment, Sofitel Sydney Wentworth is ideally located to stay warm and dine amongst all the Vivid Sydney action. For the first time, the hotel have teamed up with award-winning distillery, Archie Rose, offering Vivid Sydney guests an array of curated gin cocktails, served in Soiree Bar, combined with French Fondue and Bûche de Noël. Stay overnight in one of the newly refurbished guestrooms and take advantage of a \$25 discount and \$1 French breakfast served in Garden Court Restaurant. To book, visit www.sofitelsydney.com.au or call + 61 (02) 9228 9188.



MEDIA COVERAGE



Instastories from 6th June Media event



Total reach:

- 316 views/story

Total average views:

- 8x stories = 2,528 views

Total Value: \$3,286.40

(average cost/view @ \$1.30)

Sample of features & results

Sofitel Sydney Wentworth partners with Archie Rose Distilling Co. to celebrate 2019 Archibald Prize

For the 15th consecutive year, Sofitel Sydney Wentworth is official hotel partner of the 2019 Archibald Prize, now on at the Art Gallery of NSW until 8 September 2019.

This year, Sofitel Sydney Wentworth has partnered with the award-winning Archie Rose Distilling Co. to celebrate the art event with an inspired cocktail and the now-popular Archibald High Tea.



Archie Rose Distilling Co. have curated two Archie cocktails available in Scione Bar from now until 31 July 2019.

Priced from \$75 per person including Dilmah Tea, the Archibald High Tea is available for a limited time at Sofitel Sydney Wentworth's Scione Bar.

The offer also includes one ticket to the Archibald Prize. The curated high tea is available in the Tea Lounge from now until 31 July 2019.

Those who need more reasons to indulge can extend their Archibald experience and stay in the luxurious comfort of a newly refurbished guest room with elegant French styling at Sofitel Sydney Wentworth.

The package includes accommodation in a Superior Room, French Café gourmand for two, two Archie Rose cocktails served in Scione Bar, two tickets to the Archibald Prize 2019, and late check out at 12pm.



Total of 6x features

Total Reach: 55,129*

Total Value: \$15,250*

*via meltwater reporting



SALE RESULTS VS TARGET



Sale Results vs Targets

Soiree - 24 May - 31 July		
Drinks	# Sold	Revenue
Cocktails		
Lindy Lee	14	\$ 278.22
Mandarin Tonic Spritz	41	\$ 880.44
Native Mint Martini	26	\$ 543.66
Raspberry & Rose Sour	191	\$ 3,650.00
Spiced Pineapple Punch	82	\$ 1,850.00
The Archibald	42	\$ 731.16
Spirits		
Archie Rose Signature Dry Gin	95	1080.2
Distillers Strenght Gin	15	203.71
Archie Rose White Rye	7	101.85
Archie Rose Vodka	7	82.74
TOTAL ACTUAL	520	\$ 9,123.76
TOTAL TARGET	850	\$ 15,300.00

Notes:

- Reached 70% of target as per 31/7
- Campaign still going until 15 Aug (extended until 31 Aug) and seen an increase in sale in last 4 weeks due to team engagement



Campaign feedback

Sofitel feedback

- Campaign start was challenged due to minimal lead time (2 weeks to create cocktails & train team & arrange content)
- Operational challenges with the Soiree team at beginning of campaign
- Minimal marketing support from AR due to a number of other events/launch/priorities and AR joining our campaigns – opportunity for a joint campaign to get wider PR/Marketing support
- Limited lobby engagement activation due to available AR Bar assets being not suitable for the space – opportunity to create something more customised for the brand and the space
- Very positive guest/team feedback – female focussed cocktails are best selling – opportunity to focus on a more male focussed menu, given its our main bar audience
- Other Accor hotel enquiries
- Enquiries from conference clients – opportunity to add packages into our menus

