

### BEAUTY AND THE BEAST POST CAMPAIGN REPORT



1 ST MARCH – 30TH 30TH JUNE 2017

> SOFITEL HOTELS & RESORTS

# TABLE OF CONTENT

### 1.1 CAMPAIGN OBJECTIVES

### 1.2 THE ACTIVATIONS

### 1.3 THE RESULTS



### **CAMPAIGN TARGETS**

### **DIGITAL TARGETS**

- · Increase family database (capture new audience by unique co-branded competitions)
- Increase website traffic in campaign months by 20%
- Increase Facebook followers by 15% and engagement by 30%
- Increase Instagram followers by 30% and engagement by 20%

### **PR TARGETS**

- · Align SSW with new entertainment brand Disney to speak to a new Sofitel audience
- Establish a long term partnership with Disney and get connected to Disney's partners (e.g. Pandora, the Australian Ballet) to cross promote offerings
- Media recognition of unique campaign to be seen as a family friendly product/destination
- Achieve to gain free Media articles in family friendly media at a min value of \$150K
- Capture contacts from Media/bloggers that reach affluent family travellers



# THE ACTIVATIONS

SOFITEL HOTELS & RESORTS



Disney Family Fun Package Start the fairy tale adventure with an overnight stay at Sofitel Sydney Wentworth in a decoratively...



Beauty And The Beast High Tea Enter a world of enchantment starting with a beautiful High Tea. Choose our specially themed High Tea..



Belle's Reading Corner Keep the whole family entertained in Belle's Reading Corner; located in the historic Wentworth Library...



MySofitale Join the adventure and share your magic 'Beauty and the Beast' moments at Sofitel Sydney Wentworth using\_

### sofitelsydney.com.au/beautyandthebeast

- Accommodation package, from \$379 per night, includes breakfast, Beauty and Beast amenities and Kids dine free
- Beauty and the Beast High Tea, \$69 per adult, \$29 per child, including Beauty and Beast colouring kit
- Belle's reading corner at the Wentworth Library
- MySofitale Social & onsite competitions
- Lobby Styling and Disney asset installations





Beauty and Beast High Tea Belle's Read

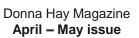
Belle's Reading Corner

Disney assets & florals



# **CO-BRANDED PRINT DESIGNS**







WWW.SOFITEL.COM

Sydney Morning Herald 5<sup>th</sup> & 18<sup>th</sup> March



 $\mathcal{O}$ 

DIS COVER MORT



Sunday Life 12th March & 2nd April

Sydney Morning Herald Traveller section

5th & 9th March



BEAUTY AND THE BEAST POST CAMPAIGN REPORT

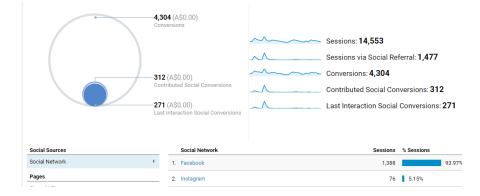
# SALES & MEDIA RESULTS

| Offer             | Actual Covers | Actual revenue/value | Forecast till 17/7         |
|-------------------|---------------|----------------------|----------------------------|
|                   |               |                      |                            |
| B&B High Tea      | 1602          | \$ 94,658.00         | 1,800 covers and \$105,458 |
|                   |               |                      |                            |
| B&B Accommodation | 37            | \$ 13,314.00         |                            |
|                   |               |                      |                            |
| Media coverage    | 42            | \$ 150,000.00        |                            |
|                   |               |                      |                            |
|                   |               | \$ 257,972.00        |                            |
|                   |               |                      |                            |

# DIGITAL RESULTS

## Social Media

 Tripled social conversions on website in April, with a spike from 2 posts shared by Disney (usually 100 conversions/month)



### Instagram:

- Increase of Instagram followers by 38% (800 new monthly followers)
- Engagement increased to an average of 8K per month (20% increase)

### Facebook:

- Engagement increased to an average of 39K per month (21% increase)
- Increase of followers by 7% (+428 likes)

# DIGITAL RESULTS

## **E-newsletters**

- Total of 61 online conversions
- 305 new sessions
- 177 new users

|                        | Acquisition                             |   |   | Behavior   |  |  | Conversions                                    | All Goals 🔻                             |
|------------------------|---|---|---|--|--|--|--|---|
| Source / Medium 🕐      | Sessions<br>⑦ ↓                         | % New<br>Sessions<br>?                                | New Users                                     | Bounce Rate  | Pages /<br>Session<br>?                              | Avg. Session<br>Duration ?                         | Goal<br>Conversion<br>Rate ?                   | Goal<br>Completions<br>?                |
|                        | 181<br>% of Total:<br>0.58%<br>(31,029) | 58.01%<br>Avg for View:<br>73.67%<br>(-21.26%)        | 105<br>% of Total:<br>0.46%<br>(22,859)       | 56.91%<br>Avg for View:<br>41.61%<br>(36.75%)        | 1.55<br>Avg for<br>View:<br>1.80<br>(-13.66%)        | 00:03:44<br>Avg for View:<br>00:02:09<br>(74.29%)  | 23.20%<br>Avg for View:<br>28.54%<br>(-18.71%) | <b>42</b><br>% of Total<br>0.47% (8,857 |
| fivestarkids / partner | <b>169</b> (93.37%)                     | 62.13%  | 105(100.00%)                                  | 56.80%   | 1.56   | 00:03:50   | 24.85%   | 42(100.00%                              |
| Source / Medium 🕜      | Sessions<br>?↓                          | % New<br>Sessions<br>?                                | New Users                                     | Bounce Rate  | Pages /<br>Session                                   | Avg. Session<br>Duration ?                         | Goal<br>Conversion<br>Rate ?                   | Goal<br>Completions<br>?                |
|                        | 48<br>% of Total:<br>0.15%<br>(31,029)  | 81.25%<br>Avg for View:<br>73.67%<br>(10.29%)         | <b>39</b><br>% of Total:<br>0.17%<br>(22,859) | <b>79.17%</b><br>Avg for View:<br>41.61%<br>(90.25%) | <b>1.27</b><br>Avg for<br>View:<br>1.80<br>(-29.32%) | 00:00:56<br>Avg for View:<br>00:02:09<br>(-56.37%) | 14.58%<br>Avg for View:<br>28.54%<br>(-48.91%) | 7<br>% of Total<br>0.08% (8,857         |
| DisneNewsEDM / email   | <b>48</b> (100.00%)                     | 81.25%  | 39(100.00%)                                   | 79.17%   | 1.27   | 00:00:56   | 14.58%   | <b>7</b> (100.00%                       |
| Source / Medium        | Sessions                                | % New<br>Sessions<br>?                                | New Users                                     | Bounce Rate  | Pages /<br>Session<br>?                              | Avg. Session<br>Duration ?                         | Goal<br>Conversion<br>Rate ?                   | Goal<br>Completions<br>?                |
|                        | 76<br>% of Total:<br>0.24%<br>(31,029)  | <b>43.42%</b><br>Avg for View:<br>73.67%<br>(-41.06%) | <b>33</b><br>% of Total:<br>0.14%<br>(22,859) | 53.95%<br>Avg for View:<br>41.61%<br>(29.64%)        | 1.97<br>Avg for<br>View:<br>1.80<br>(9.77%)          | 00:02:49<br>Avg for View:<br>00:02:09<br>(31.55%)  | 15.79%<br>Avg for View:<br>28.54%<br>(-44.68%) | 12<br>% of Total<br>0.14% (8,857        |
| I. newsletter / email  | <b>76</b> (100.00%)                     | 43.42%  | 33(100.00%)                                   | 53,95%   | 1.97   | 00:02:49   | 15.79%   | <b>12</b> (100.00%                      |

# DIGITAL RESULTS

### Website

|  | April 2017                                      | May 2017   | Ju  | ne 2017   |
|--|---|--|---|---|
|  |   | <b>_</b>   |   |   |
| Goal Completions                           | Goal Value                                      | Goal Conversion Rate                               | Total Abandonment Rate                        | Book Online (Goal 1<br>Completions)                 |
| 16,733<br>                                 | A\$0.00   | 28.22%   | 0.00%   | 0   |
| Reservations Email (Goal 2<br>Completions) | Subscribe - OK (Goal 3<br>Completions)          | Dining Online Booking - OK<br>(Goal 4 Completions) | Garden Court Facebook (Goal<br>5 Completions) | Conferences Enquiry Form -<br>(Goal 6 Completions)  |
| 0  | 10<br>  | 196<br>mmmmmmullulum                               | 0   | 0   |
| Conferences Email (Goal 7<br>Completions)  | Download Conference Kit<br>(Goal 8 Completions) | Click to Call High Tea 1 (Goal 9<br>Completions)   | Clicks to BE (NEW) (Goal 10<br>Completions)   | Weddings Enquiry Form - OK<br>(Goal 11 Completions) |
| 0  | 0   | 0  | 14.436  | 0   |

### Conversions

- Increase of conversions by 6,544 (YOY) Increase by 39%
- 11.54% (1,931) of all conversions originated from Beauty and Beast landing page

|   | <b>16,733</b><br>% of Total: 100.00% (16,733) |
|---|---|
| 1. /index.html                            | 7,043 (42.09%)                                |
| 2. /en/rooms.html                         | <b>2,604</b> (15.56%)                         |
| 3. /en/beauty-and-the-beast-packages.html | <b>1,931</b> (11.54%)                         |
|   |   |





Alexandra Nea 21 March 2017 33.3k followers



I Like as Your Page

A Beauty and the Beast High Tea? Oh my! Thanks to Disney and Sofitel Sydney Wentworth we not only stayed in an amazing themed room but enjoyed this the following day. Sunshine ended up skating inside rather than waltzing in her dress (always a #skatergirl this one) but no one batted an eye. So, so yummy! #sydneykids #sydneywithkids #sofitelwentworth #beautyandthebeast #hightea



O Sofitel Sydney Wentworth, Johanna Van Rooy Cunningham, Silvia Azzopardi and 21 others 2 Comments do . Kid Bucket List March 28 at 10:12pm - @ 1 Like as Your Page

Thanks to Disney and Sofitel Sydney Wentworth, Sunshine and I experienced a Beauty and the Beast experience on the weekend.



A Beauty and the Beast Experience at Sofitel Sydney Wentworth Hotel - The Kid Bucket List Enjoy a Beauty and the Beast experience with the kids at Sofitel Sydney Wentworth Hotel. Gorgeous theming includes KIDBUCKETLISTCOMAU

6 Comments 3 Shares @ -

Sandra Ali, Sue Mendyk and 13 others

Alphabet Street 20 & 31 March 2017 32,972 followers



#### Jetsetting Kids Following 18 March 2017 38.8k followers

Beauty and the Beast post campaign report





#### thepartybebe 294 Skot

Follow

thepartybebe Beauty and the Beast tea party psofitelsydney. 
Have you heard about Sofitel Sydney Wentworth's special Beauty and the Beast family package exclusive Disney Family Fun Parkane Reading Corner in Wentworth Library) and a sweet Beauty and the Beast High

www.sofitelsydney.com.au/beautyandthe beast. I have booked my family in for a eekend getaway! Eluxurytravel Esydneyfood Esydneyeats #beautyandthebeast #sydneytravel



Running from March 9 to June 30 2017. you can find all the details at

The Party Bebe 7, 8, 24, 25, 26, 28 March 2017 37.7k followers







thepartybebe

white chocolate dome, strawberry rose tartlet, scones and savouries. YUM #sydneyforkids #familytravel Fluxurytravel #sydneyfood #sydneyeats

### thepartybebe Follow 431 likes thepartybebe Beauty and the Beast inroom treats disofitelsydney. VVV My family has checked into Sofitel Sydney. Delicious rose cupcakes. Disney activity ip in the room for the kids to enjoy. this special package at www.sofitelsydney.com.au/beautyandthe beast! Xx #sofitelsydney #sydney

280 likes





### Pteaparty Phightee Patternoontee Photel Phole Edancy Einstacake Pteaset thepartybeba Plasta Ploodle Ploodblog . with thepartybebe

thepartybebe

thepartybebe Beauty and the Beaut

Disofitalitydney. I h celebration of the release of Beauty and the Beast, Disrrey

brought-to-life mmeganhess\_official's

display in the hotel lobby.

292 likes

Follow

rose cupcake, passion cheesecake, sandwiches. (Plus activity packs and You can find all the details at

.....



100

No.16

#### 354 likes

thepartybebe Wishing you a day as sofitelsydney VaV

We have had such a mapical time, the kids have loved every single moment of package. I'm going to pop all the details

Have a normanius day! Xy #softalsydoou Pbeautyendthebeastfamilypackage



thepartybebe Follow

thepartybebe Beauty and the Beast tea party treats disofite/sydney. 
On the blog I'm sharing all the details from our and high tee is running at the hotel until 30 June and is a perfect activity for the chool holidays.

Resporty Phighten Patternoonten Photel Poese Poistey Postoricakes Pinstacake Pteaset #childrensparties #cakes #cakedesign #magical



Add a comment.









#### thekidbucketlist Sofitel Sychey We... Following 501 likes hekidbucketlist This weekend we have

thekidbucketist This weekend we have enjoyed the most annualing albeautyandhebeats experience as guests of disneysuna at disoffselsydim We've had to pinch ourselves at times, with Sunshine and myself enjoying our first "mummy and me" adventure. She's glowing! All the details will be on the Kid Bucket List site soon. #beautyandthebeast #softelwentworth

findingiala Haha not just a bucket list for travelswithboys What a wonderful

palgemaclemnan Disney is such a backpack\_baby I am so super exted for



ockedupandabroad Wow! How pretty

mintedrogue Oh wow how pretty! todellormolusteens What a woodarful travelingdany Everything looks the daniels family travels. Wow! What e Mat e comment...



387 likes thekidbucketlist "There's nothing clearer

And that's a lot...No matter what". " #Description of the second themomtrotter Wow Looks very magical

👹 Add a commern.

#### The Kid Bucket List 25, 26, 27 March 2017 16.3k followers



#### paperplayground Sofitel Sydney We... Following

#### paperplayground We had the most

colouring in, and a read or two at Belle's Reading Corner ♥ \$ ♥ thank you Sofitel morel #MuSofitale #Sofite/Sortney Ebespoke Edesion Engagerie Espiree x paperplayground #dessert #dessertable #dessertbuffet #yum #eatme #sofitel #beourguest #instafood thepartybebe Absolutely gorgeousl 🖬

Sotial Systemy Wex. Following

354 likes

propertylogenund ENCHANTED BOSE i In deticion, edda fem 8 the Binary and the Basel Hogin Tile at socialisticythey in calabitation of the new related Hageening how until the end of March 8 20 with Systems PSocialistications of the Socialistic PSo

paperplayground #dessentable Modoom Resperty Moodle Modolagnam Ridoparty Apartystyling Agoodybags Acake Reventatyling Pportyinspo Ppartyidaes Fedibleart

pribarbosaphoto Omggg/El I wanna gol buddent ten SP

e Add a commant.

peperplayground Sofiel Sydney We... Following

#### 587 lkcs

paperplayground BE OUR GUEST \*\* \* and my, weren't we spoll for choice at assisterly dray's Beauty and the Beaut High Teel Rose and rangberry religieuse, strawberry tartlet, presint cheesecke. berry macarons, white chocolate dome. not to mention the sandprise like the salmon gravite and tomato on Viennese begrature @ perfection! #MySoftale #SoftwidSystemy #Darway effocuty#efford TheBeas #HighTes #pare #Beatgroup #TeeParty #BeOurGoant peperplayoround #desserttabl

leuracenn\_\_ Omg @maddycsparkle how

Stad a comment...

#### Paperplayground 12 March 2017 79.8k followers

Beauty and the Beast post campaign report



#### ALPHABET STREET a destination for all things hids

THE FWHAT SUB FEITUFFICK FROMES HOLE VEBSTALPED AT -----CLICK TO ENTER Kid Tested: Beauty and the Basist High Tea at the



4 1

1

The grandour of the S star Softal Sydney Wortword offers the perfect occasion with which to caldesite the film's release.





A resultion that out of the measure encoded in a glass dome metad atop a pile of classical tensor that 1 conditif mesor making about on my children while a hearthful too set was laid out acress the table with red naplers folded into roses insele the percelain teacaps. Will so much attention pad to the smallest of details it was hard not to feel like myaky as we gave the water our tea order - stranbarries and cream for our little lady, her first tame trying tea 1 might add - and



Theo ties of galaxies divides a series of the table, starting with the traditionic scores, creater and part at the basis and accurating to barry materious (a discovered flowards of my new usine dis score, passion chassesulae, stranobarry tartists and neura and rainplanny religions. A pretty blend of sensor and sensorary, we couldn't high table by soverpling presented sensorary.



Beauty and the Beast post campaign report



Both children were mean a Rearry and the Read activity and colouring kit which Miss 5 broke into immediately, gifting lost in hir creative stassion but stopping to take the occasional sip of strawbarry tea which proved a real bit.

A truly enchanting way to spend an alternoon and continue the mage of the movie, which is every bit as rich in flavour and sensory delight as the tea created in its homage, the Sofital's Beauty and the Beast high bea is the perfect complement to its cinematic insuration.

inviting you to be their quest in calabrating this tale as old as time, the Sofitel are also offering additional thered packages including their Disney Family Fun Package which comprises at overright stay (griced from \$379 for the Superior Room), a limited number of complimentary tickets to the movie, and complementary dense for children aged 12 and under, as well as other Beauty and the Beast themed surprises. The hotel also invites its quests to enjoy Belle's Reading Corner, in horox of our favourbe hookworm, located in the historic Wentworth Linev.

To make a reservation and book your table click have or contact the Sofitel team on 02 9228 9188.

#### In Summary

What: Boarty and the Beast High Tea Where: The Sofial Sydney Wantwards, 61-101 Philip Street, Sydney When: Available daily in the Sonise Bar Ltam to Spin until 30 March 2017 (Bookings are mandatory) Whee Available for children aged 3-12 years, includes "Ready and the Reast" activity kit. Feet Witchit and \$200184 Optional Upgrade: There is the option of upgrading your high has experience to incorporate a glass of sparking wine (\$79/persort) or a glass of

Verve Clicquet (\$89/person)

Alphabet Street 19 March 2017 http://www.alphabetstr eet.com.au/index.php/ kid-tested-beautyand-the-beast-hightea-at-the-sofitelsydney/

The magical Beauty and the Beast adventure that will blow your child's mind March 24 2017

To calebrate Dianey's release of "Beauty and the Secat", the Sofitei Sydney Wentworth has created an enchanting break away for the whole family.



Unave core of these girly girl's. You know the one. Won't leave the house unless size's wearing a dress, shoes with bows and her hair up to a burn or Proces plait (ake a braid So when I told her we were going for a Boauty and the Boaut themed night away, her he at reache exploded.

The original animated from has always been one of my favourites and I couldn't walk to introduce my four-year old daughter to it. Like mother, like daughter, it was know at first viewing.

Then the live-action remake was announced and we were both beyond earlied

And them this happenent. The Softus in Sydney announced that they had created an exclusive Dieney Pamity Pur Peckage and a Beauty and the Beaut High Teacher. Can we be your guart. Net/UCW/7



How's this for an entirence if Source: Mallieus Wilson

I don't think five had a night away with just my daughter since my son was born. So I was super eacited about sponding some quality time together. My mum was visiting from internative so i invited her along too for a multi-generational brook, put on our dresses and shoes (with bows) and headed to the Saftas in the Sydney CRD.

the room More sugar anyone?? We were so stuffed we couldn't even basich the scrumpthaux looking pink cupcakes that greebed us, alongoide a munical rose in a jor that my desprite palwed over and over and over again. (Check out the detrable video below). The sile that we were need with was nothing short of glorious. An elaborate entreace way, littered with red roses, an encompose, chandeller and sturning law sets. And that was just the beginning.

What else are you to do when you've got a big hotel room to play in, fluthy robes, aligners and a fluge both tut? Bubble bath three:

With our bullies full, it was time to check out



Everythilter's comburiant states Source: McDaid Wilson

Upon arrival, we were greated with a rose (naturally), tickets to the new fire, chocolates and a high boil to die for, Liberally, I think my BMI went up around 10 points, My daughter was so excited the could hardly sit still. That may also have been all the sugar. Strawberry tartists, pendorfruit chemecke, berry metarons, scones with jam and create and soors. So much more!

A refreshing glass of bubbles for maniant inners, and a hot chocolate for the little lady. We were in food heaven Not to mention the elaborate table larget. I mean check



A huge bubble fight later (ney, I didn't have to clean it i for once) and all three of us were snuggled up on the king-size bod with room service and a movie.

Walding up the next morning we were treated to a wellness treatdast' before exploring the rest of the movi





elis's reading corner, the perfect plane to relax with a book, surce: Melina Wilson

We packed our bogs and headed for home with the maps if our Beauty and the Beaut right away noise a beautiful memory to breakers. Take it with you so you'll always have a way to look back ...

Beauty and the Beaut is now showing in cinemas. Beauty and the Beast high teo costs from \$diP per adult and \$2P per child including an activity pack. The Dianey Pamily Pun package is available until 30 June 2017, For more details sheck out live's website.

#### Kid Spot

March 24 2017 http://www.kidspot.com.au/lifestyle/entertain ment/books-tv-and-movies/the-magicalbeauty-and-the-beast-adventure-that-willblow-your-childs-mind







# SOFTITELS & RESORTS