

Project Inspire

Day use offer – B2C & B2B

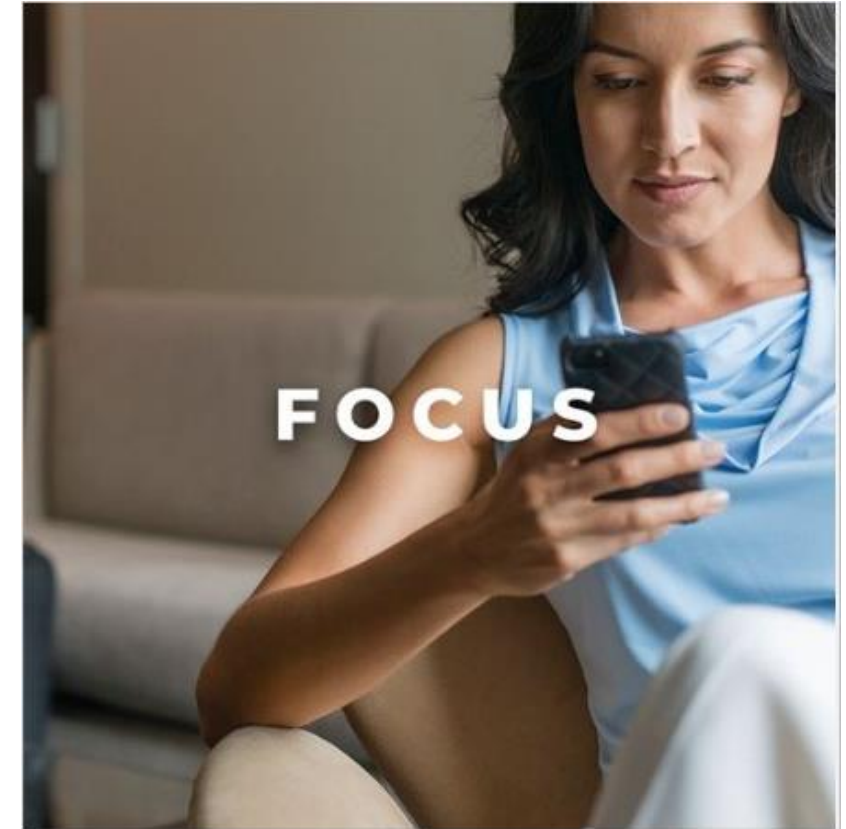


ACCOR

Background

With continued restrictions related to the COVID 19 crisis and Australians forced to work from home, home school children, as well as individuals sharing households with family & friends, there is a need to offer a safe and quiet environment to focus and work for the day in nearby hotels.

Accor has the capacity and existing rate structure to offer flexible day use rates with the aim for hotels to activate an offer and link into the Project Inspire campaign.



An office all for you

Objective

To provide a nearby, safe and quiet space for guests that need to get away from home office disruptions & ultimately drive some revenue in a period of single digit hotel occupancy rates across the Pacific

Target audience

Corporate individuals across all industries that are required to work from home

Offer

Rates as low as \$59 per day across participating properties in AU

Campaign period

Bookings made until 31 May 2020 for stay up until 30 June 2020

What Accor can do for you

Provide a nearby office away from everyday disruptions at home

Offer free high speed internet to stay connected

Space that nurtures productivity

In room service to stay refreshed and balanced throughout the day
(depending on individual hotel operations)

Channels

ALL landing page

CRM (secondary banner in upcoming emails)

Social Media – Paid

B2B



Rates

BRAND	DAY USE FROM RATES
Ibis Styles	\$59
Ibis	\$65
Mercure	\$90
Novotel	\$110
Sofitel/ Mgallery	\$135
Pullman	\$125

Sample creatives

Landing page



AN OFFICE ALL FOR YOU



SAVE UP TO 40% ON DAY USE RATE WITH ACCOR
OFFER INCLUDES FREE WIFI

CRM banners



Social

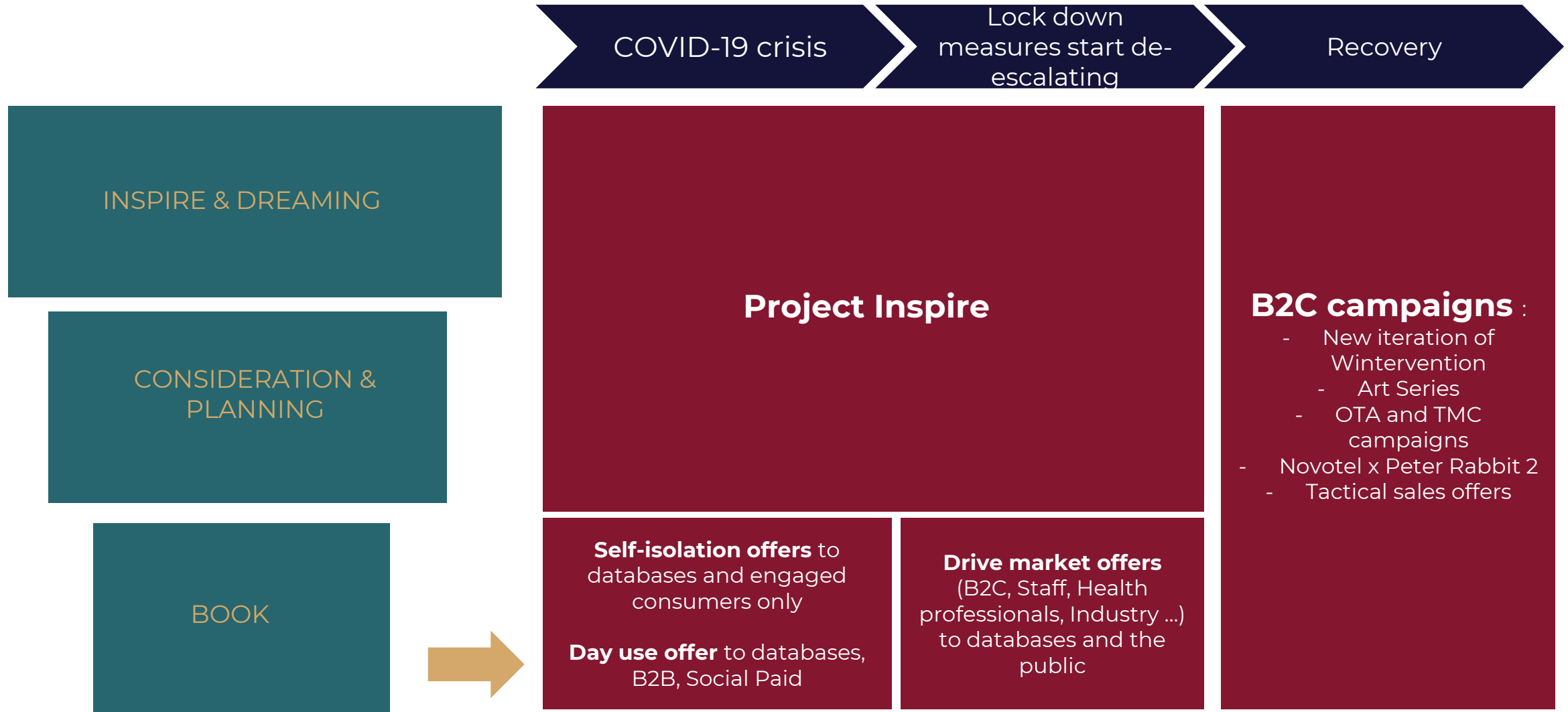


Suggested timelines & costs

Activity	w/c 6 Apr	w/c 13 Apr	w/c 20 Apr	w/c 27 Apr	w/c 4 May
Landing page tweaked	x				
E-card inclusion (bottom banner in Project Inspire comms)			x	x	x
Social Media - Paid		x	x		

Costs	Type of Media
\$5,000	Paid Social
	(I Prospect credit)
N/A (in house)	Messaging/creatives

Position in Phases during the COVID-19 crisis



Audience Messaging



Taps into one of the 4 key messages from Project Inspire

The space you need to feel at home

We know that during this time, the only place you want to be is at home. When that is not possible, we hope you will feel comfortable in one of our rooms equipped with all the amenities that you might need during your stay.



Room to take care of your health & wellness

Staying indoors for long periods of time can take its toll on you, which is why we have available an in-room exercise video featuring world class surfer Sally Fitzgibbons, yoga mats and exercise equipment that you can use throughout your stay.

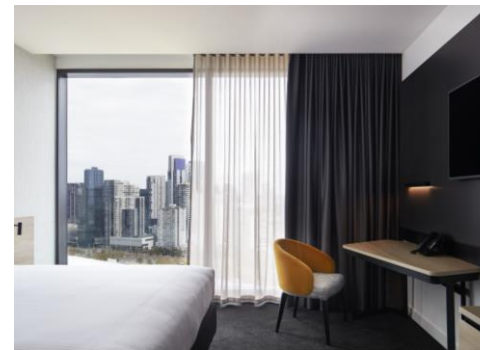
We also have a partnership with the CALM app to help provide guests with added tools that focus on their mental wellbeing.



A workspace to help you stay productive

Our rooms are equipped with a work desk, complimentary high-speed wifi and the tools you need to stay productive during your long-stay with us.

Should you need additional tools and resources, we would be more than happy to assist you in setting your space up to make you feel more comfortable.



Your health & safety is our priority

Your health and safety is of utmost importance to us. This means that we take great care in ensuring that the space we provide you has been cleaned thoroughly along with all the other areas of the hotel.

Our room service is running round the clock and our dedicated staff are able to assist should there be anything else you might need during your stay.





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