

## Hospitality Client Example

A Marriott Courtyard was scheduled for extensive renovation. As part of the update, they were introducing new services to appeal to business travelers. Their target recipient was those who booked hotel stays for a corporation -- an audience of 92 percent women. The Courtyard's objectives were to maintain client loyalty during the chaos and to introduce the forthcoming services.

The product purpose was to deliver an effective message. A continuity program highlighted each enhancement and tied into the "What's Cooking at Courtyard" theme. Selected items included ice cream scoops, pizza cutters, spatulas, cake server, apron, cutting board, measuring cup set, and even a rubber ducky with a chef's hat (because the client loved it!).

A themed "romance card" or explanation attached to each item created a connection to the product of the week and highlighted features business travelers would value. The program distribution plan included weekly contact that alternated in-person visits with direct mail. By presenting the new services individually, the hotel staff enjoyed on-going communication with their audience. And once the meeting planners, executive assistants, and administrative staff realized each week brought a new and useful gift, they looked forward to what was next.

Another program element was that items could be used individually or grouped to create a "set" for prospects. In corporations with multiple contacts, the Courtyard would host an ice cream or pizza party for the staff and leave attendees with the coordinating gift.

The client had a problem (renovations are noisy and clients find other places to stay) a goal (introduce services, maintain client relationship; hold a successful open house).

The distributor provided solutions: a catchy theme; product appropriate to the theme and the audience; a continuity program; product on a budget but with high impact; a distribution plan; romance cards to complement the items and deliver the message.