Accenture Interactive

ENA Spring Sale 2024

14 December 2023

ACCOR

1. Campaign context

Overall context	Offer and communication campaign designed across Europe and North Africa to maximise flows within the region and brings customers from European and other main key feeder markets to our destinations in Europe, North Africa and Israel. The sale will run for 17 days, the first 3 days just for Members. Eligible brands: Handwritten, HotelF1, greet, ibis budget, ibis, ibis Styles, Mercure, Mövenpick, Novotel, Novotel Living, Novotel Suites, Pullman, Swissôtel and Tribe. Other brands upon validation. **Ensure copies are omnibus compliant, as per winter sale.**
Campaign objectives	• Promote anticipated bookings for the Spring period to ensure base business on the books. • Provide a multi-destination, multi-brand tactical offer to generate incremental revenue. • Increase the visibility and awareness of ALL.accor.com and our hotels.
Campaign theme & key messages	• Offer includes a 20% discount on flexible rates (RO, BB and HB) • with exclusive early access for members • Additional up to 10% in Europe and NA with members rate

Summary: Campaign Checklist

Campaign name & mechanics	**Spring Sale 2024 – 20% off** Booking period: 12th Feb.-28th Feb 2024 (12th-14th 3 days exclusive sale period to Members of ALL) Travel period: 1st Apr 2024-27th May 2024
Brief Summary	Tactical campaign to entice customers for ENA travel over the spring period and keep the travel momentum going using an up to 20% off mechanic
Markets & Languages	Europe & North Africa Languages Required: GB, DE, PL, FR, NL, IT, ES, PT
Brands / ALL / Partnership	*ALL x Brands* *+ ibis Landingpage*
Number of deliverables expected (images and copies)	CRM, Web, SoMe, Display, Paid Media, Affiliation

Briefing date	14th December
Assets final delivery date *(Final date where assets should be approved)*	26th Jan.
Campaign go live date	12th Feb (members) 15st Feb. (all)
Paid media plan (Y/N)	Y
Creative concept (Y/N)	Y
Urgent (Y/N)	Y

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Emerch Brief

Channel	E-merchandising
Scope & languages	EN FR DE NL PL IT ES PT
Brands / ALL / Partnership	ALL (TBC for now whether landing pages will be created on brand sites, but if so, ALL copy will be likely reused)
Number of deliverables expected (images and copies)	ALL: Landing page copy, two versions – members and public (AEM CMS to be used in this campaign) 1 image for landing page and homepage push ibis: Landing page copy, only one public version different from the ALL.com one and only a French version is necessary 1 image for landing page and HP push.

Briefing date	6th December
Assets final delivery date (Final date where assets should be approved)	29th Jan.
Campaign go live date	12th Feb (members) 15st Feb. (all)
Paid media plan (Y/N)	Y
Creative concept (Y/N)	Y
Urgent (Y/N)	Y

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Emerch: Formats & Specs

Notes:

- The pre-filled cells are indicative from what is usually requested but you can change it accordingly
- Feel free to add rows if there are specific needs per brand etc...
- In the column "New visual needed or reuse from another format" : please specify if a new visual is needed for SoMe for example or if we can use the same visual of the Offer Page. If the visual needed is the same for the different formats, only write the quantity of visuals needed & "reuse from _____" and specify the format from which to reuse the image.

Channel / deliverables expected		# of visuals needed	New visual needed or reuse from another format	Copy needed (Yes/No)	Translation needed (Yes/No-POS)	Specs	Comments
Owned Website	**Homepage**	**6 KV banners** (desktop + mobile)	NEW- as ideas shared	No	No	1376x525px **max 300KB JPEG** 3700X2000px (minimum) **JPEG** 1920x738px **max 500KB JPEG** 1200x1000px **max 500KB JPEG** 1920x1080px **max 500KB JPEG** 1536x2304px **max 500KB JPEG**	
	ALL Offer page	High res KV	N/A	Yes x 2 – members exclusive and public landing page	Yes – FR, DE, NL, PL, IT, ES, PT	N/A	
	ibis Offer Page			Yes - only FR for public period	FR	N/A	

Emerch: Considerations

What's the brief?	There will be two different copy versions of the landing page used for this campaign. We require copy for both a members period and public offer period: **EXCLUSIVE MEMBERS ONLY: Members only page** • Copy: Members only will be directed to this page so talk to exclusivity and early access to the sale. Need to mention an additional up 10% off with fixed members rate. Can include inspirational spring messaging. • *In-house note*: Private offer feature to be used on AEM **Public Offer page:** • Copy: This needs to include a joint message as the public page will be available to members and non-members (public sale). Can include inspirational spring messaging. • *In-house note*: Page will be updated after members-only 3-day period is over, disabling the private offer feature and updating copy to public offer copy
Campaign theme & key messages	***Offer*** *– drive 20% discount with exclusive early access loyalty message*
Any considerations specific for the channel?	*We will have the new ALL.com homepage live when the BP for this spring sale begins, so initially only the high res KV will be needed, but we will still require current hero banner in case the go live does not happen in time.* *We might also do a test with the Experimentation team that will mean a takeover of the header homepage, with a call to action, used instead of the new offer pushes; but this is still TBC and we would only need the mean KV in high res for this*

Emerch: Materials

Can you please provide us with the relevant materials to best prepare this campaign ? Including:

Relevant copy templates / examples	*AEM landing page template attached.*
Similar examples of past campaigns	*NE Spring Sale 2023*
Pre-selected visuals (hotels, etc..)	*Ideas on KV have already been shared; focusing on a joyful, full of colour and fun/vibrant KV; that also represents spring.*
Link to existing web page as reference (if applicable)	

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Paid Media Brief

Channel	*Paid Media (social, display) App excluded this time*
Scope & languages	*Languages: FR, GB, DE,PL, ES, IT*
Brands / ALL / Partnership	*ALL*
Number of deliverables expected (images and copies)	*All info in following slides*
Loading / publishing (Y / N)	*N*

Briefing date	20th December
Assets final delivery date *(Final date where assets should be approved)*	29th Jan.
Campaign go live date	15th Feb for media (public period start)
Paid media plan (Y/N)	Y
Creative concept (Y/N)	Y
Urgent (Y/N)	Y

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Paid Media Considerations

What's the brief?	*Paid media: display+ social* *Media- Revenue is our main KPI, so pls push offer as much as possible* *Use supplied global KV visuals/video master*
Campaign theme & key messages	*Clear message with discount well visible* *As offer is short good to have strong CTA* *Pls use word hotel/hotels in copy* *Pls push brand names in copy (not lux ones)*
Any considerations specific for the channel?	• *Please use ALL.com logo for media (not for app- here old one)* • **DE language– please use DU informal form in paid media copy** • Try to be short in copy & use emotional tone of voice • Add urgency in copy as offer is short • PLEASE STICK WITH CURRENT BRAND WHEEL FORMAT AND BRAND HIERARCHY • CTA needs to be 'Book only on ALL.com' (approved translated versions have been provided) • URL to communicate in animated formats/copy where relevant: ALL.COM

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ALL MEDIA Formats & Specs (1/3) DISPLAY

DISPLAY	Format	Ratio	Languages	No of formats	Copy/ Visual
DCO PRESTO TEMPLATE	Copy lines + KVs 3 per line/ 6 is total (OFFER KV, HOTEL, DESTINATION)	All pics original size	GB, DE, PL	2 sets of copy per market (different)	Use campaign KV+ provide copy needed
TRIP ADVISOR	NATIVE FORMAT	3 plain visuals 600 x 400 (carousel)	GB, DE	1 set (same visuals per both markets)	Copy: Headline+ description + advertiser name
QUANTCAST	IAB HTML5	https://help.quantcast.com/hc/en-us/articles/13422363943835-Creative-Specifications-Display-	ES, IT	1 set of different formats per market	-
QUANTCAST	NATIVE	https://help.quantcast.com/hc/en-us/articles/13422464862491-Creative-Specifications-Native-	ES, IT	1 set of different formats per market	Follow the spec/ use offer KV – Needs to be a plain visual without messaging as well
DV360	IAB HTML5	https://support.google.com/displayvideo/answer/3017252?hl=en	FR	1 set of different formats	-
DV360	NATIVE	https://support.google.com/displayvideo/answer/3017252?hl=en	FR	1 set of different formats	Follow the spec/ use offer KV/ plain KV
RTB	IAB STATICS	REUSE OF RETARGETING BANNERS	FR, DE, GB	We will reuse banners provided for retargeting– please just load them also in our media folder	

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ALL MEDIA Formats & Specs (2/3) SOCIAL

SOCIAL	Format	Ratio	Copy overlays	No of visuals	Copy in excel
META	LINK AD STATIC	1:1, Story	FR, GB, BNL, DE, ES, PL, IT	3 – per language	Copy for all markets except BNL that will use English
META	LINK AD VIDEO	1:1 , Story, 6s	FR, GB, BNL, DE, ES, PL, IT	3 – per language	Copy for all markets except BNL that will use English
META	CAROUSEL	1:1, Story	GB, FR, DE	3 – per language	Copy for all markets – to inspire purchase
META	DPA	Automated feed ads/ so no visuals	FR, GB, BNL, DE, ES, PL, IT	3 – per language	Copy only!! 1 prospecting + 1 retargeting FR, GB, BNL, DE, ES, PL, IT
META	DCO	1:1	GB, FR, DE	3 visuals – per language	Copy for listed markets – to inspire purchase

- On Link ad Meta, wherever you click on the creative, it takes you to the LP, so you can add a CTA on the creative.
- On Stories Meta/IG/Snapchat- there's no need for a CTA on the creative, will be added by platform. Make sure that the CTA doesn't hide any text, so make sure to move logos or other text to the upper part of the visual.

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DCO PRESTO MATRIX EXAMPLE

F1_Animation_Copy (*= 27 characters Max, 1 work = 9 max)	F2_Animation_Copy (*= 27 characters Max, 1 word =9 max)	F3_Animation_Copy (*= 27 characters Max, 1 word= 9 max)	F4_Copy	F5_Header_Copy	F5_Sub_Copy	F5_CTA_Copy	F5_Terms_Copy
20%* off Spring Sale	Over 700 hotels	Over 300 cities	+ Up to 10%* extra off for members of ALL	Save 20%* this spring	Book by 23rd February	BOOK NOW	*Terms and conditions apply

TripAdvisor Native

Tripadvisor   3

Natively boost your brand message across Tripadvisor

Boost / Carousel

Boost is your native ad placement that will drive traffic to your landing page.
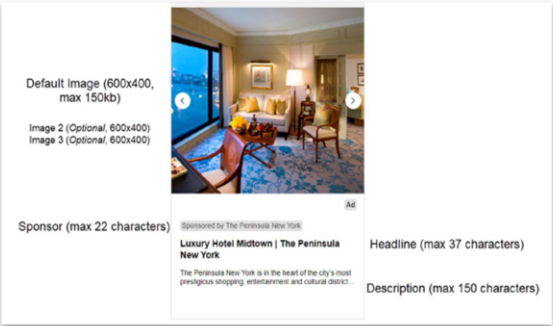
Please provide the following:

- 3 x images - 600x400 Pixels, Maximum 150KB
- Headline (Required) - max. of 37 Characters including spaces
- Description (Required) - max. of 150 Characters including spaces
- Sponsor Name (Required) - max. of 22 Characters including spaces
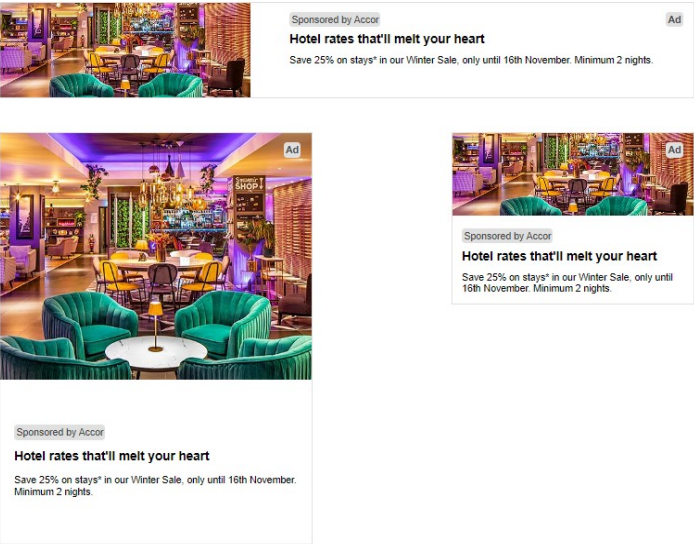
Best practises:

- Provide images without text
- Provide all info to TA team in one zip/wetransfer file

File format

- JPEG / PNG

Default Image (600x400, max 150kb)

Image 2 (Optional, 600x400)
Image 3 (Optional, 600x400)

Sponsor (max 22 characters)

Sponsored by The Peninsula New York

Luxury Hotel Midtown | The Peninsula New York

The Peninsula New York is in the heart of the city's most prestigious shopping, entertainment and cultural district.

Headline (max 37 characters)

Description (max 150 characters)

Quantcast Native

Sponsored by Accor

Hotel rates that'll melt your heart

Save 25% on stays* in our Winter Sale, only until 16th November. Minimum 2 nights.

Affiliates Brief

Channel	**Affiliate Marketing** Laura.TOMBESI@accor.com
Scope & languages	Languages: English, German, French, Polish, Dutch, Italian, Spanish
Brands / ALL / Partnership	*ALL*
Number of deliverables expected (images and copies)	• 9 banner sizes + 7 languages
Loading / publishing (Y / N)	N

Briefing date	6th December
Assets final delivery date *(Final date where assets should be approved)*	29th Jan.
Campaign go live date	12th Feb (members) 15st Feb. (all)
Paid media plan (Y/N)	Y
Creative concept (Y/N)	Y
Urgent (Y/N)	Y

Retargeting Brief

Channel	**Retargeting** Laura.TOMBESI@accor.com
Scope & languages	Languages: English, German, French, Polish, Portuguese, Italian, Spanish
Brands / ALL / Partnership	*ALL*
Number of deliverables expected (images and copies)	• 6 banner sizes + 7 languages
Loading / publishing (Y / N)	N

Briefing date	6th December
Assets final delivery date *(Final date where assets should be approved)*	29th Jan.
Campaign go live date	12th Feb (members) 15st Feb. (all)
Paid media plan (Y/N)	Y
Creative concept (Y/N)	Y
Urgent (Y/N)	Y

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Affiliates & Retargeting Formats - Specs

Channel / deliverables expected		# of visuals needed	New visual needed or reuse from another format	Copy needed (Yes/No)	Translation needed (Yes/No-POS)	Specs	Comments
Affiliates	Banners	9 banner sizes + KV in original size	Global KV	Y	Y (English, German, French, Polish, Dutch, Italian, Spanish)	120x600, 160x600, 234x60, 250x250, 300x250, 320x50, 320x480, 468x60, 728x90	• Countries: FR UK DE BE NL CH PL ES IT • **Up to 20% off** message, ALL logo, CTA, *T&Cs

Channel / deliverables expected		# of visuals needed	New visual needed or reuse from another format	Copy needed (Yes/No)	Translation needed (Yes/No-POS)	Specs	Comments
Retargeting	Display banners	6 banners with offer KV + retargeting copy	Global KV	Yes on visuals + copy iteration	Y (English, German, French, Polish, Italian, Spanish, Portuguese)	160x600 300x50 300x250 300x600 320x50 728x90	• Countries: FR UK DE PL PT ES IT • Please refer to new ALL guidelines and templates for static and animated banner guidance

CRM Brief - ALL

Channel	CRM
Scope & languages	ENA: English, German, Dutch, Polish, French, Italian, Spanish, Portuguese
Brands / ALL / Partnership	ALL
Number of deliverables expected (images and copies)	**Images:** - email : main block static, can be longer format 640x800, depending on the layout ---> **3 versions in total** (launch, relaunch, last call) - email : secondary block 5 2/2 : 284 x 360 (another CRM KV but smaller size – **fourth version**) - email : secondary block 5 2/2 : 284 x 360 (**"join ALL" block** for non mem launch email) - push notification, push web : 1000x500 ----> 2 versions in total (launch, last call) but same as for main email KV launch & last call - **8 destination images** 320x320 - **App download sec block** 464x540 OR 284x360 **4 versions of Email: (header block + main offer block 2)** - members launch – 12.02 + secondary block 6 with 4 inspirational cities highlighted (copy & images needed) - non-members launch – 15.02 + secondary block 5 2/2 with encouragement to join ALL (early offer access, members rate) + same secondary block 6 with 4 inspirational cities highlighted as for members launch (copy & images needed) - dormants relaunch – 22.02 (no stay in the last 1 year, dedicated copy to reactivate) + secondary block 6 with different 4 inspirational cities highlighted (copy & images needed) - last call – 28.02 on last day of the sale + generic secondary block 5 2/2 (white block) to be used across sale / by other hubs / with other campaigns during Spring Sale period + secondary block promoting app downloads - aligned with media content but fitting rest of CRM content. Secondary block 5 1 out of 2 (blue block) OR 2 out of 2 (white block) **2 versions of Push Notifications** - members launch – 13.02 - members last call – 27.02 **1 version of SMS**: last call 26.02 (Dutch is not available for this channel) (DEDICATED BRIEF ATTACHED – NEW CHANNEL!) **1 version of Push Web**: launch 16.02 (DEDICATED BRIEF ATTACHED – NEW CHANNEL!)
Loading / publishing (Y / N)	Y

CRM Brief - ALL

Key highlights

- Keep the copy short & simple, use provided templates.
- 6 excel files (with generic secondary block & app block) for email copy according to above criteria.
- Include some inspirational spring messaging.
- Do not repeat the same text – less is more, we only mention what actually makes sense and adds value.
- Mention the added value for members = an additional 10% off fixed members rate + encourage non members to join.
- Do not mention any specific brands in CRM copy.
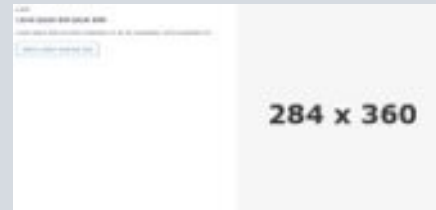- "20% off" + min night stay all together – omnibus complaint

Main KV for CRM should be joyful, full of colour, represent spring & travels. Hotel & stays oriented in spring period. Not fashion focus.

8 focus destinations : Paris, Budapest, Madrid, Krakow, Munich, London, Brussels, Amsterdam
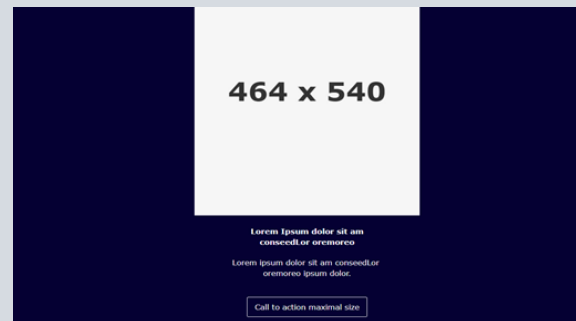
All CRM assets needed latest by 26th January.

Pages live + AEM page IDs to be delivered latest by 30th January.

Secondary block 5 2/2:

284 x 360

Secondary block 5 1 out of 2:

464 x 540

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Call to action maximal size

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Brands CRM Brief

Channel	*CRM*
Scope & languages	ENA: English, German, Dutch, Polish, French, Italian, Spanish, Portuguese
Brands	*Ibis, Mercure, Novotel, Pullman, Swisshotel, Movenpick, Hotel F1*
Number of deliverables expected (images and copies)	**Images:** - email : secondary blocks 500x280--------> **2 versions in total** (launch, last call) **2 versions of Email: (header block + main offer block 2)** - mono optin brands – 16.02 + secondary block with 4 inspirationals cities - mono optin brands – 23.02 + secondary block with 4 inspirationals cities Sender Ibis: AB test 50% ALL landing page and 50% Ibis landing page - French market only ---