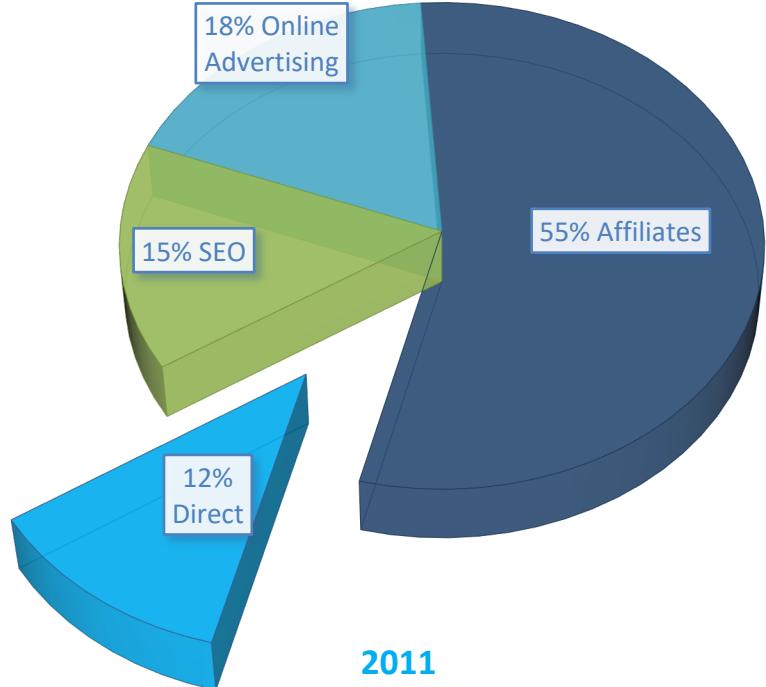


# Evolution...



B2B ----> Global B2C

# Build Brand?



# Build Brand?

- **Lean team**

# Build Brand?

- Lean team
- Located in Australia

# Build Brand?

- Lean team
- Located in Australia
- **Self-funded**

# Build Brand?

- Lean team
- Located in Australia
- Self-funded
- **No brand experience**

# We needed to...

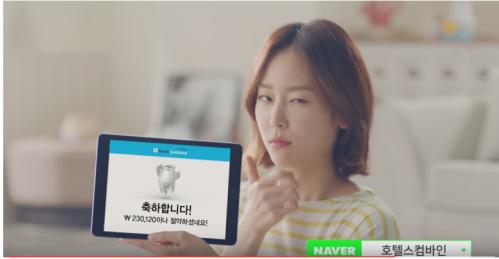
...harness our agile mindset

# Marketing... Agile mindset

- Validated and data informed learning
- Guided by customer behavior - localise
- Flexible planning
- Small experiments
- Adaptive & iterative campaigns

...stop 'thinking' in English.

# South Korea



N 호텔 | 항공권 Q MY

최적화된 디자인으로 편리하게 이용하세요.

생생한 숙박후기 모아모아 네이버호텔

지역, 명소, 호텔명 검색 Q

간편하게 한 번에 예약하세요.

숙박 일정을 선택하세요 (당일 예약)

성인 2명, 어린이 없음

호텔 검색

N 호텔 | 항공권 Q MY

← 고슬립 호텔 한코우

정확한 가격 확인을 위해 일정을 선택하세요 ~

고슬립 호텔 한코우

한화구, 대만 2층  
64,956원 ~ 1박(세금포함)

가격비교 | 지도 | 팁



<https://www.youtube.com/watch?v=oHLH04vftWs>

# Hong Kong & Taiwan



<https://www.youtube.com/watch?v=PSNcJukTgdA>

# MENA



<https://www.youtube.com/watch?v=wO630LNODIQ>

# Australia



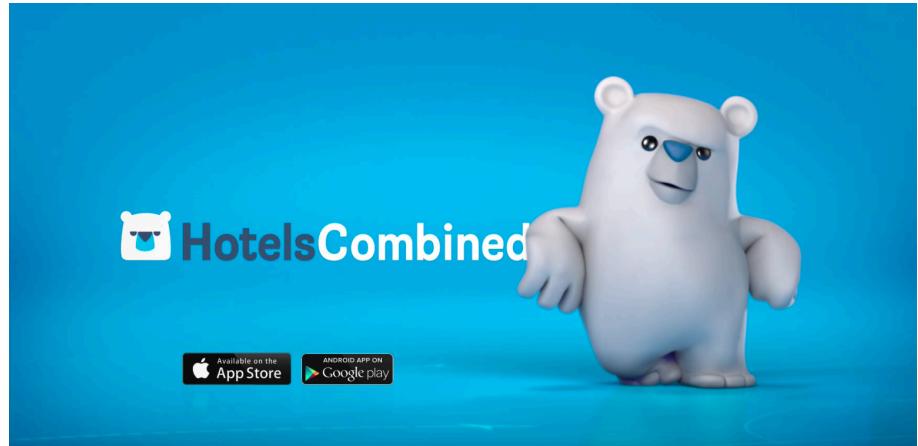
 HotelsCombined.com (AU, GB, US, ...)   
Sponsored · 4h

Searching for a hotel deal and stumbled upon a bromance.

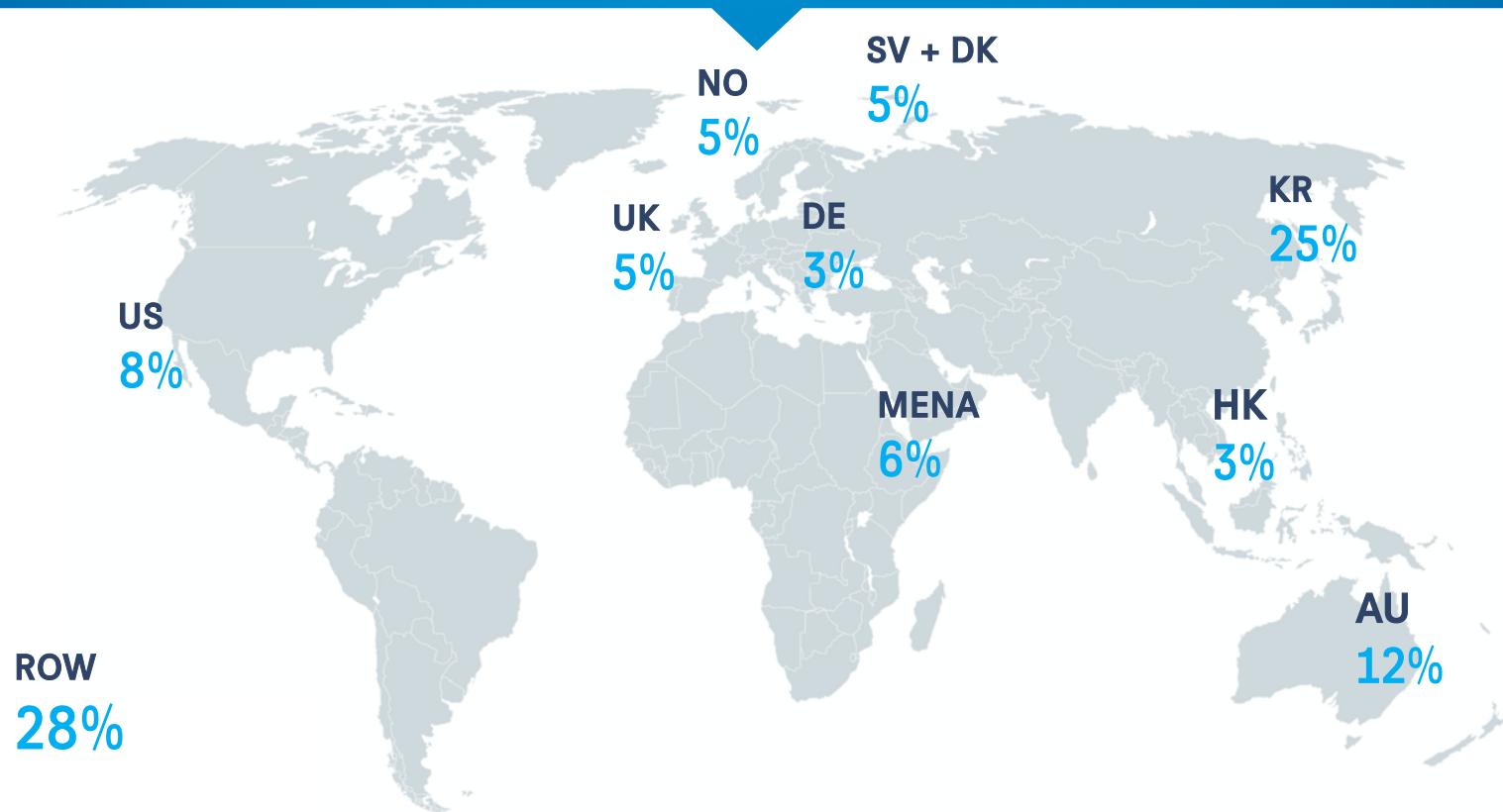


The best hotel deals are all  
right here waiting for you.  
[www.hotelscombined.com.au](http://www.hotelscombined.com.au)



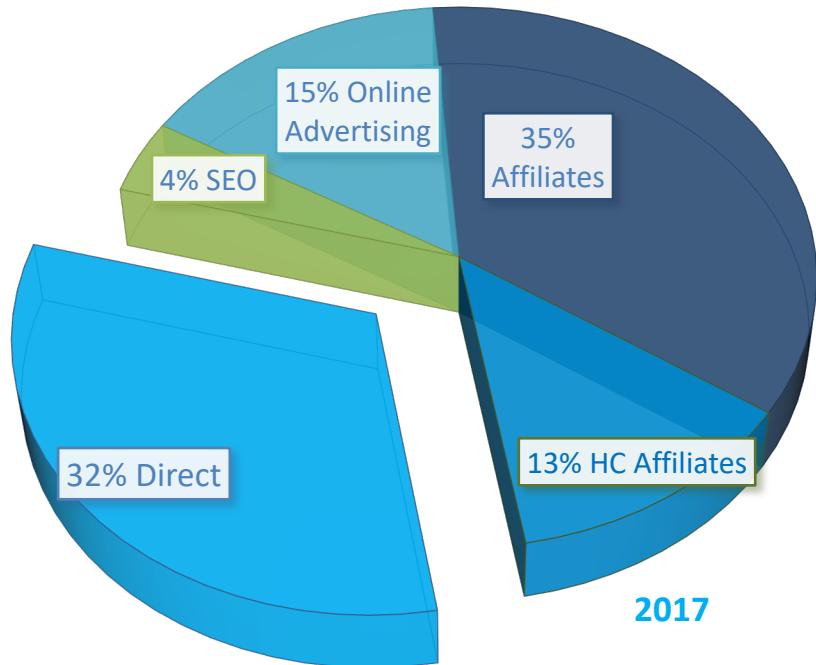
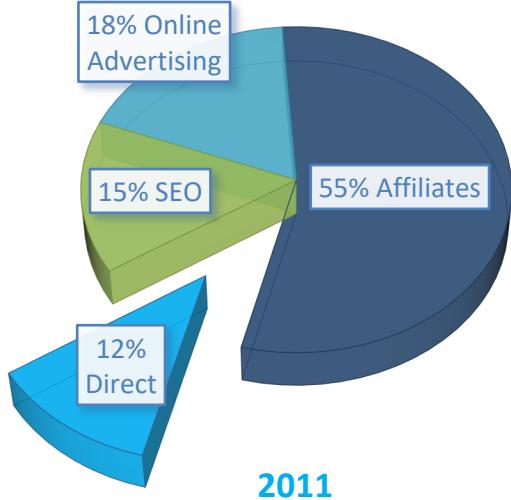


# Global Revenue



# Build Brand – so far

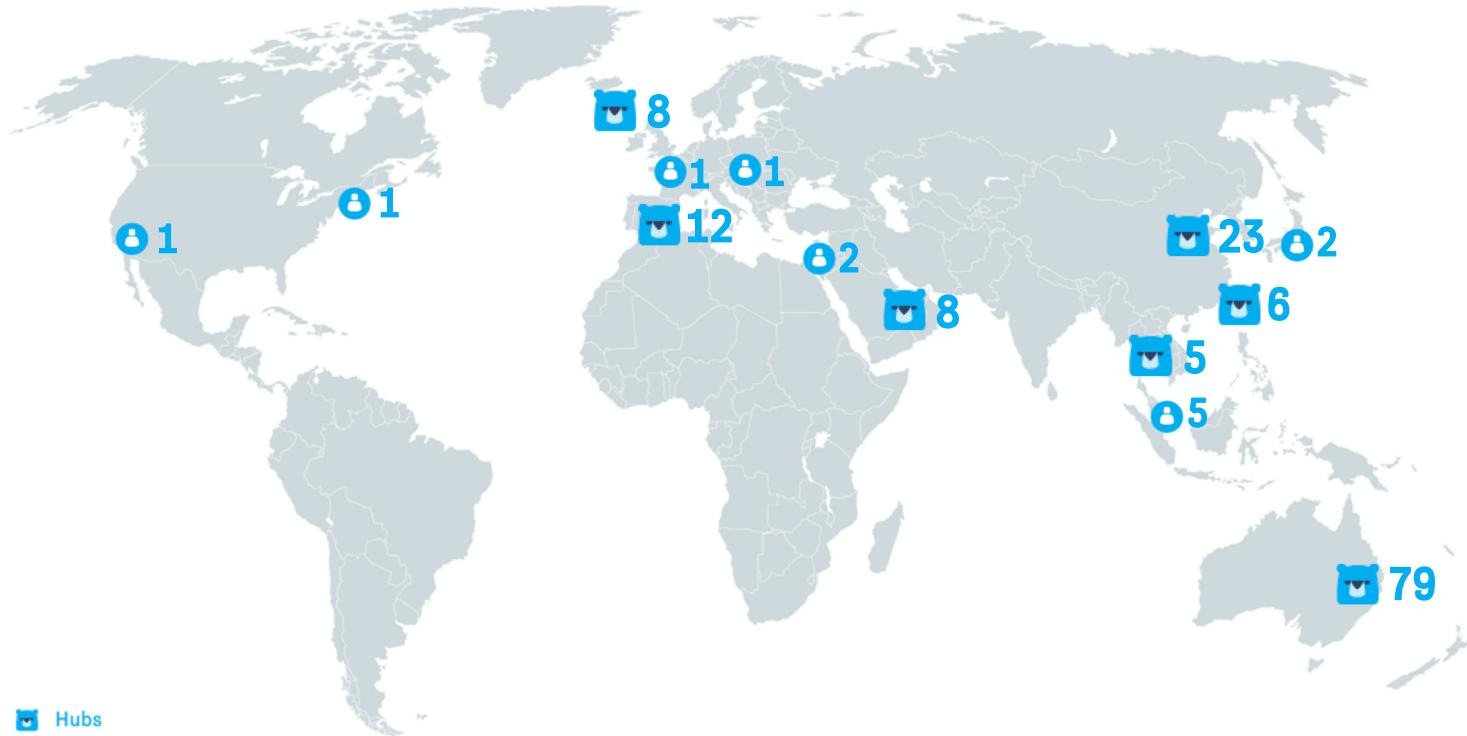
- Establish a **recognised and trusted hotel search brand**, that inspires consumer loyalty and trusted partnerships.



# Global Team



# Distributed Team















TAKE  
A SIP

H, ❤️, O

Combined

PLASTIC STRAWS  
SUCK

bine

# Misalignment...

# **HC Stack**

**Why: Purpose**

**What: Strategic Focuses**

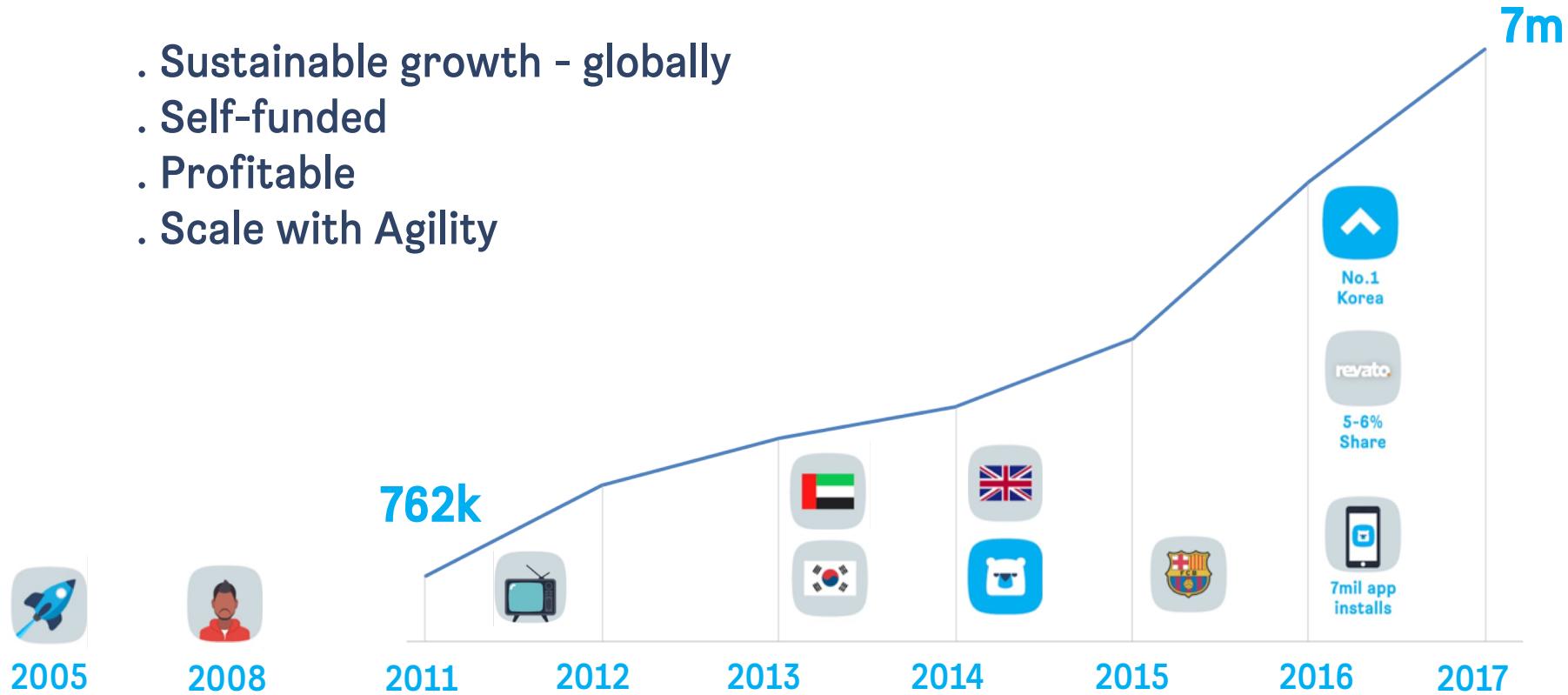
**How: Values (refreshed)**

**Who: HC Team**

**Empower people to confidently choose  
their travel experience.**

**Build for the Customer  
Head + Heart Combined  
Team HC = Tutmonda  
Make it Happen**

# Evolution...





We're not  
here to  
fuck  
spiders.