

# WORLDWIDE HOSPITALITY AWARDS 2017

# B&B Hotels' application

# Best Innovation in Brand Marketing



# 01



## ANALYSIS

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*“If a brand doesn’t have an emotional effect on us, we don’t want to find out more about it - and we definitely don’t trust it. A brand has to have an emotional impact or the consumer won’t care.” \**

*\*Quote by Patrice Laubignat in “Tout Savoir Sur Le Marketing Émotionnel” (All About Emotional Marketing), Éditions Kawa*

**In 2017, B&B Hotels France worked with the agency  
Australie to update its brand positioning.**

## OBJECTIVE



Moving on from classic “product marketing” to focus more on “human” marketing.

# 02



STARTING  
POINT

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# STARTING POINT

B&B Hotels has to deal with new customer attitudes, an ever-changing market and new emerging players:

**The uberisation** of the hotel industry, which began in 2006, has led to a **genuinely parallel market** which meets the needs of a different consumer trend, entirely separate from traditional hotels.

Emulating **Airbnb**, online travel agencies like **Booking.com** and **Expedia** are focusing on this market to attract (new) clients who are younger, urban and hip.

Their communication campaigns reflect this: they're very visual, dynamic and focused on the web - their area of expertise.



# 03



## CONTEXT

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## CONTEXT

### B&B Hotels wants:

- To create **a strong brand** to rival
  - new players like Airbnb, Booking.com, Expedia, etc
  - and long-standing competitors.
- To rebuild **a relationship of trust with its clients** (clients today are more likely to trust what their peers say than a brand's own rhetoric).
- To reposition the **B&B Hotels brand for top-of-mind awareness** among travellers, by capitalising on the product's strengths and focusing on the human aspect: hotel managers!

B&B HÔTELS

INNOVATIVE

CLEVER

DISRUPTIVE

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# CONTEXT

**A strategic focus was developed with the agency Australie:**

showcasing one of the brand's pillars to make it stand out from its competitors

**The 4 pillars of the brand's product:**



**BEDS**



**SHOWERS**



**BREAKFAST**



**HD WIFI**

Our objective: to create a communications campaign focusing on the hotel manager as the central “pillar” of our hotels and to put the **human aspect at the heart of communications** to show off our distinctive positioning.



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# CONTEXT

A campaign which focuses on our hotel managers



**not in their  
daily working  
lives**

**BUT**

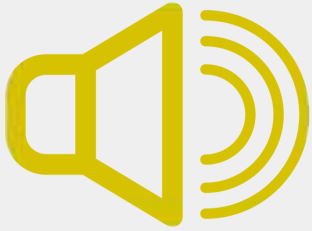


**doing  
something  
that they love  
and are  
passionate  
about!**

This angle helps B&B to create an unexpected and surprising campaign, humanising hotel managers within a 360° communication campaign.

***CAPITALISING ON HOTEL MANAGERS FOR SOME “REAL TALK”***

***Showing hotel managers doing something that they love and are passionate about - to make the brand stand out/to attract attention and to give communications a more human feel.***



**End of 2016:** B&B Hotels asked its hotel managers to apply

+ **60 applications were received**

**6 hotel managers with a lifelong passion were chosen**



- ★ **Jérémy** ; a hotel manager in Bordeaux and a surfer
- ★ **Jessica** ; a hotel manager in Saint Brieuc and a referee for men's football
- ★ **Redouane** ; a hotel manager in Lyon and a baseball fan
- ★ **Antoine & Pauline** ; hotel managers in Niort and fans of roleplay
- ★ **Stéphanie** ; hotel managers in Niort and fans of roleplay



**February/March 2017:** Photo shoot and video shoot

04



CREATION



**THE QUALITIES OF OUR HOTELIERS  
ARE INCREDIBLE AS WELL.**



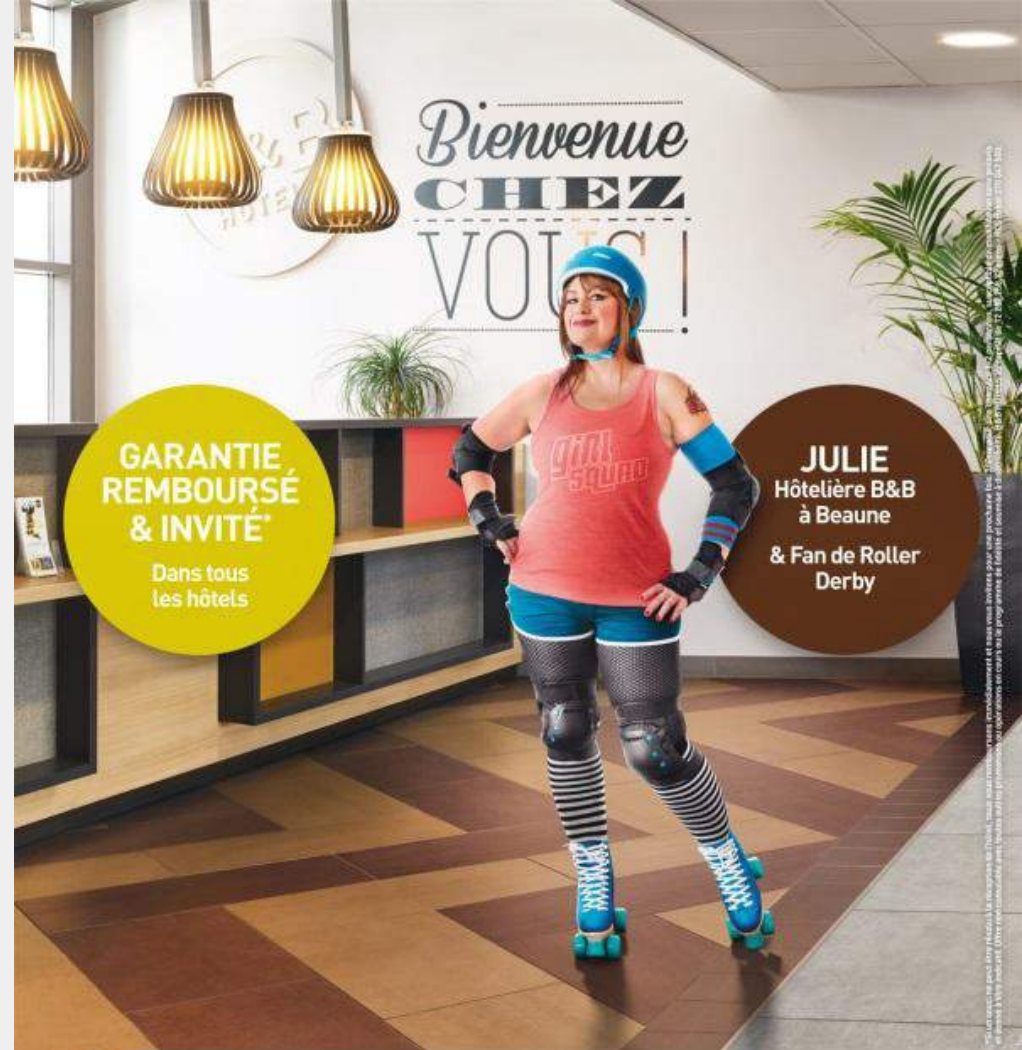
# THE CAMPAIGN CREATIVE

## 3 TEXTS TO BE READ

A product benefit

Our hotel manager  
in your passionate

The price, to show B&B in  
context and other product selling  
points



**GARANTIE  
REMBOURSÉ  
& INVITÉ\***

Dans tous  
les hôtels

**JULIE**  
Hôtière B&B  
à Beaune  
& Fan de Roller  
Derby

**NOS HÔTELIERS AUSSI ONT  
DES QUALITÉS INCROYABLES.\***



À partir de  
**39€\*\***



Douche  
XXL



Buffet  
petit déjeuner



Matelas B&B  
by Bulfox



Wifi HD gratuit  
& illimité



beIN SPORTS  
& Disney Channel

[hotelbb.com](http://hotelbb.com)





**ANTOINE  
& PAULINE**  
Hôteliers B&B  
à Niort  
& Fans de jeux  
de rôle

**REDOUANE**  
Hôtelier B&B  
à Lyon  
& Coach  
de baseball



**JESSICA**  
Hôtière B&B  
à Saint-Brieuc  
& Arbitre de foot  
masculin



**JULIE**  
Hôtière B&B  
à Beaune  
& Fan de roller derby



**JEREMY**  
Hôtelier B&B  
à Bordeaux  
& Surfeur



Douche  
 XXL



Buffet  
 petit déjeuner



Matelas B&B  
 by Bultex



WIFI HD gratuit  
& illimité



beIN SPORTS  
& Disney Channel

**NOS HÔTELIERS AUSSI ONT  
DES QUALITÉS INCROYABLES.**

[hotelbb.com](http://hotelbb.com)



# 05



## DIFFUSION

# THE MEDIA CAMPAIGN

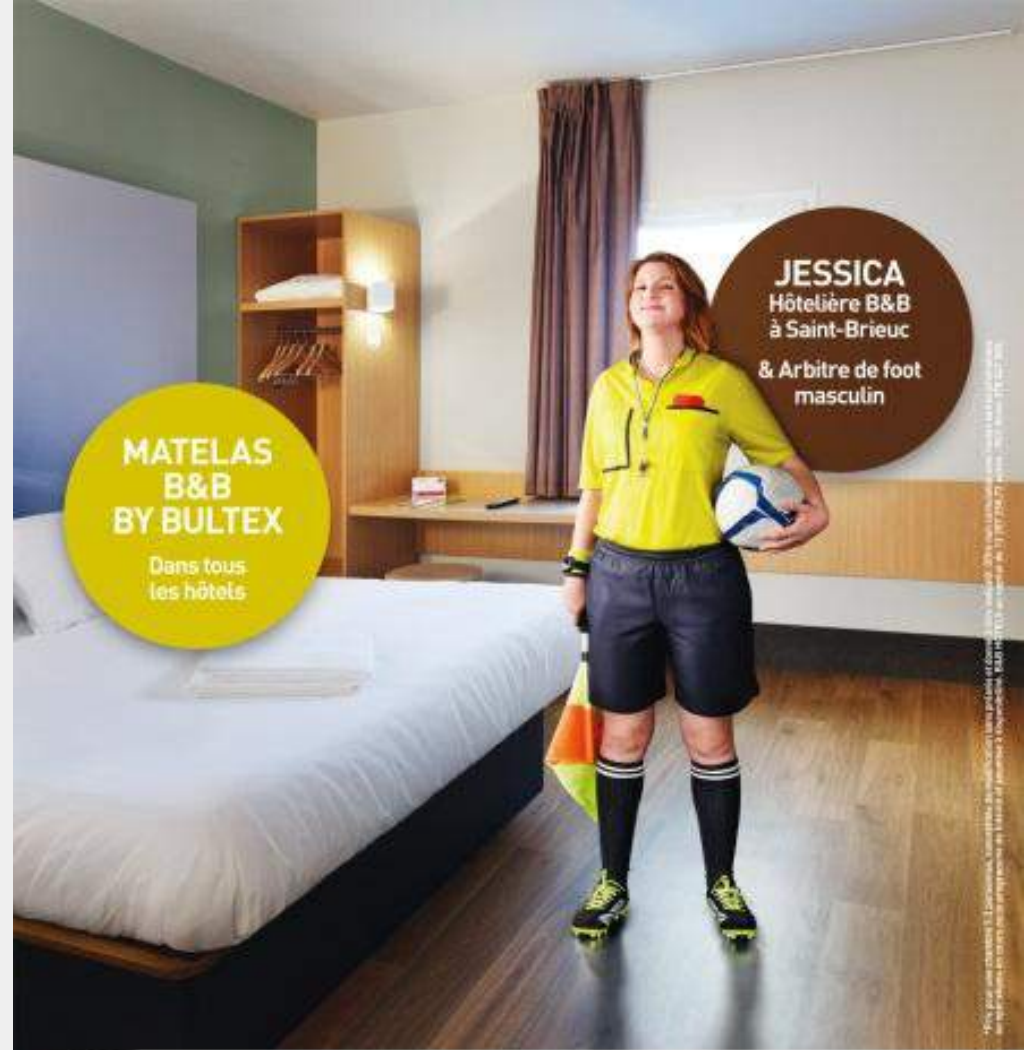
The priority target audience:

**Business clients** with a media impact on targeted Leisure clients too

The **press** to establish the brand's creative identity and to create value

The **digital world** to qualify the relationship with the brand and to generate business

The **radio** as a local media source and for communications during the holidays



**NOS HÔTELIERS AUSSI ONT DES QUALITÉS INCROYABLES.**



[hotelbb.com](http://hotelbb.com)





# THE CAMPAIGN - PRESS

*from 27th March to 16th April 2017*

Overall dissemination plan:

Published **17 times** (2 - 3 publications per title)

More than **3.2 million** copies



**L'EQUIPE**

**Les Echos**  
Le Quotidien de l'Economie

Le  
**journal des entreprises**

**L'EXPRESS**

**Le Journal du Dimanche**

**LE FIGARO**

**VOYAGES D'AFFAIRES**  
LE SITE DU VOYAGE ET DU TOURISME D'AFFAIRES

**Capital**

**ACTION** CO

**SO FOOT**

# THE CAMPAIGN - DIGITAL

*from 3rd March to 16th April 2017*

3 broadcasting platforms

**L'EQUIPE-FR**

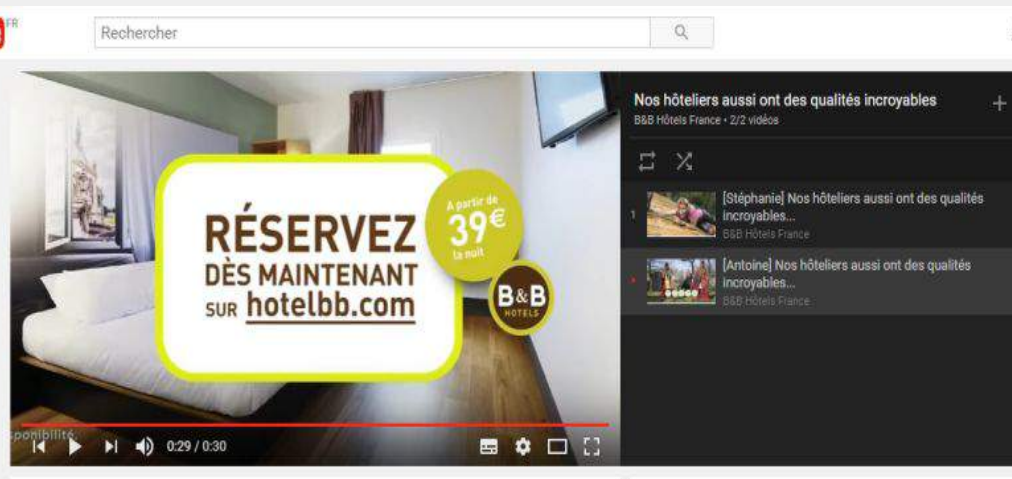
**1,4** million views per day  
+ exclusive video  
presentation on 27th  
March

**You Tube**

different advertising  
formats (pre-roll, catch-up,  
Trueview) to appeal to a  
specific target audience

**mobe\_x\_t**

to optimise digital  
videos via mobile



# THE CAMPAIGN - RADIO

*from 1st to 23rd July 2017*

The campaign “Our hotel managers are incredible too” was adapted for radio:

- **1** 25-second advert
- broadcast for **3** weeks
- more than **750 times**
- **120 million** people reached (targeting 25-48 year olds)

## Musicales



## Généralistes



## Auroroutes



# THE CAMPAIGN

## The media campaign appeared

in more than **255 B&B Hotels** in France (with point-of-sale advertising/posters)

- ★ on **social networks**
- ★ via **the press** (with a special press release)
- ★ as part of **internally-organised events**  
(breakfast for the launch of the campaign with  
a behind-the-scenes video/teaser on the  
intranet)

***The benefits: The company's Italian teams want to recreate the French campaign - currently under discussion ! A real sense of pride for the hotel managers!***



# 06



## RESULTS

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## THE RESULTS - FIGURES

**+12%**  
in revenue vs N-1

Press campaign *from 27th  
March to 16th April 2017*

Broadcasting of videos *from 3rd  
March to 16th April 2017*

**+8%**  
in revenue vs N-1

Radio campaign *from 1st to 23rd  
July 2017*



***excellent performance during the campaign's key periods and a real impact on the hotel managers!***

***The brand's image/positioning is accessible, with clients feeling closer to it.***

# 07



## VIDEOS



## VIDEOS



<https://www.youtube.com/watch?v=SHtHIEa9AB8>



<https://www.youtube.com/watch?v=m71LQgVoGUk>



# 08



## MAKING OFF

# MAKING OFF



**JEREMY**  
Hôtelier B&B  
à Bordeaux  
& Surfeur

**WIFI HD GRATUIT & ILLIMITÉ**  
Dans tous les hôtels

**NOS HÔTELIERS AUSSI ONT DES QUALITÉS INCROYABLES.**

**B&B HOTELS**

**hotelbb.com**

- à partir de 39€
- Double ou Triple XXL
- Service 24h/24
- Meubles 100% en bois
- WIFI HD gratuit All In One
- Service Sports & Spa

# MAKING OFF



beIN SPORTS &  
DISNEY CHANNEL

Dans toutes  
les chambres

**ANTOINE  
& PAULINE**

Hôteliers B&B  
à Niort

& Fans de jeux  
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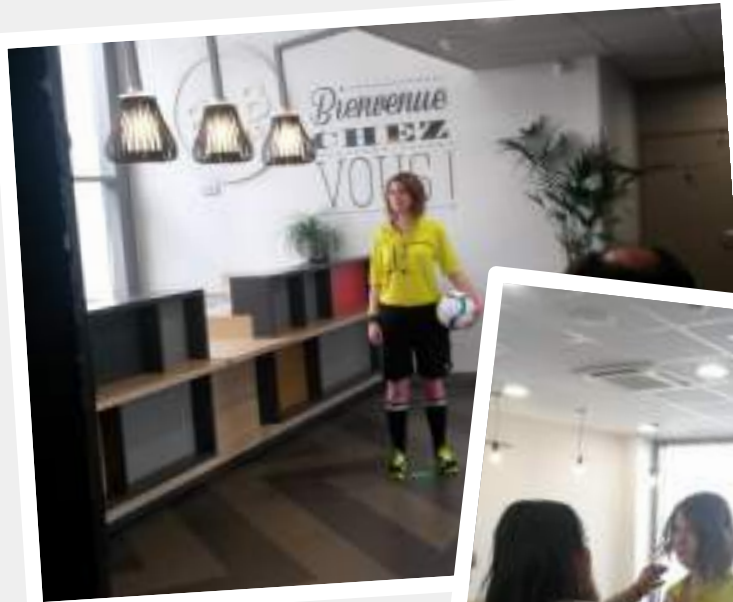
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# MAKING OFF



**JESSICA**  
Hôtière B&B  
à Saint-Brieuc  
& Arbitre de foot  
masculin

**MATELAS  
B&B  
BY BULTEX**  
Dans tous  
les hôtels

**NOS HÔTELIERS AUSSI ONT  
DES QUALITÉS INCROYABLES.**

**B&B  
HOTELS**

[hotelbb.com](http://hotelbb.com)

- Chambre  
39°C
- Double  
lit
- Bain  
privé
- Matras B&B  
by Bultex
- Wi-Fi  
gratuit
- Service  
d'entretien

# MAKING OFF

A woman wearing a blue helmet, pink tank top, and black roller derby gear (knee pads, elbow pads) is standing in a hotel lobby. She is posing for a photo. The lobby has a wooden floor, a reception desk, and a sign that says "Bienvenue CHEZ VOUS!".

**Bienvenue CHEZ VOUS!**

**GARANTIE REMBOURSÉ & INVITE**  
Dans tous vos hôtels

**JULIE**  
Hôtière B&B à Beaune  
& Fan de Roller Derby

**NOS HÔTELIERS AUSSI ONT DES QUALITÉS INCROYABLES.**

**B&B HOTELS**

**hotelbb.com**

- 39€
- Breakfast included
- Free Wi-Fi
- Free parking
- Free pet-friendly
- Free airport transfer



# MAKING OFF

