

*Accor*  
*New identity and ecosystem*



# The strategy

Reimagining the group structure



## AUGMENTED HOSPITALITY GROUP

Hospitality and lifestyle solutions that  
maximise ROI and performance.

## LIFESTYLE LOYALTY PROGRAM

Lifestyle Companion that drives  
traffic, interaction, and loyalty.



# The strategy

Our A-shaped business model : a vision to transform hospitality



# The strategy

Organising our brand portfolio



## Live

## Work

## Play

## Business accelerators

Luxury

Premium

Midscale

Economy

Distribution

Experience

Operations

RAFFLES

SLS

mantis

ANGSANA

mantra

BreakFree

WOJO

DISRUPTIVE  
GROUP

d-edge

JOHN PAUL

adoria

ORIENT EXPRESS

SO



25h  
twenty five hours hotels

NOVOTEL

ibis

MAMAWORKS

POTEL CHABOT

GEKKO

ASTORE

BANYAN TREE

SOFITEL



HYDE

Mercure

ibis  
STYLES

PARIS SOCIETY

VERYCHIC

DELANO

THE HOUSE OF  
ORIGINALS

MÖVENPICK

adagio

ibis  
budget

LEGEND

RIXOS

Art Series

GRAND MERCURE

MAMA  
SHELTER

greet

Fairmont

onefineStay

MONDRIAN

PEPPERS

TRIBE

JOE  
300

ResDiary

PULLMAN

THE  
SEBEL

hotelF1

swissôtel



# *Focus on the corporate identity relaunch*



*A proud statement*

for innovation & heritage

*Strong,*

confident, expansive

*Reflects*

our breadth and vision

*Conveys*

our ambition to “go beyond hotels”

*Builds*

on the foundations of 50+ years of history



# *Story of Tomorrow* *Our logo reveal movie*



*Story of Tomorrow by ASPECT*  
*A bold, high-paced, conceptual film to express change. We voluntarily didn't want to showcase regular hospitality images, and focus on an attitude and a spirit of conquest.*



# RESULTS

21st February – 25 February



Vues :  
1286 468

Engagement :  
74 986

Likes :  
8 683



Accor Group

777 966 Impressions  
198 929 vues  
5 368 engagement  
4 871 likes  
56 comments  
441 shares



@Accor

287 603 Impressions  
130 942 vues  
187 engagement  
141 likes  
56 comments  
46 shares



Accor

212 849 Impressions  
67 175 vues  
69 232 engagement  
1648 likes  
37 comments  
372 shares





