



# SUMMER MOVE

APPLICATION TO 2021's HOSPITALITY AWARDS



## BRIEF

# EMBRACE THE ECONOMIC UPTURN

A KEY ASSET TO SHOWCASE THE ALL BRAND : **PSG**

After being affected by the Covid during the whole year, and seeing two thirds of its hotels closed because of sanitary measures, the Accor Group decided to take action as soon as an improvement was overseen : In June 2021, Accor decided to promote globally its brand, “ALL” as a booking platform, using its PSG’s partnership, while showcasing the diversity of hotel brands owned by the group and the wide opportunities of destinations.

A CAMPAIGN RELEASED GLOBALLY :  
**27 COUNTRIES SPREAD IN 7 HUBS**



A campaign aiming at encouraging the travellers to plan their summer trips by highlighting **COVID-friendly destinations**

For every local declension : a special attention has been given to integrate **the travelers preferred destinations** of each commercial Hub

Showcase as many Accor hotel brands as possible to favor the local team take over and **optimize local lead conversion**.

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LA MARQUE ALL

# ALL, YOUR EVERYDAY LIFESTYLE COMPANION

ALL - Accor Live Limitless is a daily Lifestyle companion. ALL harnesses and enhances the brands, services and partnerships offered by Accor's ecosystem. ALL delivers meaningful experiences and rewards to its most engaged customers while enabling them to work live, and play, far beyond their stay, at home and around the world.

Thanks to this rich value proposition, Accor is bringing its Augmented Hospitality strategy to life with new digital platforms, iconic partnerships (Credit Cards, Mobility, Airlines, Entertainment with AEG, IMG, Paris Saint-Germain) and a global roll-out plan for all its guests and 68 million loyalty members.



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PARTENAIRE

# PRODUCTIONS PARTNERS

In december 2020, Accor has launched a consultation among its referenced agencies to answers the evolving stakes relatives to its brand 'ALL'.

The aim of this consultation is to answer to **its needs for visibility and notoriety**, along with its stakes for **pedagogy and the development of motivational awareness around ALL**, while harnessing the potential of the partnership contracted with PSG as a cornerstones of success.

Following the consultation, Webedia Group has therefore been retained to develop 'Summer Move', an agency selected for the potential virality of its concept and its production know-how.

webedia.  
SPORT

CONSULTANCY / ACTIVATION

Storytelling definition,  
strategic guidance

idz

PRODUCTION

Pre-production, filmmaking,  
postproduction



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## CONCEPT

A campaign sequenced in two key phases, taking advantage of the media frenzy linked to the summer mercato, to promote the ALL.com booking platform and its destination.

# SUMMER MOVE



A CREATIVE CONCEPT THAT ANSWERS **TWO MAIN OBJECTIVES  
OF THE ALL x PSG SPONSORSHIP**



DRIVE **QUALIFIED** AWARENESS  
& CONSIDERATION



**REINFORCE UNDERSTANDING OF ALL**  
AND BRANDS ECOSYSTEM

In a touristic season once again shaken by the covid situation, **tourists all over the world are finally seeking for what could be their summer holidays destinations.**

## SUMMER MOVE

As 2020-2021 season goes off, the transfer window will obviously be the main topic for PSG & Football Fans. This concept plays on the willingness to leave the club from PSG Players to create conversation upon football fans.

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RESPONSE TO BRIEF

# STRENGTHS OF THE CONCEPT



## IN COMPLETE SYNERGY WITH PSG

PSG supported ALL in the definition of its campaign by taking the risk of a bold and audacious storytelling.



## A "HUB COMPLIANT" CAMPAIGN

The campaign was ready to be used in all Accor hubs around the world thanks to the different formats and the geolocation of the content and destinations.



## A GLOBAL AND VIRAL THEME

As the "summer window" is being widely discussed by fans around the world, the campaign had a very intense launch with an enigmatic teaser creating conversation.

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FIRST STEP :

# ATTRACTING ATTENTION FROM FOOTBALL FANS WITH AN ENIGMATIC TEASER ...

ORGANIC

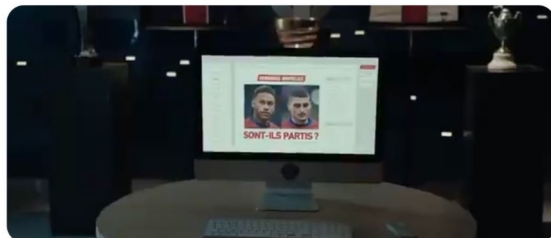


16:50 4G



**Paris Saint-Germain**  
@PSG\_inside

La saison est terminée... Mais où partiront nos joueurs cet été ? 🤔  
RDV demain à 9h pour le savoir...  
[#ALLSummerMove](#)



335k vues

All - Summer Move - RDV le 150621



INFLUENCE



A relay by 4 influencers (Brazil & France) feigning surprise and generating 3.4M impressions.

E-RP



An organic 433 media publication generating 1.7M views

960K

## ENGAGEMENTS

The campaign generated 960K fan engagements across all of its relays, which generated virality around the teasing phase and largely adhered to the second degree of the staging.

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SECOND STEP

# ... TO BETTER SURPRISE THEM WITH THE REVEAL!

A global media plan to amplify the campaign and take advantage of the overall attention resulting from the teaser, and enhance the pedagogy around the booking platform and all the possibilities proposed to clients willing to book their summer destination.



01.

## SOCIAL MEDIA

A global media plan over 7 different platforms:

Facebook - Instagram - Twitter  
Youtube - WeChat - Weibo - TikTok

02.

## PRINT & DIGITAL

A partnership with L'Equipe including print and banner advertising.

**L'EQUIPE**

03.

## TWITTER FIRSTVIEW

A promoted hashtag #AllSummerMove highlighted during 24h.



04.

## PRESS RELATIONS

A global RP & e-RP plan to develop awareness and pedagogy around ALL.

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YouTube<sup>FR</sup>

Rechercher

Click to get through the film.



0:46 / 1:25

#ALLSummerMove #ALLtogether #ALLtravel

ALL x PSG - Summer Move

103 828 vues • 15 juin 2021

6 K

78

PARTAGER

ENREGISTRER

ALL ACCOR LIVE LIMITLESS

ALL\_AccorLiveLimitless

13,2k abonnés

ABONNÉ



## DECLINAISONS

# ADAPTATION TO SPECIFIC COUNTRIES

A film not only translated in 27 languages, but also adapted in each hub to value the preferred destination of local audiences.

Depending on the country, script was adjusted to put the main protagonists in the movie (Neymar & Verratti) in a 'booking situation' promoting a selected destination according to Accor's local strategy.



Your trip to **Maldives** has been confirmed!

Dear Mr Verratti, thank you for booking at **Raffles Maldives Meradhoo Resort** with ALL.com



ROAD TO  
BA ...

ASIA

... **BAISHAN**  
PULLMAN CHANGBAISHAN



pullman  
HOTELS AND RESORTS

LATAM

... **BAHIA**  
SALVADOR RIO VERMELHO



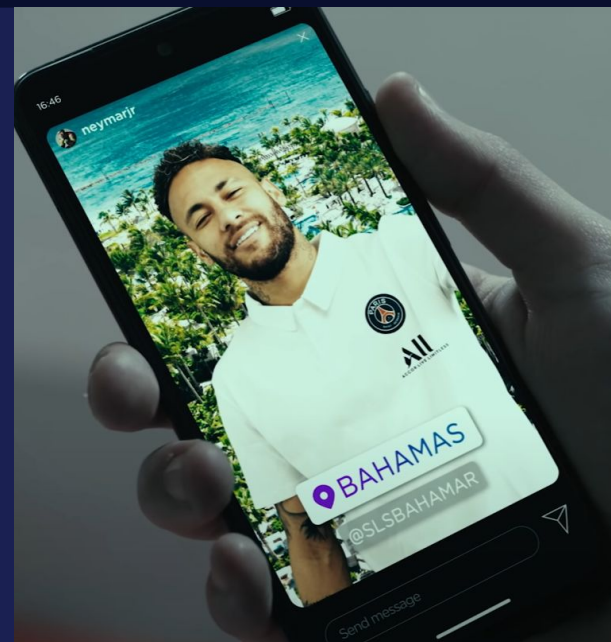
Mecure

AM NORD

... **BAHAMAS**  
SLS BAHAMAR



SLS  
BAHAMAR HOTEL



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## PERFORMANCES

# MAIN KPI'S



# 79M

### IMPRESSIONS

A viral and widely amplified campaign, addressing 'core-football fans' and PSG fans, as well as a broader audience.



# 27

### COUNTRIES EXPOSED

An efficient adaptation to each country allowing multiple local Accor subsidiaries to harness the film to serves its local objectives.



# 350K

### GENERATED LEADS

A campaign generating 350K clicks through the ALL Booking Platform.

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## PERFORMANCES

# AN HIGHLY POSITIVE REVIEW OF THE CAMPAIGN

23%

## A RECORD BREAKING COMPLETION RATE FOR ALL

The teaser notably retained the attention of the audience with a record breaking **completion rate** evaluated at 23%. Most remarkably, its performances in Latin America skyrocketed with a local completion rate at 30%.



## CULTURAL APPROPRIATION OF FOOTBALL CODES

A campaign skillfully harnessing the football fandom customs by deriving the stress, dramas and rivalry between fans. Pushed to their limits during the summer window, the conversation among fans helped create virality.



## A BEST CASE FOR ACCOR AS GLOBAL CAMPAIGN

The brand had been able to count on 127 declension of formats, specific adaptation to 7 hubs and 27 language translations allowing each local subsidiary to embrace the campaign and use it towards its own objectives.



## DEVELOPMENT OF PROUDNESS AMONG PSG FANS

A tone and storytelling really well received by historic PSG fans, who liked the boldness of this film, and the wink at previous rumours announcing a return of Neymar to its former club, Barcelona.





# THANKS.

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