

Case Study: LeMéri dien



THE CHALLENGE

With over 1,175 hotels and resorts across the world, Starwood Hotels and Resorts Group is one of the top 10 worldwide hotel groups. Amongst their many well-known brands is Le Méridien, a culturally refined atmosphere and a luxurious stay. Their Hong Kong location is situated in Cyberport, Hong Kong, providing a haven for cutting-edge technology with beautiful South China Sea views.

The Multichannel team was tasked by Le Méridien Cyberport to help with creating a marketing campaign dedicated to not only maximizing reservations at the hotel restaurant,

but ultimately increasing room bookings at the hotel. The target market, therefore, were couples who were looking to spend a romantic evening at a high end restaurant.

With Chinese New Year being right around the corner, the campaign needed to be specifically focused in order to break through the hustle and bustle of traditional celebrations with the romanticizing aura of Valentine’s Day. The Multichannel team knew they realistically had less than two weeks to execute and promote the offer.

THE MULTICHANNEL APPROACH:

The Multichannel team knew they had to apply their skills and talents with haste in order to maximize the efficacy of the campaign. The Multichannel approach included analyzing the situation within the context of the target customer, in order to craft a game-winning strategy.

A dedicated landing page was created and digital ads were used to promote the site; through the use of the proprietary Multichannel platform, the Multichannel team was able to apply their creative direction to numerous distribution channels and successfully reach the target market. Furthermore, a dedicated account manager was appointed to the campaign to ensure even higher level of synergy and efficiency between the Le Méridien and the Multichannel team.

Le **MERIDIEN**
CYBERPORT

The speed and quality of the Multichannel team is nothing short of impressive. Within a short period of time, they put together a campaign and it generated many reservation for our Starwood property

Stephane Masse
General Manager
Hong Kong

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Results

The surface level goal was to maximize reservations at the hotel restaurant, with the ultimate end goal of increasing room bookings for the luxury hotel.

The Multichannel team overachieved their goal and expectations, successfully placing bookings for over 100 room nights. With such a short lead-time to create the campaign, as well as a limited advertising budget, tangible results were created, ensuring a successful revenue generating campaign and a satisfied client.