

101101111110111111



A person is seen from behind, standing in a hotel room with their arms raised in a gesture of triumph or joy. The room features a bed with white linens, a patterned headboard, and a window with curtains. A large backpack is on the floor near the person. The entire scene is overlaid with a teal color filter. The text 'Punch. x BIKE & BOOT' is centered over the image, with 'Punch.' in a serif font, a yellow dot, and a yellow 'x' symbol, followed by 'BIKE & BOOT' in a bold, white, sans-serif font. A thin white horizontal line is positioned below the text.

Punch. x **BIKE & BOOT**

Don't talk to the haters









“Unless you’re selling air your target audience is not everyone.”

Hello.



Emma Rogers

Head of Content,
Punch Creative



Louise Wright

Commercial Director,
Punch Creative

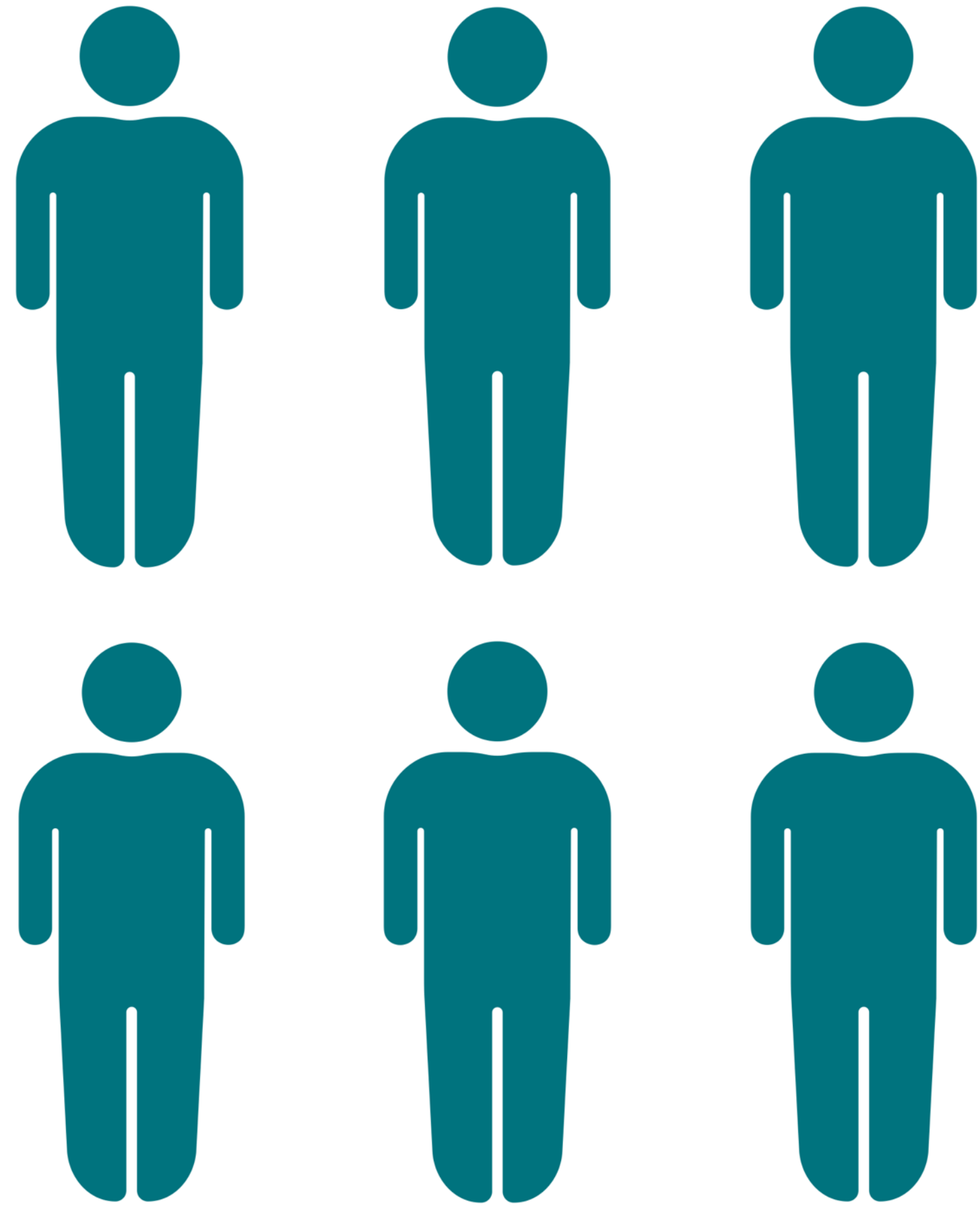


Simon Kershaw

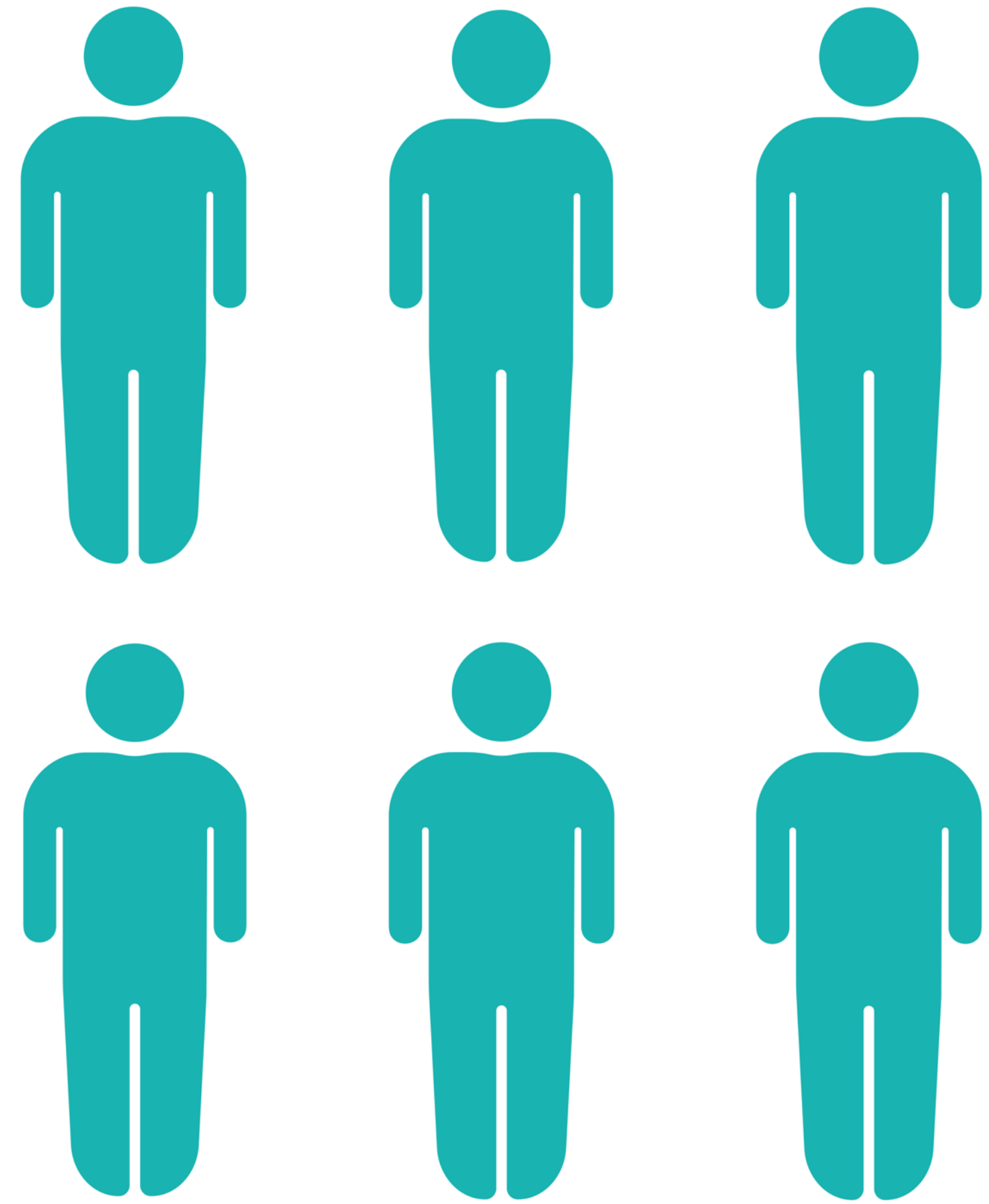
Executive Director,
Bike & Boot Inns







Potential future guests



The haters



What to expect from this session

- What is alienation?
- What should you alienate?
- How can you alienate?
- The cost of not alienating





Google

🔍 Definition of alienation



"an urban environment which would alienate its inhabitants"

Similar:

estrangle

turn away

set apart

drive apart

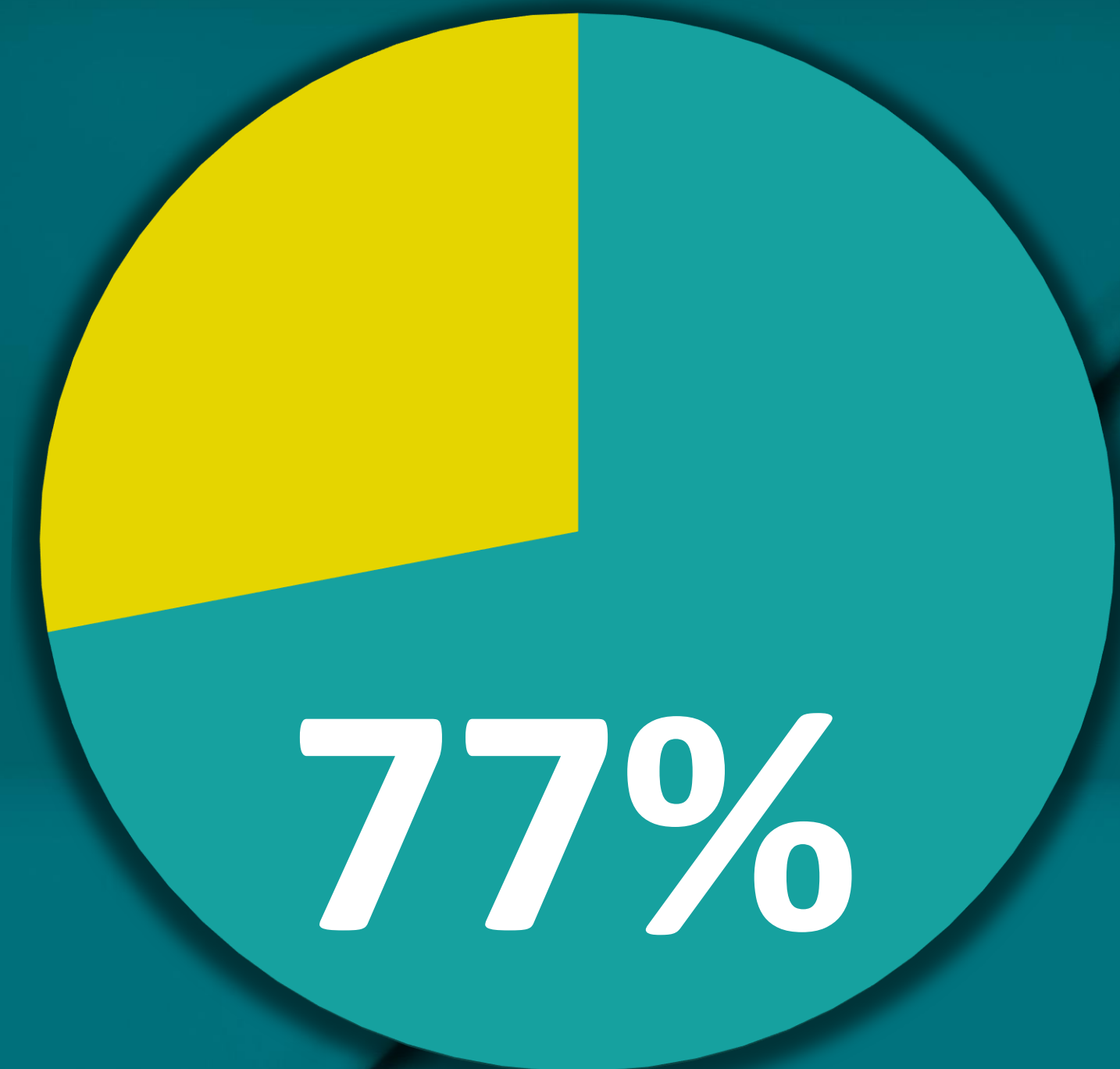
isolate

detach





**Of advertising
goes unnoticed**



**Of brands could disappear
tomorrow and most
wouldn't be missed***

*Ogilvy study





**Tribal
marketing**

**Alienation
strategy**

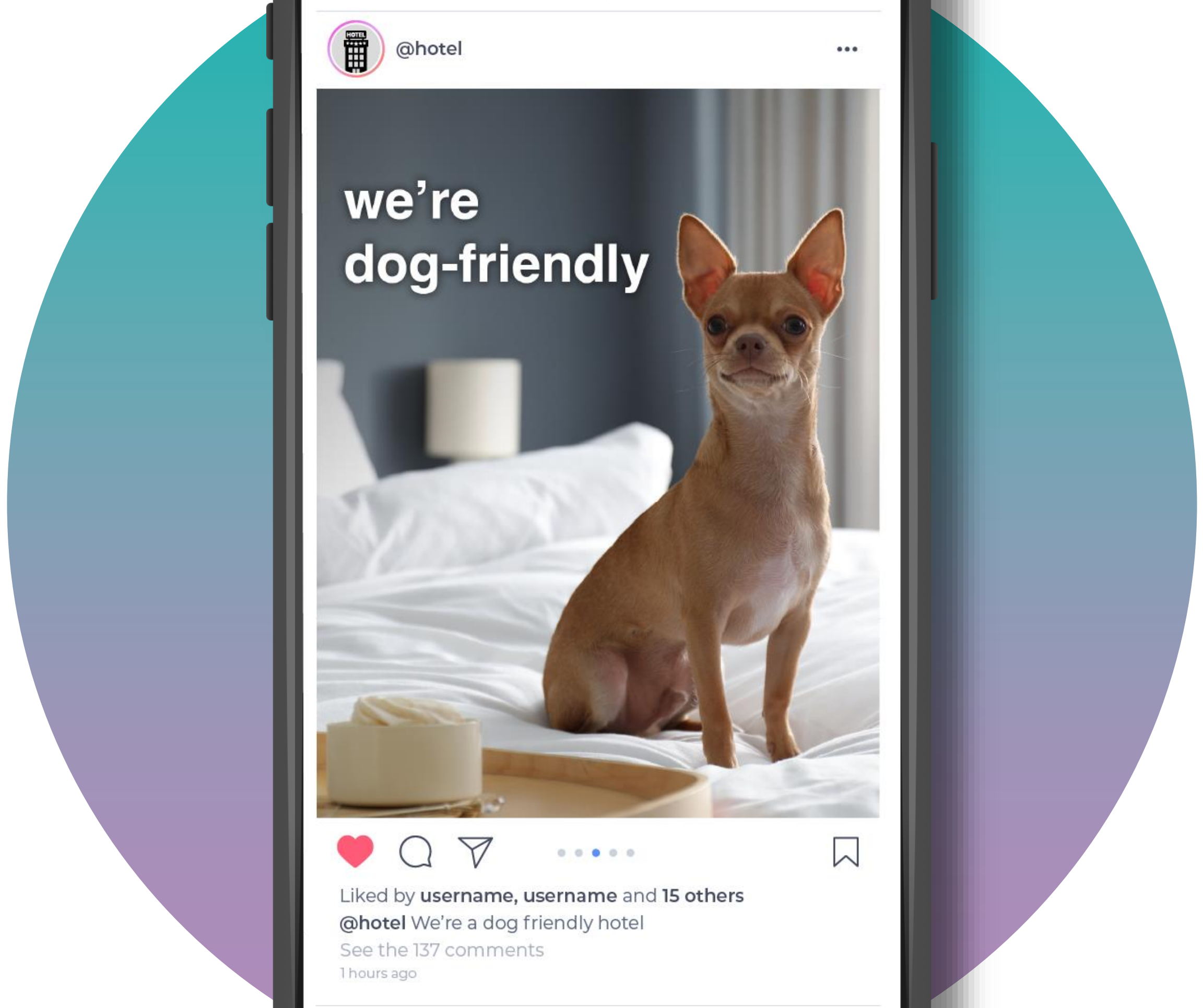
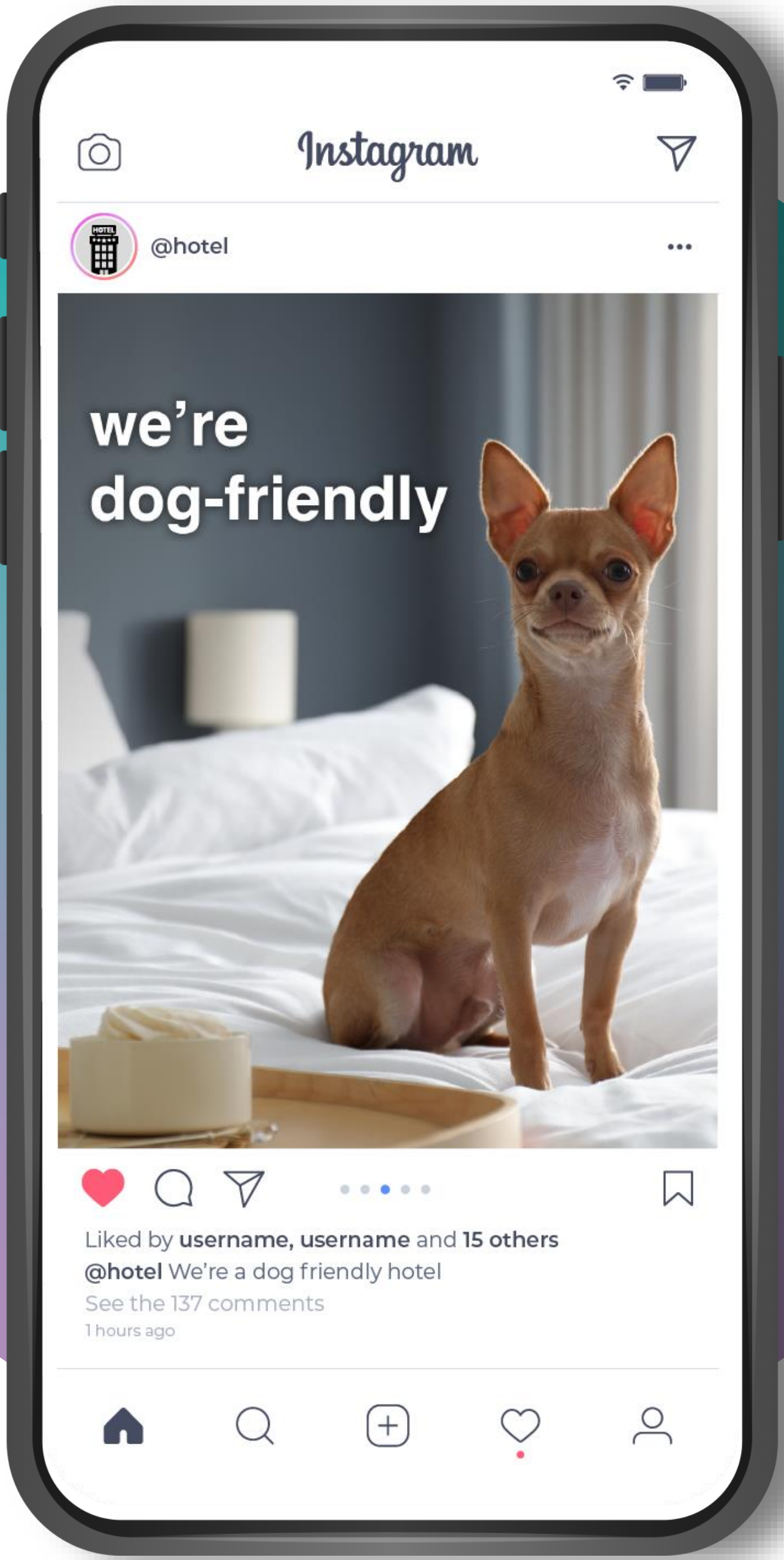
Jackie



James

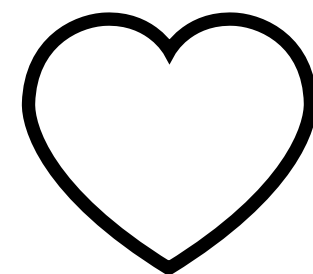


Tribal marketing is identifying an audience that shares your values and interests and crafting your products, service and messaging to appeal ONLY to them regardless of their demographics.





Couldn't think of anything worse than dogs running around a hotel



@hotel







We couldn't think of anything worse than having you in our hotel





We couldn't think of anything worse than having you in our hotel

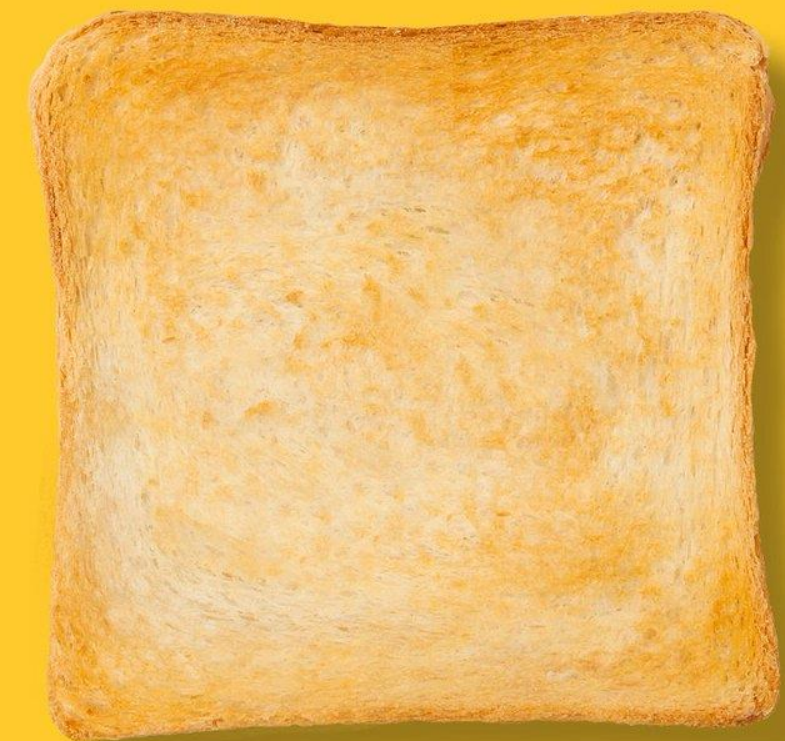
Post



Don't jeopardise your place in your tribe
by trying to be all things to all people.



DIVIDING THE NATION SINCE 1902.




*DELICIOUS
ORGANIC
TEA*

CLIPPER



**NOW
A BED IN
EVERY ROOM**



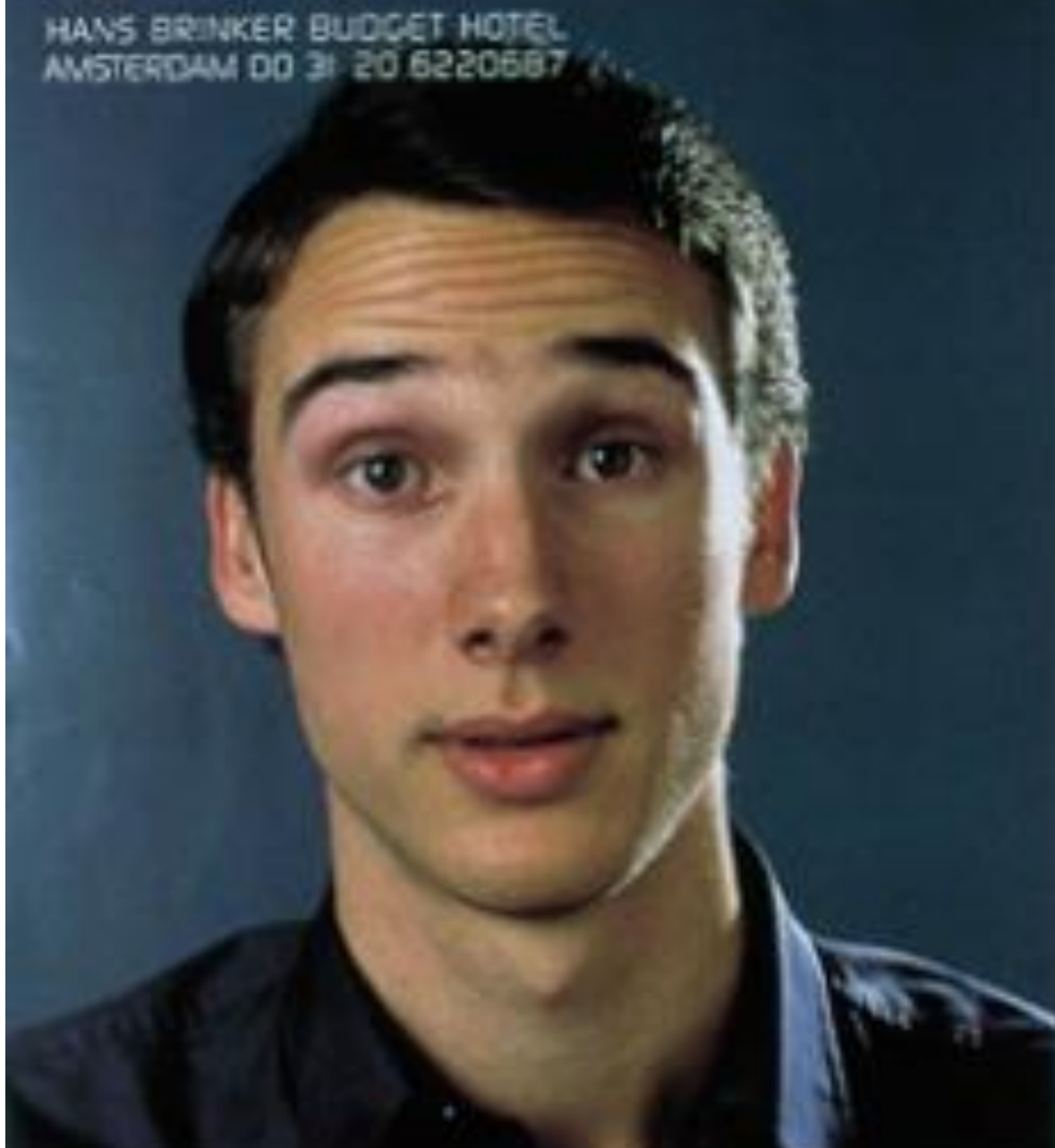
Hans Brinker
Budget Hotel
Amsterdam
☎ 31 20 6220687

**NOW EVEN
MORE NOISE!**



Hans Brinker
Budget Hotel
Amsterdam
☎ 31 20 6220687


Check in
HANS BRINKER BUDGET HOTEL
AMSTERDAM OO 31 20 6220687



Check out
HANS BRINKER BUDGET HOTEL
AMSTERDAM OO 31 20 6220687

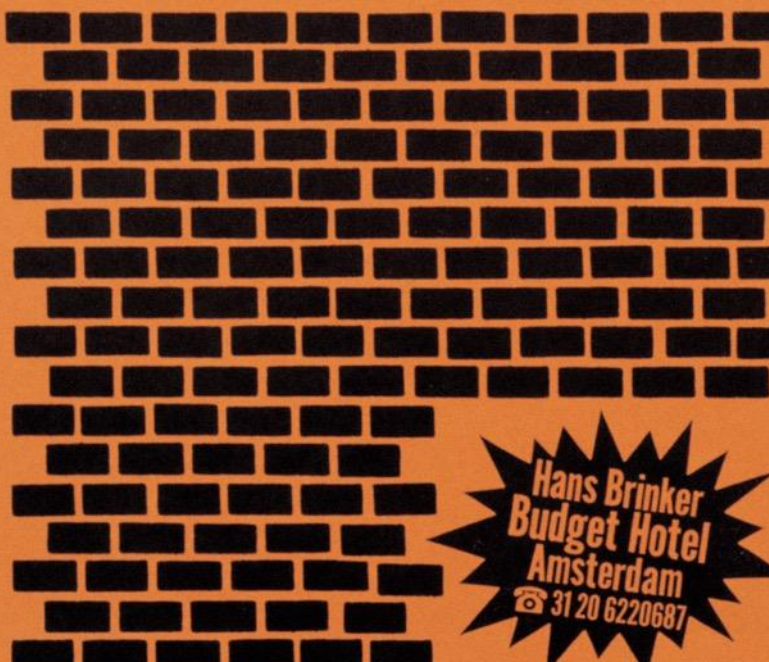


Hans Brinker
Budget Hotel
Amsterdam
☎ 31 20 6220687



**NOW EVEN
LESS
SERVICE**

**NOW MORE ROOMS
WITHOUT
A WINDOW**



Hans Brinker
Budget Hotel
Amsterdam
☎ 31 20 6220687

Check in
HANS BRINKER BUDGET HOTEL
AMSTERDAM OO 31 20 6220687



Check out
HANS BRINKER BUDGET HOTEL
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Why does the hospitality

industry play it safe?



A

B

BIKE & BOOT

Linda B
Grantham, UK
6 contributions

👍 0

●●●●○

Dog mess everywhere
Dec 2019

Came back from a truly disappointing Xmas holiday in Marbella, everywhere you go there is dog fouling. Have to walk around with your eyes on the pavement so you don't tread in it.

Should've gone to **BIKE & BOOT**

YOU'RE MY ONE AND ONLY...

UNLESS SOMEONE ELSE HAS TREATS

BIKE & BOOT

NOT WHAT I PICTURED WHEN YOU SAID 'DIRTY WEEKEND AWAY'

BIKE & BOOT

I'LL TREAT YOU TO THE RIDE OF YOUR LIFE

BIKE & BOOT

MARBELLA

SCARBOROUGH

BIKE & BOOT

MARBS OR SCARBS

Can you really tell the difference? Play our game

BARECA
AT
BIKE & BOOT

90% occupancy in
the opening
month

Social

1.6M

social impressions

Increased social
following by

385%

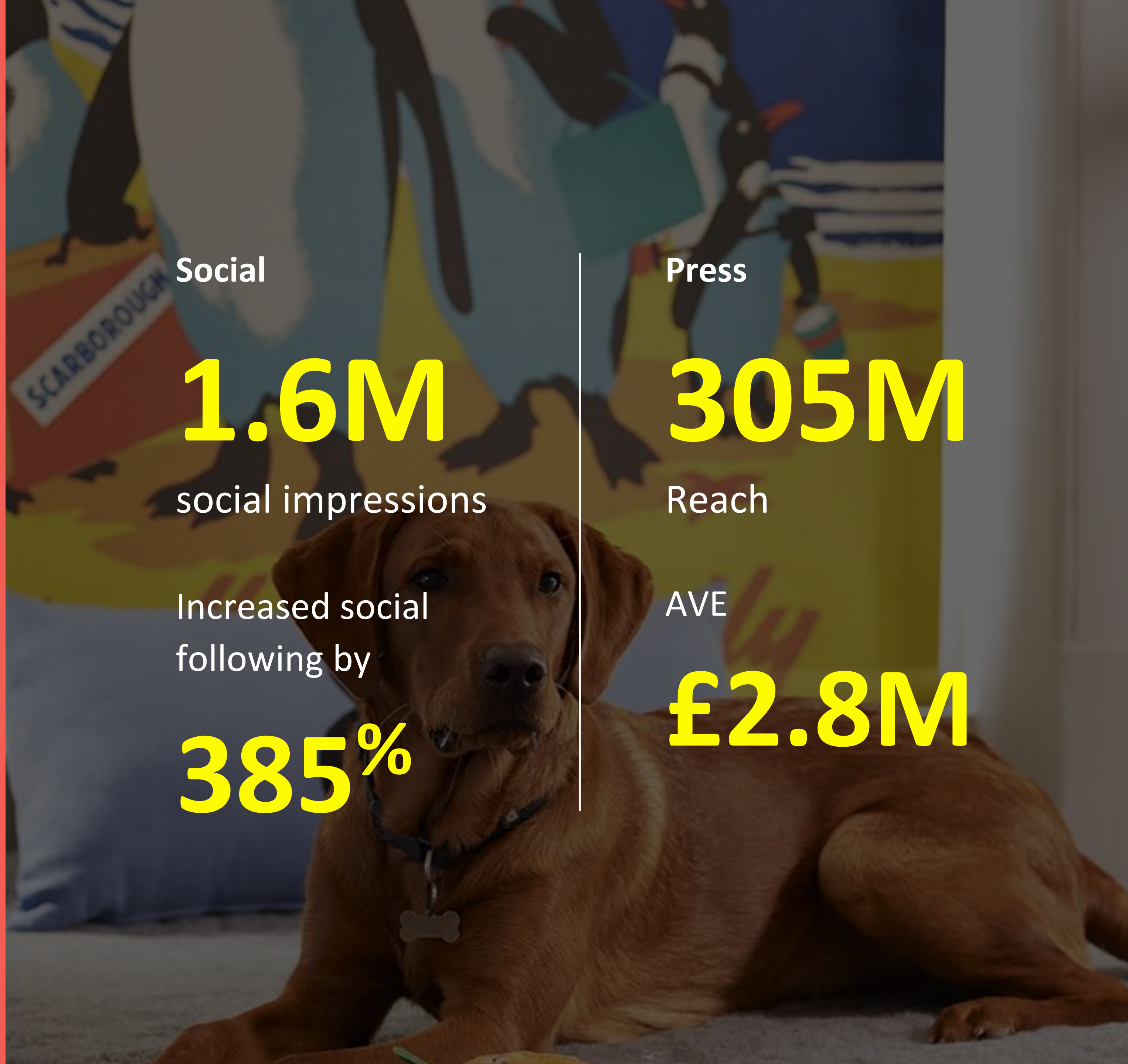
Press

305M

Reach

AVE

£2.8M

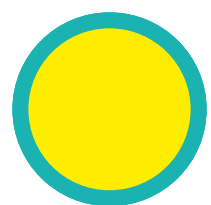




How can you *Alienate*?

Step 1

Segment your audience and identify your haters.



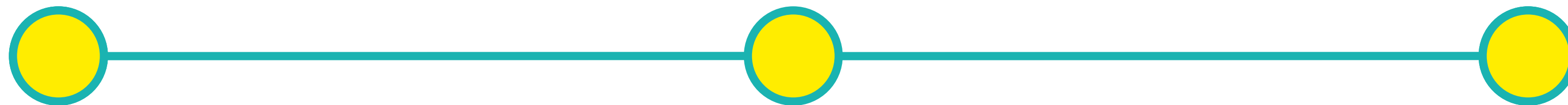
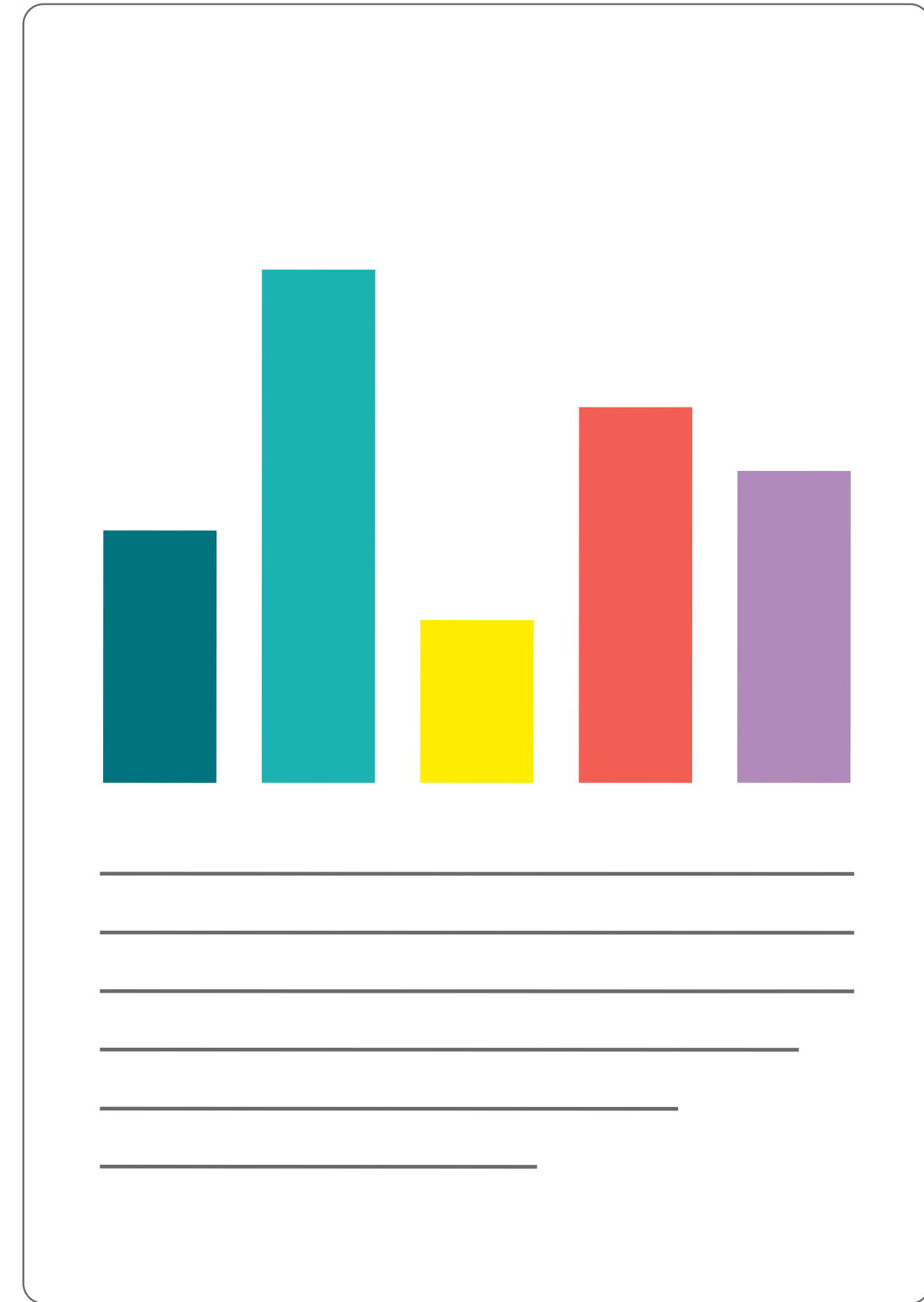
Step 2

Refine your messaging



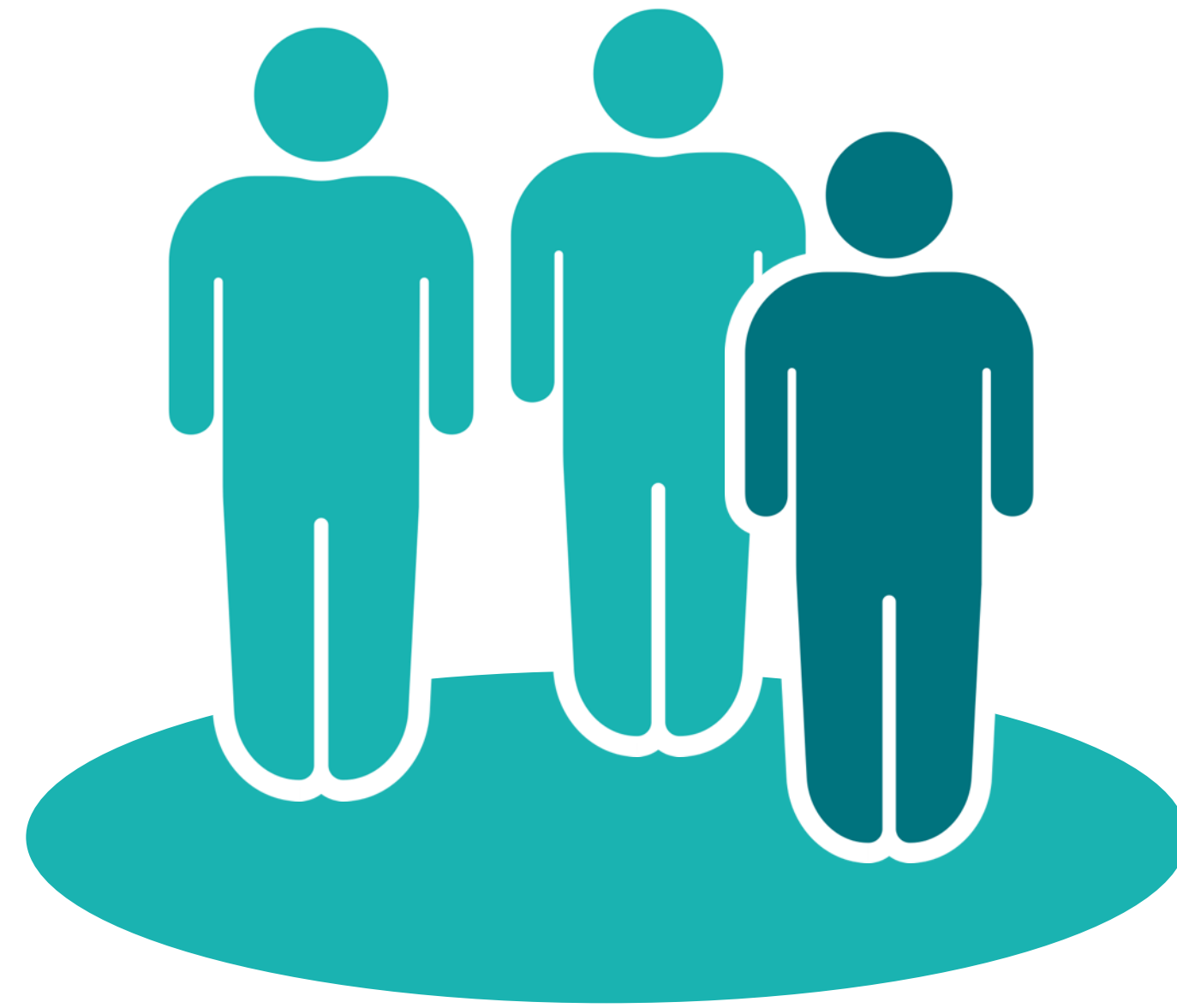
Step 3

Audit your marketing channels



Step 4

Alienate the haters



The cost of doing nothing



The cost of doing nothing

- Thin budget
- Low energy
- No time
- No conversion
- No customer advocacy
- Minimal online presence
- Consistently expensive customer acquisition costs

45%

of Diet Coke
drinkers are men

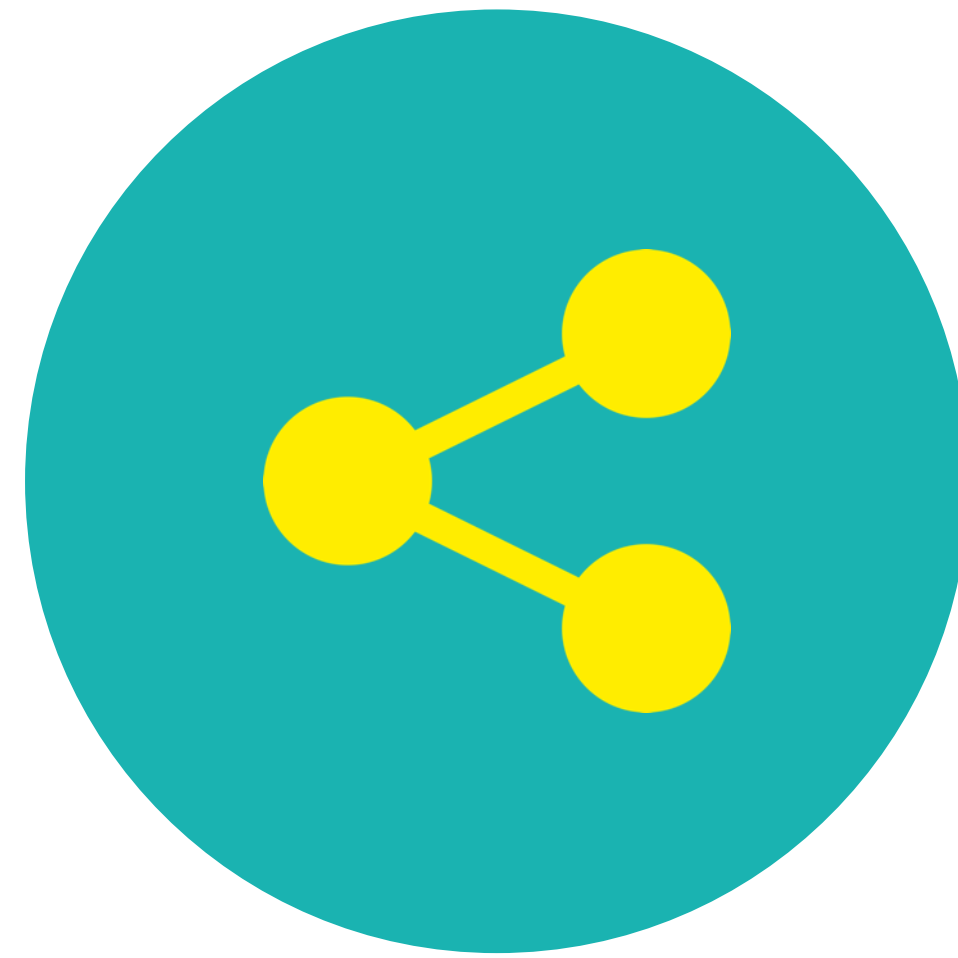


STAY EXTRAORDINARY.

Next Steps



Follow the steps yourself



Share this presentation with
your in house marketing
team



Or challenge your agency to
save
you from indifference

PACK A
PUNCH
PODCAST

Impactful Marketing Talks

Brought to you by marketing agency Punch, each short but mighty episode contains actionable advice for you to implement into your own marketing strategy.

Grab yourself a cuppa, get comfy and listen as we dive into the world of hospitality marketing.



Emma Rogers
Head of Content,
Punch Creative



Louise Wright
Commercial Director,
Punch Creative

