

Brand Partnerships

Sabine Kern – Broadwick Soho

Maria Hamilton - Custard

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The Hospitality Marketing Experts

PARTNERSHIP MARKETING



COMMUNITY



TEAM



BUSINESS



COMPETITOR



TARGET AUDIENCE



CREATIVE CAMPAIGN



The Ultimate Giraffe Experience



A Case Study



Setting the scene...



One of the UK's fastest growing, privately owned hotel groups

All about *Creating Extraordinary Experiences*

HOTEL
INDIGO[®]

EDINBURGH

A lifestyle brand
Serving the curious
Considered, yet inspiring design
Connecting the community to the soul of the neighbourhood

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The Why



Smart Objectives

- Create awareness of the hotel in the local market
- Increase room bookings
- Increase average spend per room
- Create a fun added benefit for guests
- Increase social media engagement and media awareness
- Raise money for conservation

The arrival of five giraffe at Edinburgh Zoo created the perfect opportunity - local partnership, local buzz already being created, charity angle, added value to guests - without compromising the brand's identity

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The How



- Two themed rooms with touches to giraffe design
 - Lamps, pictures, decals, wallpaper
 - Bedsheets and pillows
 - Teepee for children
 - Soft toys
- All done in line with current room design and brand standards
- Small touches make a big impact - without the need for a full refurb



- **The Ultimate Giraffe Package** - bed and breakfast stay in giraffe room, with tickets to the zoo and return bus tickets to the zoo. £3 from each stay donated to RZSS to help care for the giraffe at the zoo and support work to protect the species in the wild

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The Challenges – and how we overcame them



- Timing – the arrival of the giraffe set the timeline. We were also just coming out of a pandemic
- Budget – we had a small budget to do a lot – and had to make sure it was done properly and professionally
- It had been done before – but not with Edinburgh Zoo
- Availability – we were not able to book in review stays because the rooms were sold out!



Promotion



- **Media Outreach**

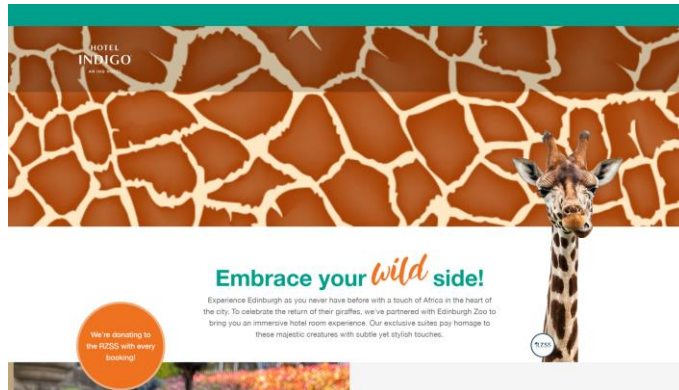
- Joint Press Release with Zoo
- Media Reviews tied in with launch of package
- Ongoing Influencer stays

- **Online and Social Media**

- Landing page on hotel website
- Social Media campaign, including paid and organic posts
- Launch competition
- Hashtag research to reach niche community and new, unique audience

Third Party

- Joint promotion with Edinburgh Zoo through their newsletter and social channels, and listing on Zoo website
- Post on IHG Facebook page, reaching an audience of 350k
- Partnership with Glenmorangie to promote 'giraffe cocktail' and discussion for further partnership



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Results

- **Bookings**

- Upon launch in June 2021, influx of 320 bookings in first week - 240 within the first 48 hours
- Since launch, the giraffe rooms continue to be fully booked
- Average spend per booking has increased by 33%

- **Coverage**

- 3 full page reviews in nationals (The Sunday Express, The Scottish Sun, The Daily Record)
- Local press and radio broadcast coverage at launch
- Four influencer stays

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Results

- **Social Media**

- The launch of the Giraffe Rooms resulted in 12,657 Instagram impressions in June and July 2021 alone, with an engagement rate of 15.04% and 1,904 interactions
- In June and July 2021, there were 7,139 visits to the Ultimate Giraffe page on the Hotel Indigo Edinburgh website, with an average dwell time of 2.07 minutes

- **Charity**

- By the end of 2022, the rooms had raised £2000 for the upkeep of the giraffes. That total is now over £5k.

- **Awards:**

- HMA 'Best Partnership Campaign' 2022 - Winner
- Thistle Awards - shortlisted for 'Hotel of the Year'

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Summary



The Ultimate Giraffe Experience Campaign was a partnership not only with a third party, but also between Splendid Hospitality and its two creative agencies - Custard and Punch

Working together towards a common goal, implementing strong objectives and outcome based targets, the campaign was creative, quirky and different, perfectly in line with the ethos of the Indigo brand

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