



PARTNERSHIP MARKETING THAT ACTUALLY WORKS:
BEYOND LOGO SWAPS

OUR 4-PART PARTNERSHIP MODEL

- Brand Alignment – do we genuinely fit?
- Guest Value – does it improve their stay?
- Commercial/Marketing Intent – where is the value?
- Operational Fit – can we actually deliver it?

We pressure-test every partnership against four things. If it doesn't tick all four, we don't do it.



PART OF THE EXPERIENCE, NOT JUST THE MARKETING

- Enhance the stay, not just the story
- Integrated into the guest journey
- Designed for long-term value
- Commercially meaningful
- Marketing partnerships create visibility.
Product-led partnerships create value.



WHEN PARTNERSHIPS DON'T DELIVER

- Built for exposure, not outcomes
- Disconnected from the guest experience
- One-off campaigns with no longevity
- No clear measure of success
- They create noise, not value



CASE STUDY: JO MALONE LONDON

- Why Jo Malone London?
 - Shared audience
 - Luxury positioning
 - Sensory experience
 - Brand reach
 - Open to collaboration
- What we built: a fully immersive Christmas experience – not just a branded moment.
 - Experience: Christmas decorations, Christmas afternoon tea, Masterclasses – wreath making and bauble making
 - Retail: Pop-up shop
 - Rooms: Gifts for top suites





WHAT WE OFFERED JO MALONE LONDON

- Marketing Reach
 - 360 marketing campaign – exposure across all our digital channels
 - Press release and influencer visits
 - Press event
 - Brand awareness physically in the hotel
 - Retail = direct revenue for the brand
 - Purchasing our corporate gifts from Jo Malone London
- Create a pitch for the brand that clearly shows all you can offer them. Think like a brand – why should they partner with you?



WHAT DROVE VALUE

- Tangible guest touchpoints
- Multi-channel storytelling
- Strong visual assets – including digital pre-launch
- Delivering commercial success as well as brand exposure
- Benefits for both parties = a true partnership
- Marketing on Jo Malone's channels



WHAT WE LEARNT

- We didn't see any spikes in social engagement around the press event, despite the high profile influencers that Jo Malone London secured. Ensure press events for partnerships are more collaborative to ensure better exposure
- Start planning early when working with global brands – lots of sign off layers and multiple stakeholders.
- Need to lead with the commercial agreement and contract from the beginning.



HOW TO APPLY THIS

Creating the concept and attracting a partner:

- Start with the guest and build it into the experience
- Show what value you can offer the partner
- Have examples of previous partnerships – start with small, easy to achieve campaigns before going to big global brands
- Utilise connections – sales team, friends and family



HOW TO APPLY THIS

Building the campaign and planning:

- Set your objectives first – don't just work with a brand for their name
- Agree what both partners will commit to
- Allow time when it comes to working with larger brands
- Involve operational teams early
- Build a thorough campaign plan



HOW TO APPLY THIS

Wrapping up:

- Reporting on all channels to see the impact
- Reviewing guest feedback
- Debrief with the brand
- Identify future opportunities



THE BEST PARTNERSHIPS DON'T FEEL LIKE MARKETING

Question:

If you removed the logos, would the partnership still make sense for the guest? If the answer is yes, you're probably onto something.

Partnerships shouldn't just make noise, they should make the experience better.





THANK YOU AND
QUESTIONS?