

WE INCREASED BRAND AWARENESS AND ENROLLMENT FOR IHG

The InterContinental Hotels Group (IHG) is a British multinational hospitality company that operates a broad portfolio of hotels and resorts around the world. IHG partnered with OUTFRONT to launch the reimagined IHG One Rewards program in a bold and breakthrough way—reinventing the brand in the hearts and minds of potential and current guests at a time when travel was top-of-mind.

STRATEGY & TACTICS

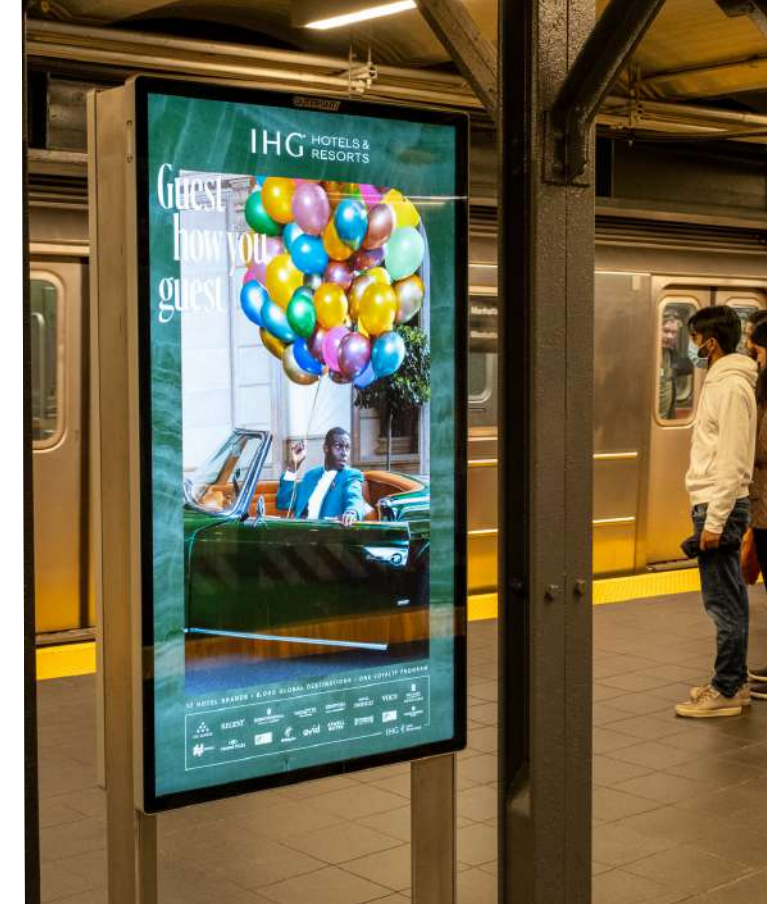
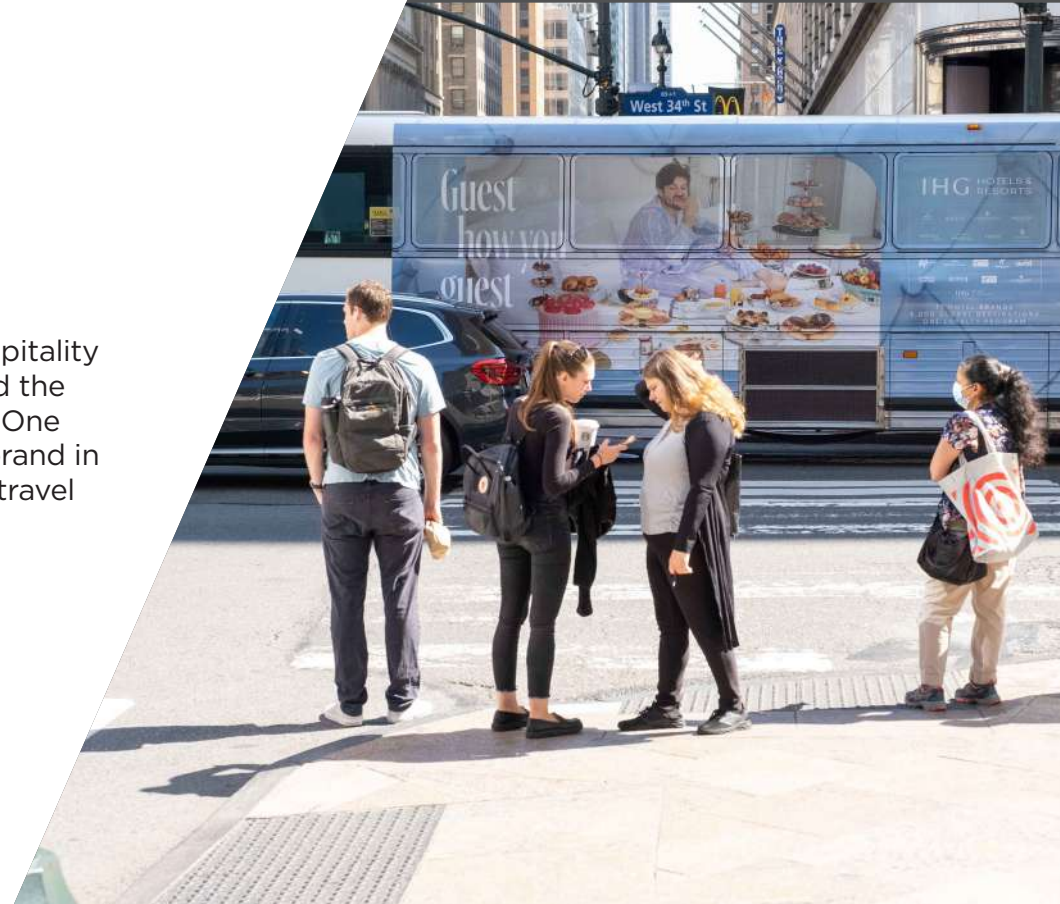
- **Strategically Placed:** IHG wanted to reintroduce themselves to current members and attract the next generation of travelers through their ads which dominated at street level and underground on the subway. Media included Wrapped Trains, Brand Trains, Liveboards, Ultra Super Kings, and Walls.
- **Creative Excellence:** IHG launched the “Guest How You Guest” marketing campaign aiming to highlight authentic travel experiences and empower guests to shape their own unique journeys while staying at IHG hotels.
- **Client Success:** The multichannel campaign generated over 2 billion impressions and initial in-market results have shown a significant increase in brand recall and overall positive sentiment. IHG also saw an increase of 27% for their member enrollment compared to years prior.

IHG
HOTELS & RESORTS



SOURCE: CANNES LION SUBMISSION 2023, LOVETHEWORK.COM “GUEST HOW YOU GUEST”

DISCLAIMER: OF COURSE, THE RESULTS OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY, (CLICK THROUGH OR SECONDARY ACTION RATES), OR REVENUE.



RESULTS

2B

IMPRESSIONS

27%

INCREASE IN MEMBER ENROLLMENT



OUTFRONT