

Case Study: Intercontinental Hotels Group

IHG Hits A Hole-In-One with Pre-Roll

About IHG's Crowne Plaza Brand

Crowne Plaza is a chain of upscale, full-service hotels catering to business travelers, as well as the meetings and conventions market. It operates over 400 hotels globally in 52 countries, which are usually located in city centers, resorts or near major airports.

Crowne Plaza ran a video campaign targeting business travelers who love to play golf. The goal was to raise awareness for Crowne Plaza as the hotel that can help you “Get a Better Game” and to increase bookings at Crowne Plaza just in time for spring.

93% Lift In Awareness

78% Engagement Rate

541% Increase in CTR
(when people chose to watch Pre-Roll)

Connecting with a hard-to-reach audience

Crowne Plaza knows that reaching busy business travelers and getting them to change their hotel choices can be difficult. This audience is busy, selective and constantly on the move. The hotel used a “stay-and-earn” promotion to target golf enthusiasts, offering the chance to win Nike Golf gear and lessons from professional golfer Stewart Cink. In addition, the first registered guest who stayed 50 nights during the promotional period would play the round of their life—a spot in the Pro Am at the 2012 Crowne Plaza Invitational at Colonial with Stewart Cink.

Crowne Plaza’s target travelers are so often on the road that one of the best ways to reach them is through pre-roll video on their favorite business and sports sites. But because these people are so busy, Crowne Plaza also understood that they were in a rush to get directly to their video content—just like the 70% of people who skip past pre-roll every day.

Pre-Roll TYPE-IN™ Ads from Solve Media drove prospects to type a branded message into Crowne Plaza’s pre-roll ad to get them to the video content they wanted to watch. Pre-Roll TYPE-IN™ Ads use three simple learning techniques—focused attention, repetition and writing—to aid brand message retention. These ads gives brands a unique opportunity to engage with prospects.

Successfully raising awareness with guaranteed engagement

According to comScore, Solve Media delivered a remarkable 93% increase in awareness for Crowne Plaza. That’s more than 30x what is usually seen in pre-roll.

More than 350,000 people chose to skip their video by typing in Crowne Plaza’s brand message while committing the “Get a Better Game” line to memory. And not everyone chose to skip.

The click-through rate of people who watched the pre-roll was 541% higher than those who did not watch it. Those were some seriously engaged consumers. And it’s important to note that 78% of viewers who saw the Crowne Plaza campaign engaged with the brand in some way.

