



# THE MARKETPLACE PREFERRED HOTELS & RESORTS — 2022

SEASONAL ACCELERATOR: CYBER OFFER 2022

November 28th, 2022

# CAMPAIGN OVERVIEW



## OBJECTIVES

Drive traffic and bookings to participating hotels from key feeder markets.  
Stand out from the competition on Cyber Monday.

## STRATEGY

Drive urgency with a one day only Cyber Monday offer for a free night offer AND 30,000 *I Prefer* bonus points incentive

## CAMPAIGN MESSAGE

A Free Night Stay Now AND a Free Night Stay Later! A Cyber Monday Deal that Takes you Places!

Receive a free night AND 30,000 *I Prefer* points, worth one night free toward a future stay when you book 2 nights or more. Pack your bags and start picturing your next trip.

## TIMING

Cyber Monday across the globe

Offer Starts on:

Sunday 27<sup>th</sup> - 16:01 PST

Monday 28<sup>th</sup> - 00:01 am GMT

Monday 28<sup>th</sup> - 08:01 am SGT

Offer ends:

Monday 28<sup>th</sup> - 23:59 PST

Tuesday 29<sup>th</sup> - 07:59 am GMT

Tuesday 29<sup>th</sup> - 15:59 SGT

## OFFER

One (1) night free AND 30,000 BONUS POINTS OFFER: Valid for stays of minimum 2 nights, booked on November 27 and 28, 2022, only, and completed before March 31, 2023, at any *I Prefer* Hotel participating in the 2022 Cyber Monday campaign.



# CAMPAIGN MESSAGE



## A Free Night Stay Now AND a Free Night Stay Later!

### WHERE NEXT?

Finally: A Cyber Monday Deal that Takes You Places

Our biggest sale of the year is here! We're making your travel dreams possible with a special promotion. Book two nights at a participating location across the globe and receive a free night now AND 30,000 *I Prefer* bonus points worth one night free toward a future stay. Pack your bags and start picturing your next trip.

# TARGET AUDIENCE

- Cyber Monday Sale consumers looking to take a luxury vacation and searching for “deals”
- Global feeder markets for participating hotels
- Qualified *I Prefer* members





# THE OFFER



- **RATE PROGRAM NAME:**

- Cyber Sale

- **RATE PROGRAM CODE:**

- MKTCYB

- **VALID ARRIVAL DATE:**

- November 27, 2022 – March 31, 2023

- **VALID BOOKING DATE:**

- Sunday 27<sup>th</sup> - 16:01 PST (or local time equivalent)
- Monday 28<sup>th</sup> - 23:59 PST (or local time equivalent)

- **OFFER DESCRIPTION:**

- Stay two (2) nights or more and get an extra night free when you book rate code MKTCYB
- Plus receive 30,000 *I Prefer* points, worth one night free toward a future stay – **Sponsored by Preferred**

30,000 *I Prefer* Bonus Points  
worth one free night sponsored  
by Preferred Hotels & Resorts

**BLACK OUT DATES MAY BE APPLIED**

# ROUTES TO MARKET

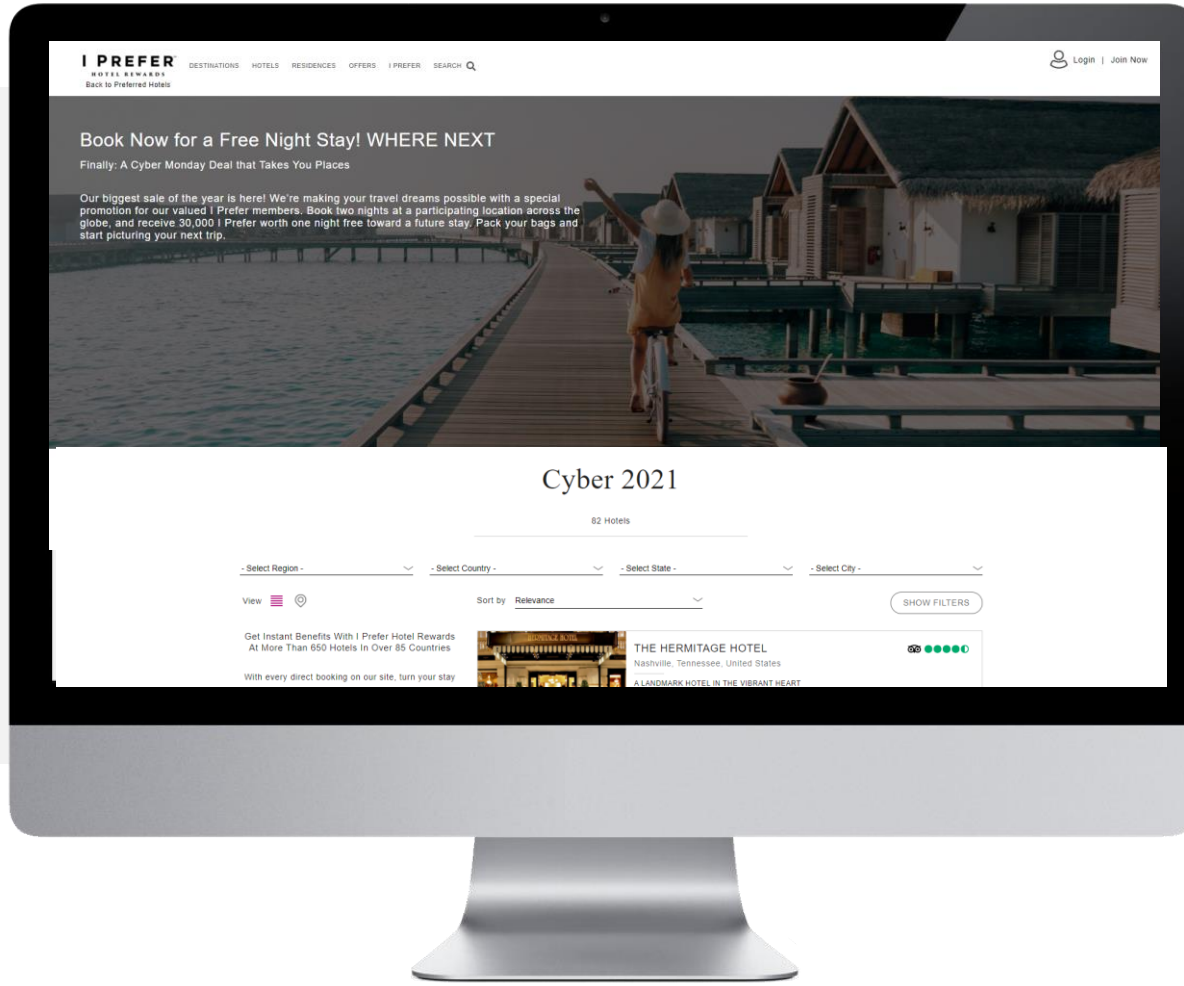


# DIGITAL TACTICS

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# PREFERRED BRAND WEBSITE

Creative  
Example



1

Dedicated landing page featuring participating hotels

2

Landing page live on November 27 at 16:01 PST for 36 hours

3

Website Pop-Up to educate customers that arrive to Preferredhotels.com by way of organic traffic



# DIGITAL DISPLAY

1

## PROSPECTING

- Contextual targeting
- People looking for a similar property
- People looking for travel related cyber deals

2

## LANDING PAGE REMARKETING

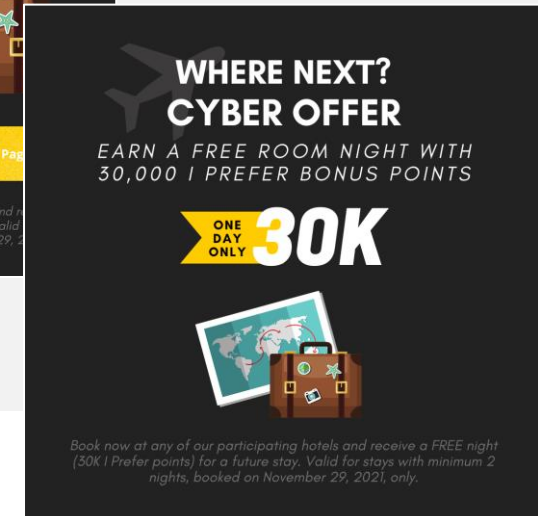
- Display advertising for visitors who land on the dedicated campaign landing page

3

## SEGMENTED AUDIENCES FOCUSING ON

- Behavior – past user / booker data
- Psychographic – aspirational and interest in luxury hotel offers
- Demographic targeting

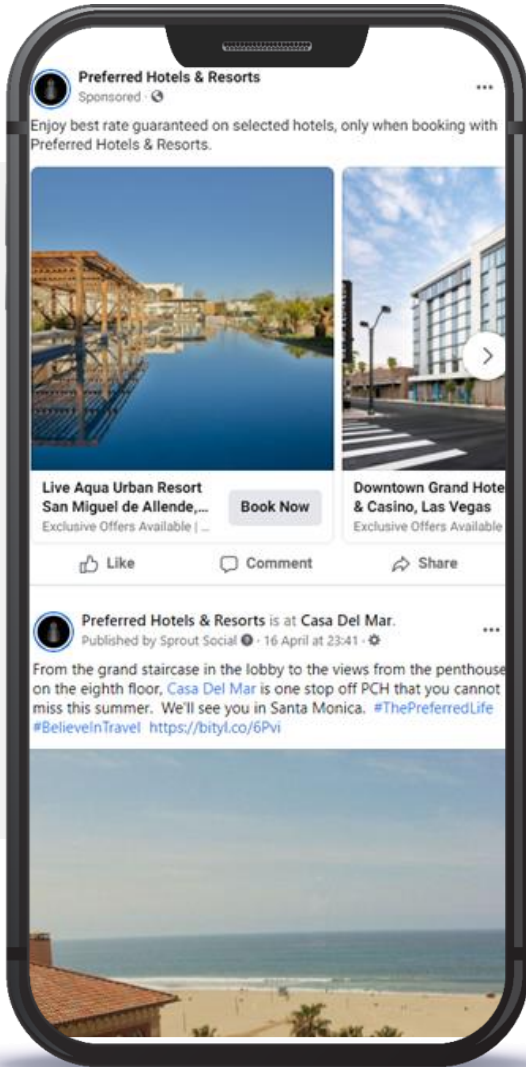
Creative  
Example



THE ACCELERATOR: CYBER OFFER 2022

# PAID SOCIAL MEDIA

## Creative Example



1

Dynamic advertising on Facebook to automatically promote hotels to people that have expressed interest in similar properties on the PH&R website, app, and elsewhere on the internet

2

Display advertising targeting people who have expressed an interest in travel related cyber deals

3

Remarketing ads for visitors of the campaign landing page

# *I PREFER* MEMBER E-MAIL

ACCELERATOR: CYBER OFFER 2022



# I PREFER MEMBER EMAIL

Creative  
Example

1

Three email deployments and unique creatives all supporting the one-day Cyber Monday sale

2

Highly targeted audience of feeder markets for participating hotels

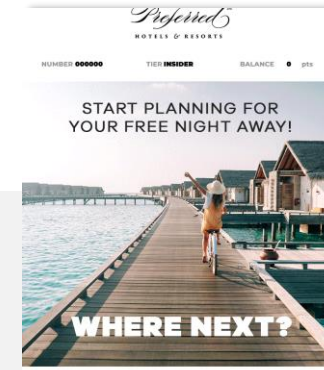
3

Deployment Dates:

Sunday 27<sup>th</sup> - 16:01 PST

Monday 28<sup>th</sup> - 00:01 am GMT

Monday 28<sup>th</sup> - 08:01 am SGT



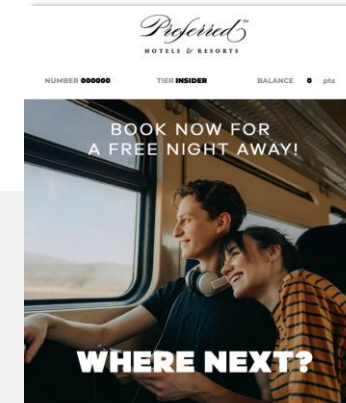
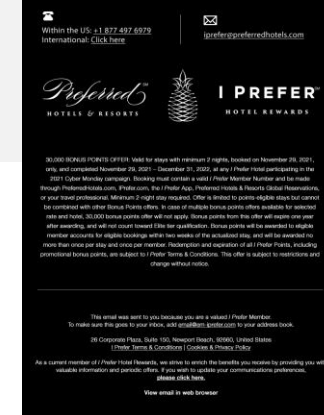
### Your Cyber Monday Gift is a Free Night Away!

Mark your calendars! On Monday, November 29th, when you book two nights or more at any of our fabulous locations across the globe, you'll earn 30,000 *I Prefer* points toward a free night on a future stay.

That's right. A free night at your dream location is around the corner!

Make sure to check in on Cyber Monday.  
Keep an eye on your inbox, and start dreaming big!

[VIEW LOCATIONS](#)

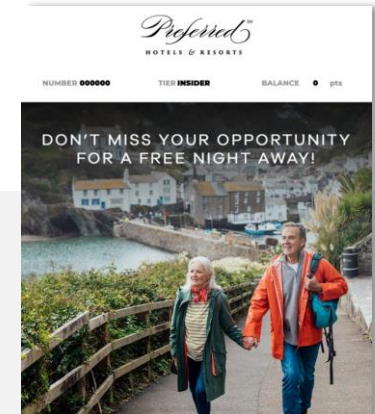


### Our biggest promotion of the year is here!

Today only, we're making your next adventure possible with a special gift of 30,000 bonus *I Prefer* points toward an extra night of travel! Book two nights or more at any location across the globe to be eligible for this first-ever giveaway.

We've never held a promotion this big. Don't miss your chance, and book now for your free night!

[BOOK TODAY!](#)



### Last chance to earn 30,000 *I Prefer* points worth a free night!

Your chance for a free night is slipping across the horizon! Today only, book a stay of two nights or more at any location across the globe, and receive 30,000 *I Prefer* points worth one night free toward a future stay.

Don't miss this first-ever Cyber Monday opportunity!

[BOOK NOW](#)



# *PUBLIC RELATIONS AND SOCIAL MEDIA*

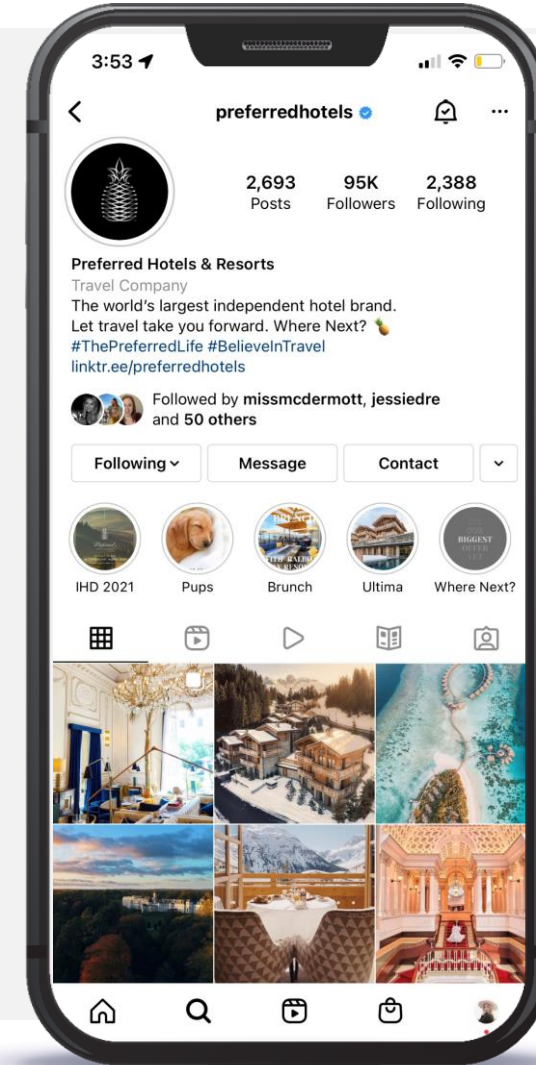
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# BRAND SOCIAL

## WE ARE STORYTELLERS...

- **INSTAGRAM:**
  - **Posts, Reels & Story features**
  - Details: A selection of the above formats will be activated to raise awareness of activity and link to the campaign landing page.
  - Audience Reach: 107k Followers
- **FACEBOOK:**
  - **Posts & Stories**
  - Posts on the @PreferredHotels Facebook Page will detail offer with a direct link to the campaign landing page. Potential for Instagram stories to also feature on Facebook stories
  - Audience Reach: 302k
- **INTERACTIVE TWEETS:**
  - **Twitter Posts**
  - Details On the @PreferredHotels Twitter, all tweets will include links to the campaign landing page
  - Audience Reach: 32k

*Depending on strength of offer and imagery available, a combination of the above channels will be activated in support of the promotion.*





# PUBLIC RELATIONS

1

Global PR Pitch promoting the offer - *I Prefer* Celebrates Cyber Monday

2

Distribution date November 21, 2022

3

Participating hotels will be selected based on offer value and location to ensure global relevance. Interested hotels can reach out on [hotelnews@preferredhotels.com](mailto:hotelnews@preferredhotels.com)



# *WHAT WE NEED FROM YOU*

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# SIGN UP FOR OUR BIGGEST SALE OF THE YEAR

Deadline to participate is  
October 21, 2022

1

**Sign Up Online** [HERE](#), before October 21, 2022

2

**Our Rate Loading Team will load the rate on your behalf**

3

**We Create:**

We build, execute, and measure the campaign on your behalf.

3

**You Grow:**

Watch as your property's reputation, bookings, and revenue increase



# HOW YOU CAN AMPLIFY – SOCIAL MEDIA

## YOUR SOCIAL MEDIA CHANNELS'

Hoteliers are invited to feature this offer and the corresponding campaign assets on their social media channels, in addition to sharing posts from the Preferred owned social channels

### STEP 1

Use an image of your hotel or the campaign hero image

### STEP 2

Use the suggested caption on the next slide or produce your own

# HOW YOU CAN AMPLIFY – SOCIAL MEDIA

## SUGGESTED SOCIAL MEDIA CAPTION

All are suitable for Instagram/Facebook/Twitter in their current form.

1. Tag your best travel buddy and start planning your next trip now. For #CyberMonday only, book two nights or more with us and enjoy exclusive perks including a free night plus I Prefer bonus points with @PreferredHotels! To learn more, visit: [link/or if Instagram: “visit the link in our profile”] #ThePreferredLife #IPreferRewards
2. Check out our special offer for #CyberMonday with @PreferredHotels, book two nights or more with us and enjoy a free night now plus I Prefer bonus points!. #ThePreferredLife #IPreferRewards
3. We’re celebrating #CyberMonday with @PreferredHotels! For today only, book a stay of two nights or more and enjoy a free night now as well as special I Prefer bonus points worth a free night’s stay for a later trip. To learn more, visit: [link/or if Instagram: “visit the link in our profile”] #ThePreferredLife #IPreferRewards
4. Available for #CyberMonday only, book two nights or more with us and enjoy a free night now plus I Prefer bonus points for a free night’s stay later as part of our special offer with @PreferredHotels! To learn more, visit: [link/or if Instagram: “visit the link in our profile”] #ThePreferredLife #IPreferRewards
5. Today only, treat yourself to a stay of 2 nights or more and enjoy a free night now as well as a free night’s stay for a later trip as part of our incredible #CyberMonday offer with @PreferredHotels’s loyalty program, I Prefer! To learn more, visit: [link/or if Instagram: “visit the link in our profile”] #ThePreferredLife #IPreferRewards





Should you have any questions please contact:

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