

# IHG REWARDS CLUB PARTNERSHIP WITH MR & MRS SMITH

STRATEGY + CONCEPTS | 1.09.20





# AGENDA

1. PROJECT BRIEF
2. STRATEGIC APPROACH
3. DESIGNS 1, 2 & 3
4. EMAIL & WEB MERCH
5. SUMMARY
6. TECH QUESTIONS
7. TIMELINE



# STRATEGIC APPROACH



THE ASK.

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IHG REWARDS CLUB NOW OFFERS AN EXCLUSIVE PARTNERSHIP WITH THE WORLD'S BEST BOUTIQUE AND LUXURY HOTEL PROVIDER, MR & MRS SMITH. INFORM MEMBERS THEY CAN PLAN THEIR NEXT TRIP TO DESTINATIONS THAT ARE MORE ENTICING THAN EVER BEFORE.



## THE GOALS.

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1. ABOVE AVERAGE OPEN & CLICK THRU RATES FOR EMAIL AND MOBILE.
2. MEMBERS ARE AWARE THEY CAN EARN WHEN THEY BOOK A MR & MRS SMITH PROPERTY THROUGH IHG.
3. INSPIRE ACQUISITION TO IHGRC & MEMBERS TO BOOK.



OUR AUDIENCE — CAPTURING CONSUMER MINDSET

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“TRAVEL IS THE ONLY THING YOU  
BUY THAT MAKES YOU RICHER.”

(ESPECIALLY WHEN YOU USE POINTS)



# DESIGN

VERSION 1





# CONCEPT

Since this page is meant to be the dream phase of the site, we wanted to create a landing page that harnesses what makes a dream so special: the emotional feeling one gets from envisioning themselves in the situation.





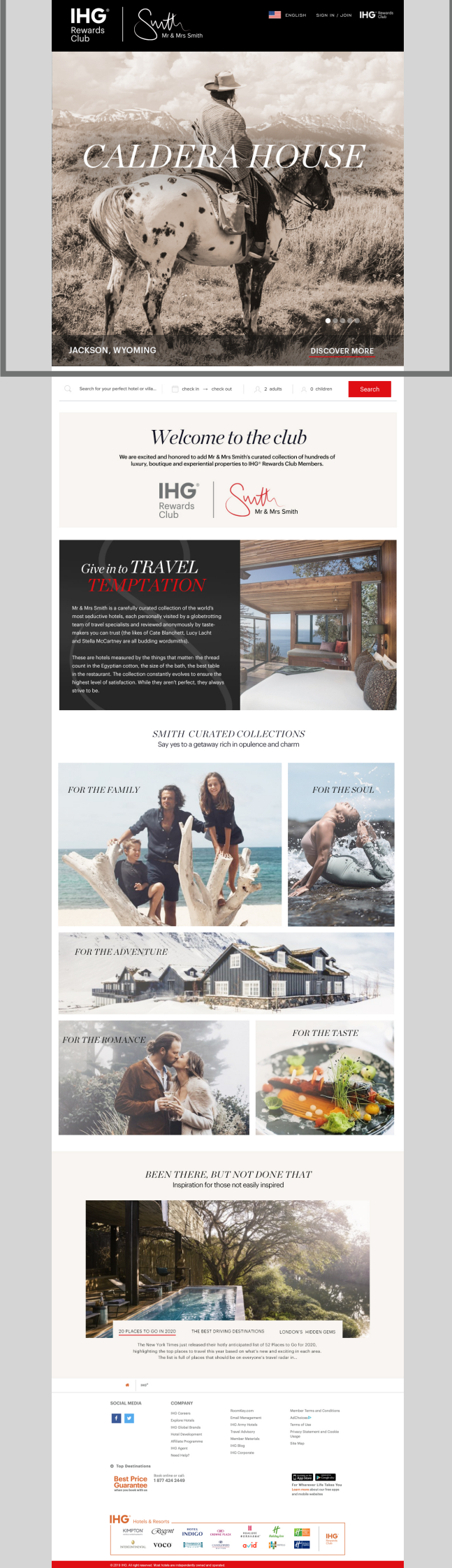
# CALDERAHOUSE



LANDING PAGE 1

**Look:**  
Rather than distract with bright, saturated color, we utilized high contrast black and white photography to stand out in the hero rotator. Lower down the page, we introduce desaturated, high contrast color photography. The blacks are crushed but the other colors look less bright. This photographic style while classic is very on trend right now.

The photography also plays in well to the Mr & Mrs Smith color palate. We utilize the MMS red as an accent throughout the page.

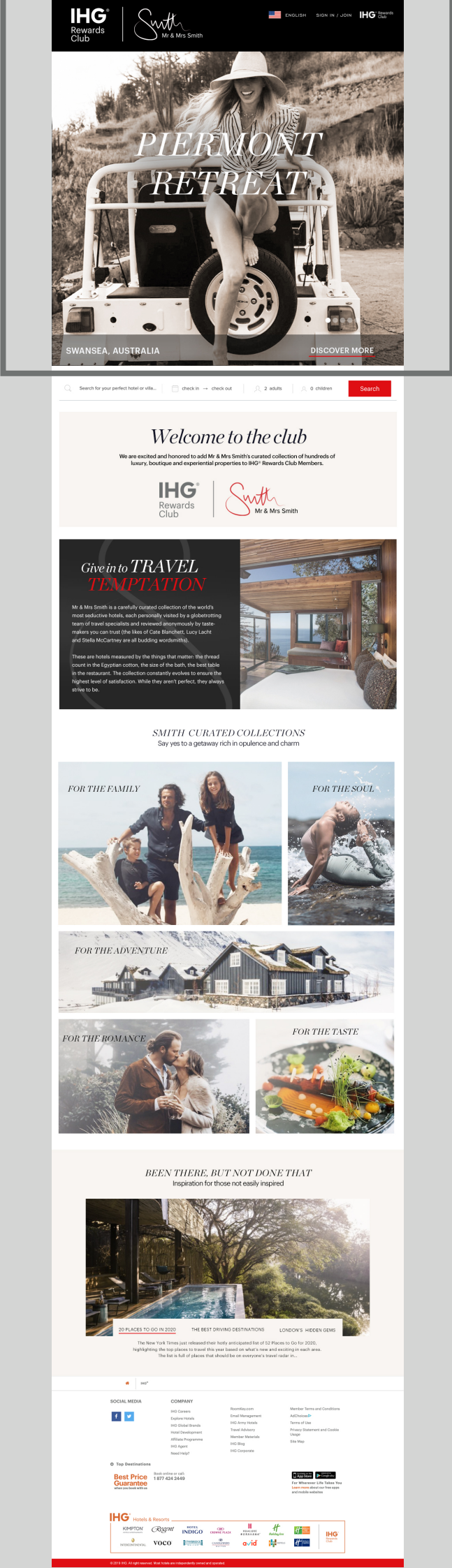




LANDING PAGE 1

**Feel:**  
The final aesthetic is bold, but modern without losing a luxury feel. The design follows the more open feel set forth by other IHG luxury brand’s best practices. The content is aligned with what IHGRC members need to move to the booking phase.

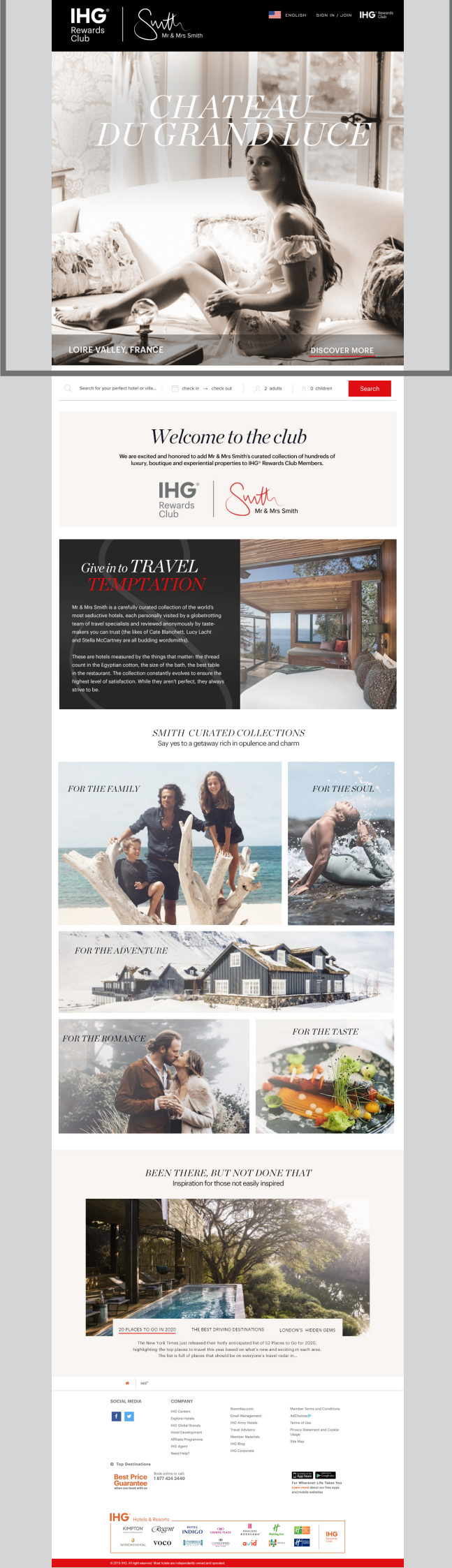
**Tone:**  
The copy follows the idea of dreams and temptations which aligns with the IHGRC and other audiences are interested. Each section uses language to engage and entice guests to explore and book.





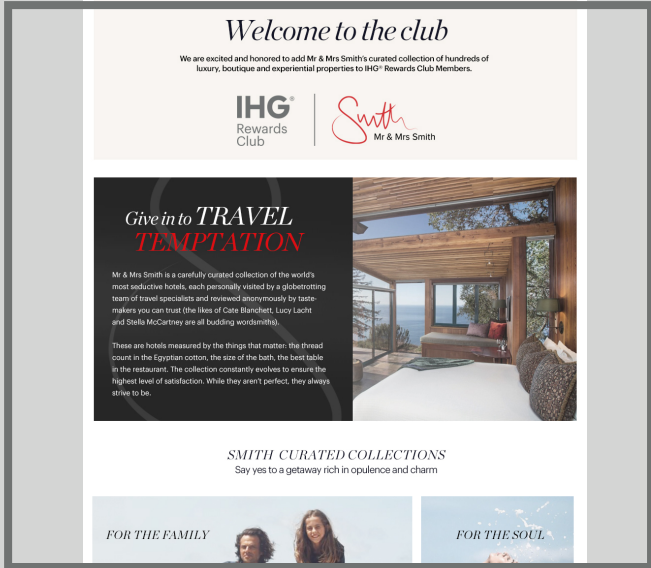
LANDING PAGE 1

The first module uses an auto-rotator to cycle through imagery. If the guest sees and image they like and wants to learn more about that property, they can click on the live link which will take them to that specific hotel details page.





The third module talks about the MMS brand and their philosophy to try and drive interest about their properties on IHG Rewards Club.



*SMITH CURATED COLLECTIONS*  
Say yes to a getaway rich in opulence and charm



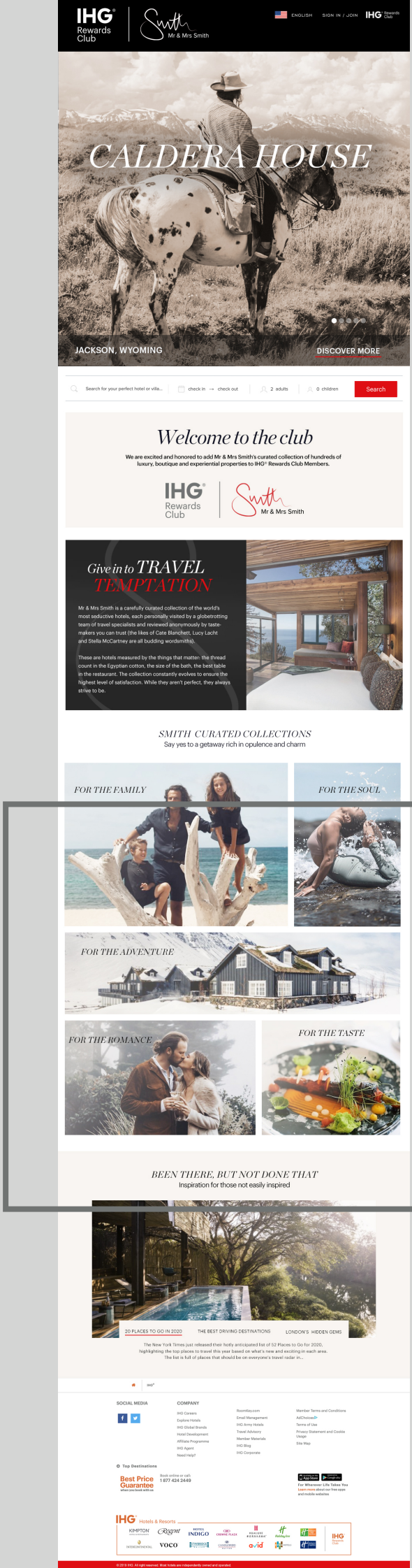
## LANDING PAGE 1

The fourth module really captures the spirit of upscale travelers who are looking for curated excursions.

Each image is a different type of trip for guests to take. Once they click on one of the topics, a modal overlay comes out with a number of properties that fit that group.

Each property image would be clickable and take you directly to that property's detail page to learn more.

The categories can rotate over time or with the seasons or trends.



## SMITH CURATED COLLECTIONS

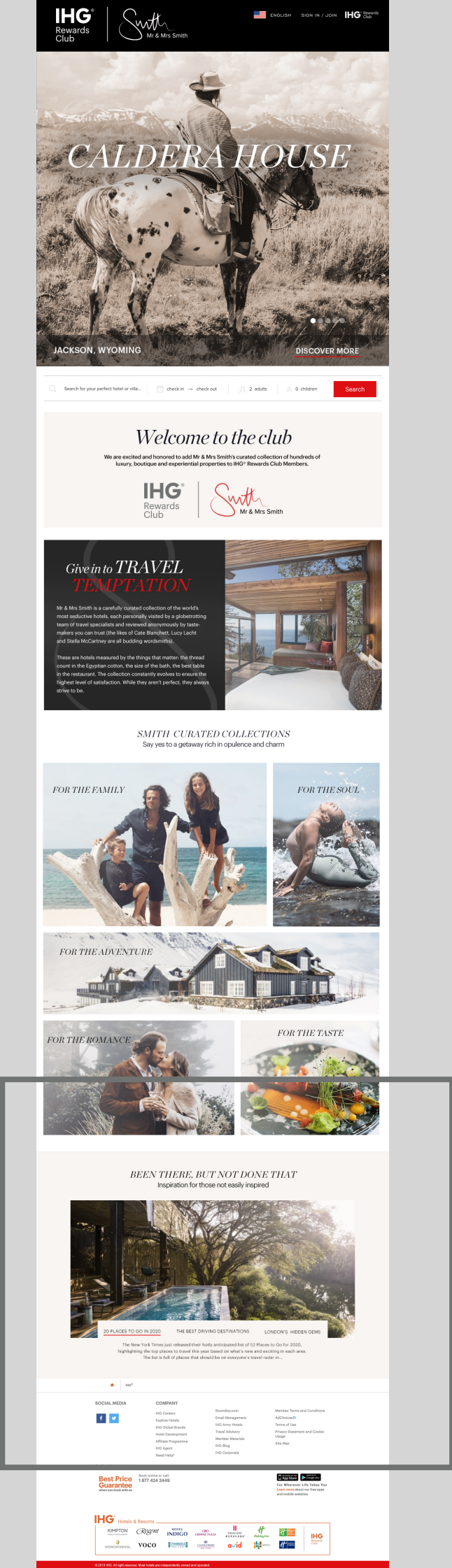
Say yes to a getaway rich in opulence and charm



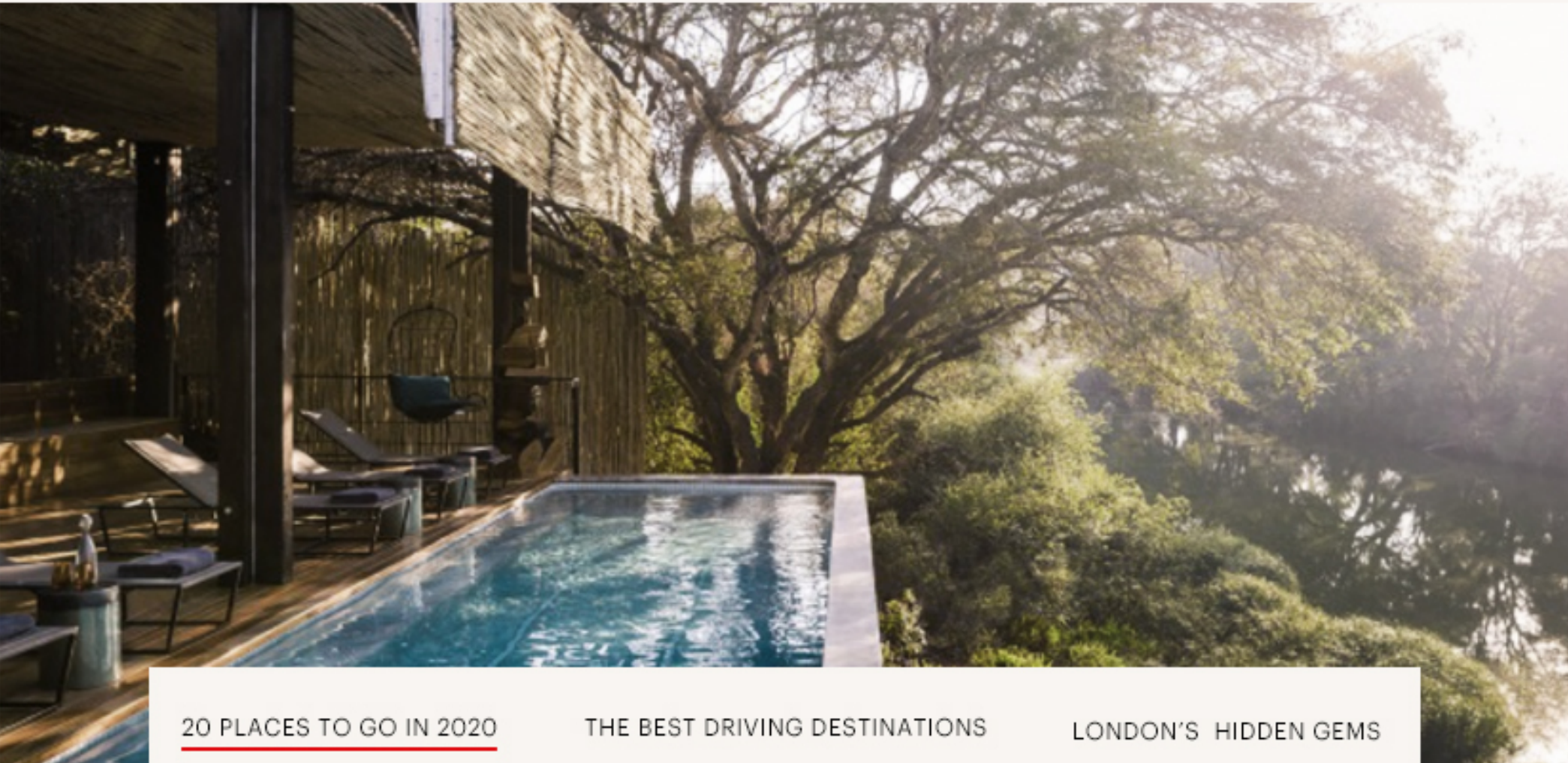


LANDING PAGE 1

MMS guests love information about travel. It also helps stoke inspiration for dreaming about new countries and places to travel. So we created a travelogue style module that would give a sentence or two on the topic covered in the article If the guest wanted to go deeper they could click on the link which would take them to the article page.



BEEN THERE, BUT NOT DONE THAT  
Inspiration for those not easily inspired



The New York Times just released their hotly anticipated list of 52 Places to Go for 2020, highlighting the top places to travel this year based on what's new and exciting in each area. The list is full of places that should be on everyone's travel radar in...



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- Member Materials
- IHG Blog
- IHG Corporate

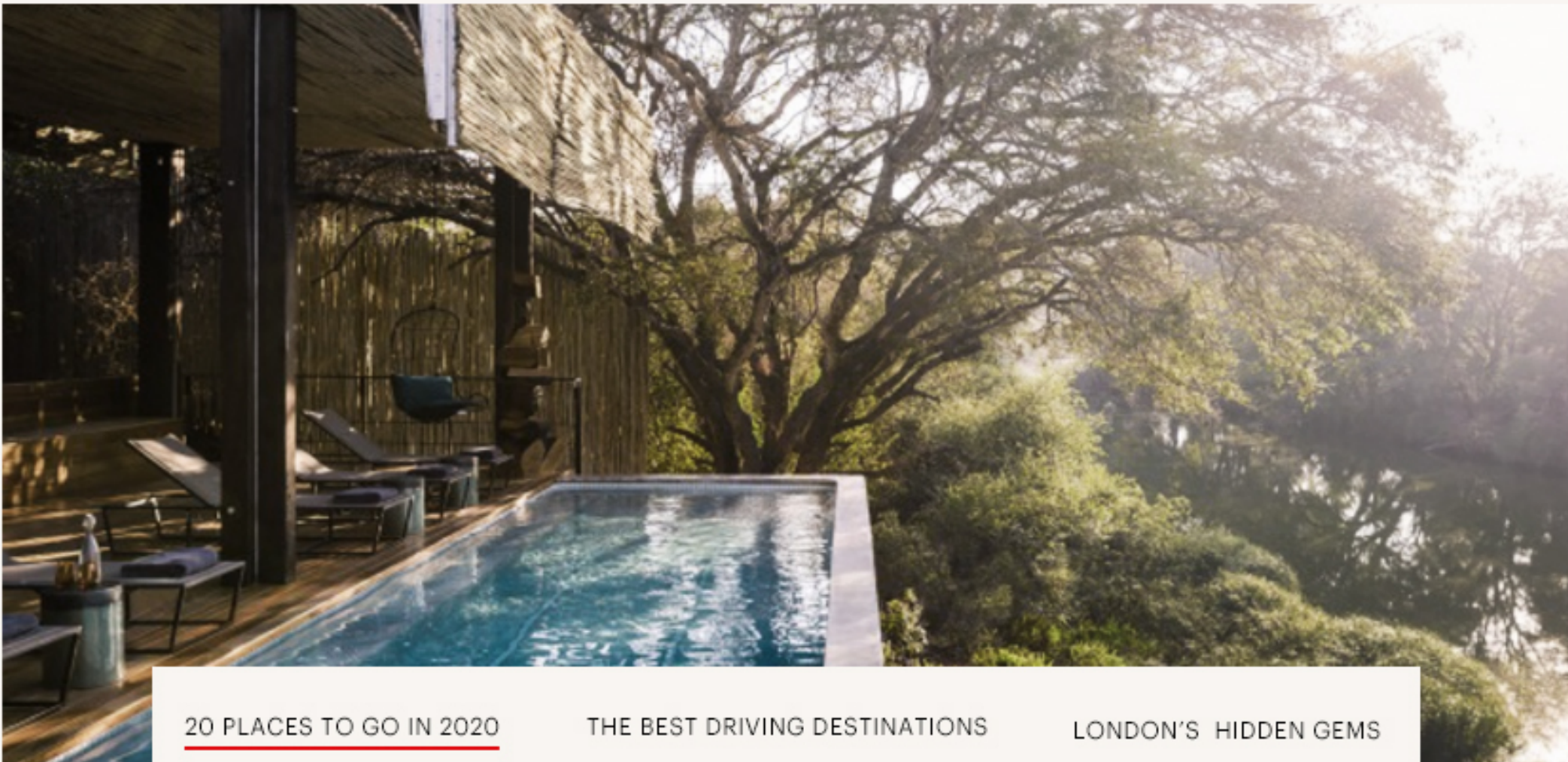
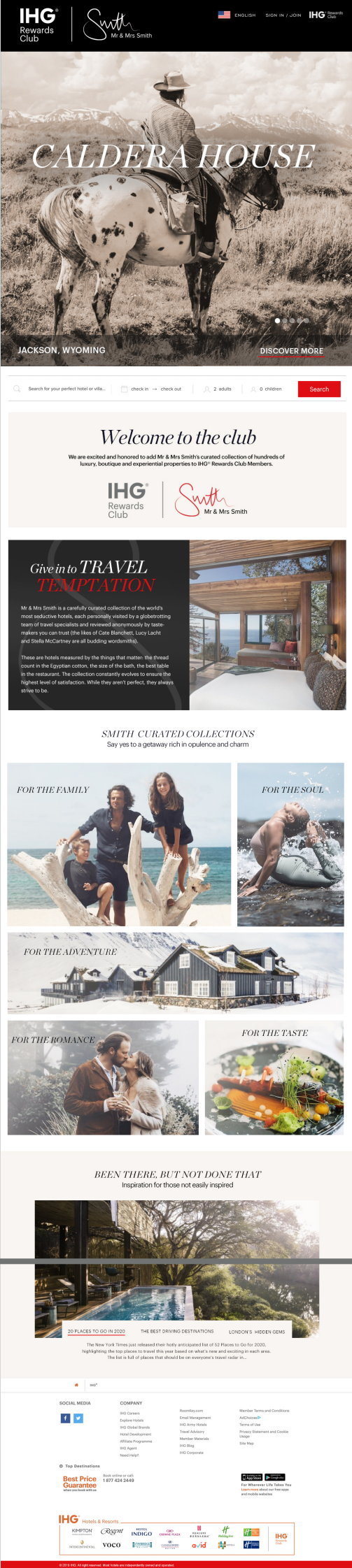
- Member Terms and Conditions
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Inspiration for those not easily inspired

# LANDING PAGE 1

The whole design rests on top of a normal IHGRC footer which signifies the end of the page.



20 PLACES TO GO IN 2020

THE BEST DRIVING DESTINATIONS

LONDON'S HIDDEN GEMS

The New York Times just released their hotly anticipated list of 52 Places to Go for 2020, highlighting the top places to travel this year based on what's new and exciting in each area. The list is full of places that should be on everyone's travel radar in...



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INTERCONTINENTAL

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STAYBRIDGE  
SUITES

CANDLEWOOD  
SUITES

avid

EMERALD HOTELS

Express



# DESIGN

VERSION 2





# CONCEPT

This design concept is based on a more traditional view of dream travel. Utilizing grand sweeping deep saturated shots of vistas that go edge to edge on the screen. It sucks viewers in by immersing their eyes in the properties.





Smith  
Mr & Mrs Smith

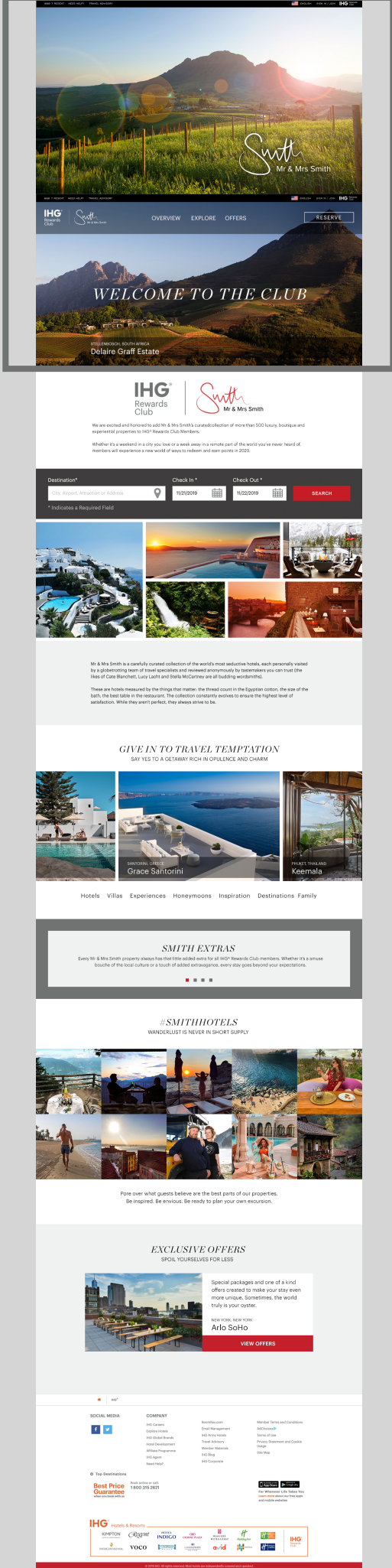


## LANDING PAGE 2

### Look:

Much like eating a fine meal, wander lust is stoked mainly through the eyes. This design is very image heavy relying on visuals more than copy much like the Regent brand best practices. Lots of space and a clean crisp design.

The design utilizes MMS red accents throughout the page but mixes them nicely with the IHG gray. The color combination of bright colors against a gray background is currently a popular trend in high end design.





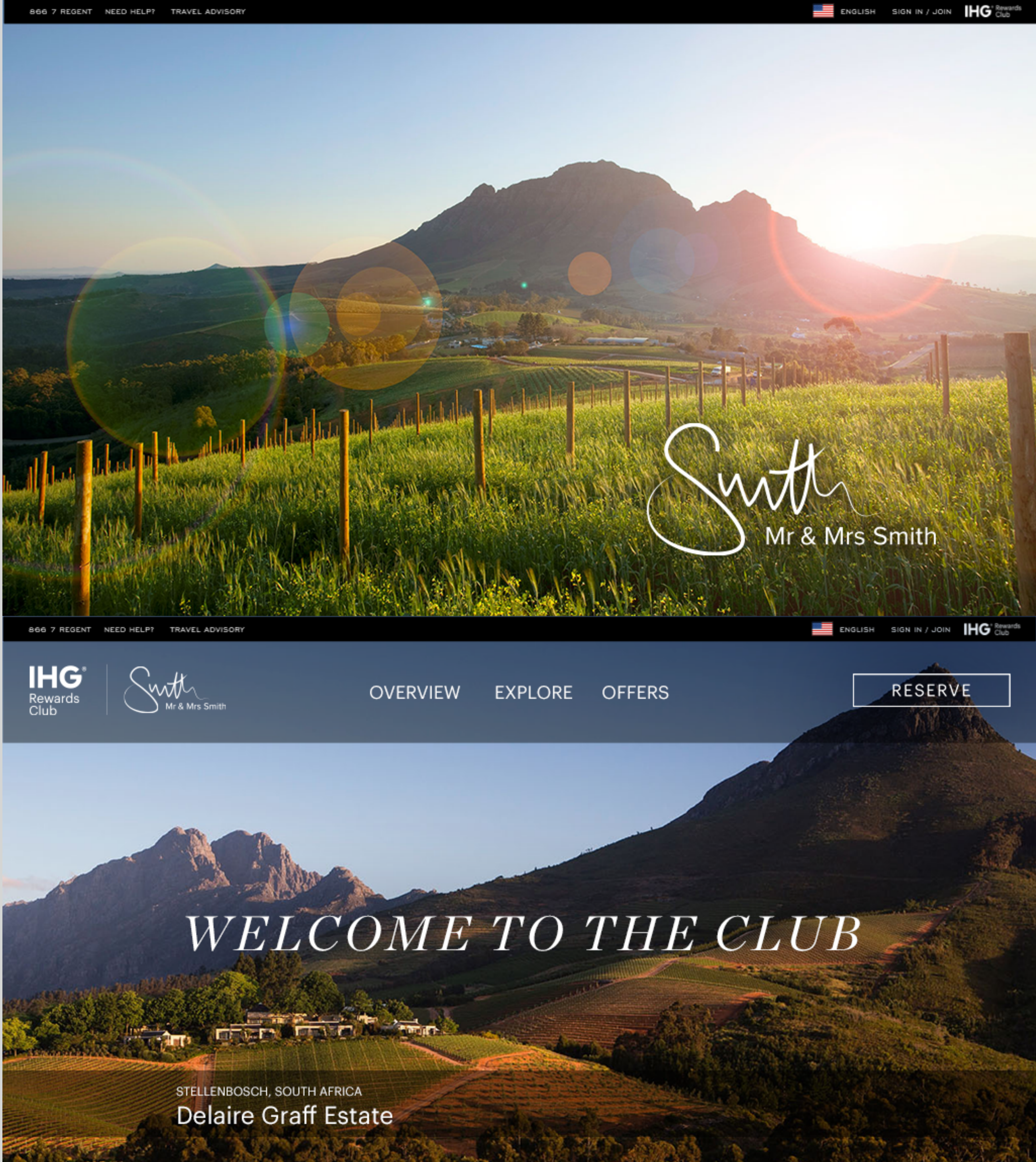
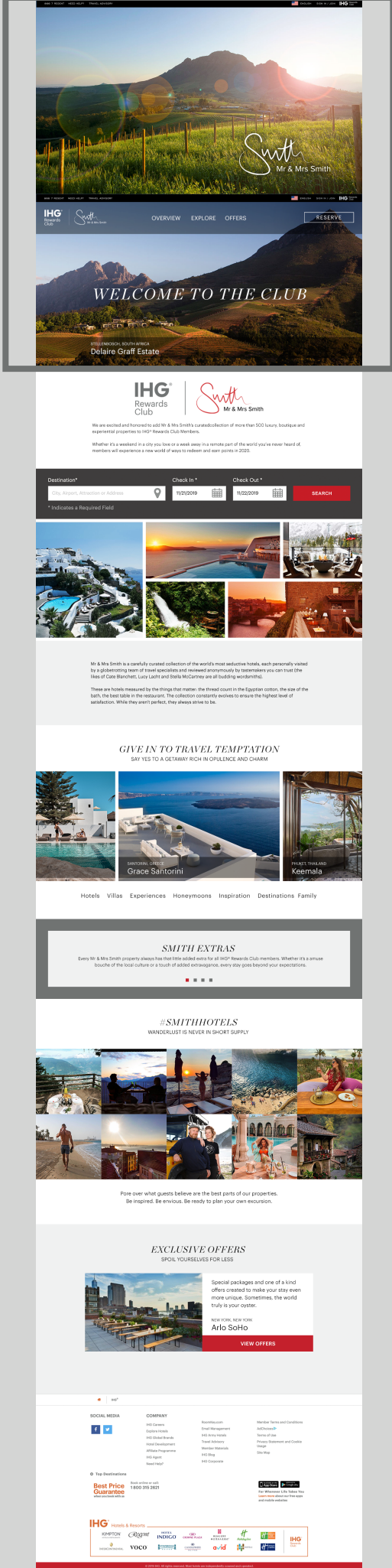
LANDING PAGE 2

**Feel:**  
The final aesthetic is beautiful, refined and definitely luxurious. It is easily scannable, but gives guests plenty of opportunity to learn more which diminishes friction for our audience and is a simpler way of telling the MMS partnership story.

**Tone:**  
What copy is on the page is very much a nice blend of the Mr & Mrs Smith cheekiness and the IHGRC straightforward content.

The page starts with the IHG Rewards Header. The reserve button will pin to the top of the page to remain present through the user’s entire journey.

The second module follows the Regent wireframe with a label of the property with a stunning visual included to help create visual appeal.



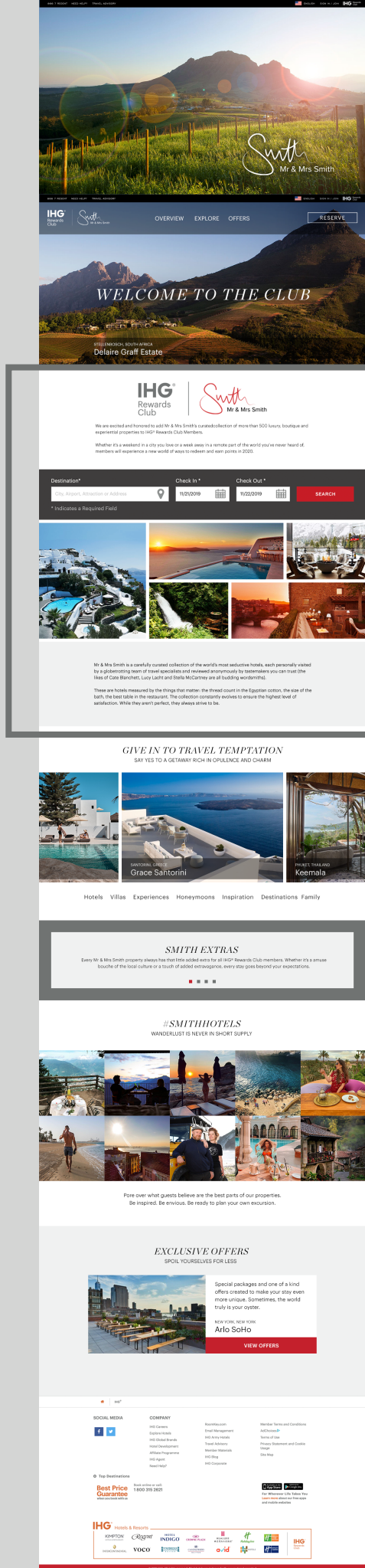


## LANDING PAGE 2

The third module is the first bit of descriptive copy we have. The copy talks about the partnership between IHG and MMS.

Separating the modules is a gallery of images from the property in the first module.

The third module talks about the MMS brand and their philosophy to try and drive interest about their properties on IHG Rewards Club.



IHG®  
Rewards  
Club

Smith  
Mr & Mrs Smith

We are excited and honored to add Mr & Mrs Smith's curated collection of more than 500 luxury, boutique and experiential properties to IHG® Rewards Club Members.

Whether it's a weekend in a city you love or a week away in a remote part of the world you've never heard of, members will experience a new world of ways to redeem and earn points in 2020.

Destination\*

City, Airport, Attraction or Address



Check In \*

11/21/2019



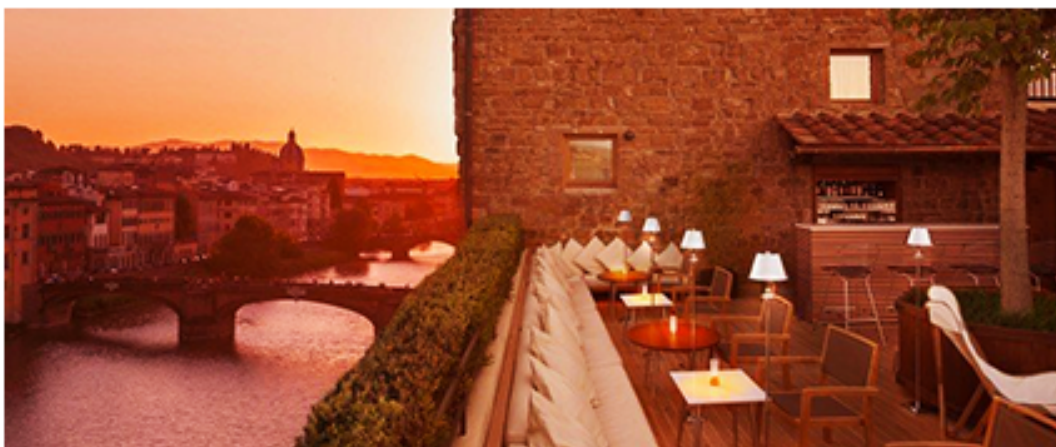
Check Out \*

11/22/2019



SEARCH

\* Indicates a Required Field



Mr & Mrs Smith is a carefully curated collection of the world's most seductive hotels, each personally visited by a globetrotting team of travel specialists and reviewed anonymously by tastemakers you can trust (the likes of Cate Blanchett, Lucy Lacht and Stella McCartney are all budding wordsmiths).

These are hotels measured by the things that matter: the thread count in the Egyptian cotton, the size of the bath, the best table in the restaurant. The collection constantly evolves to ensure the highest level of satisfaction. While they aren't perfect, they always strive to be.

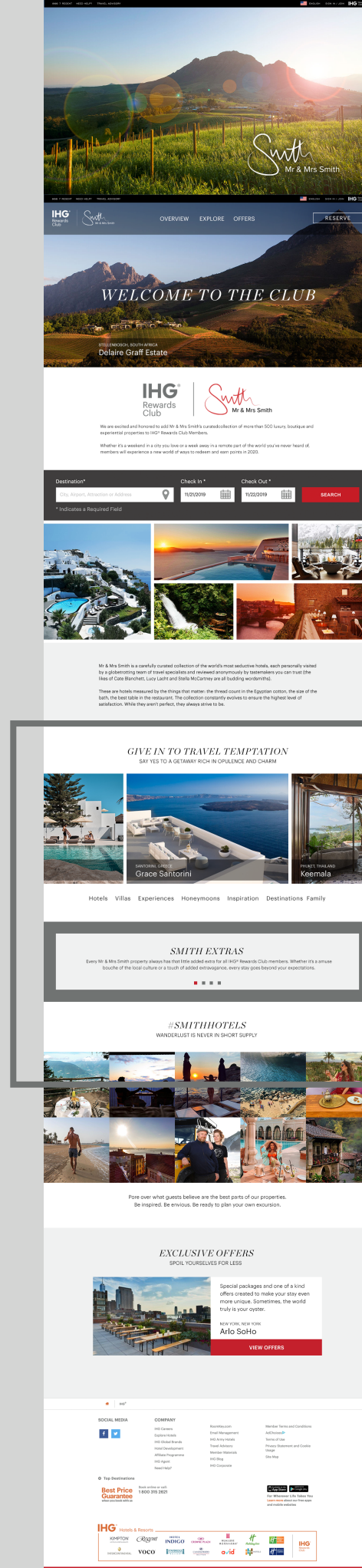


## LANDING PAGE 2

In this design, an explore module rotator is next and gives the different type of properties MMS have.

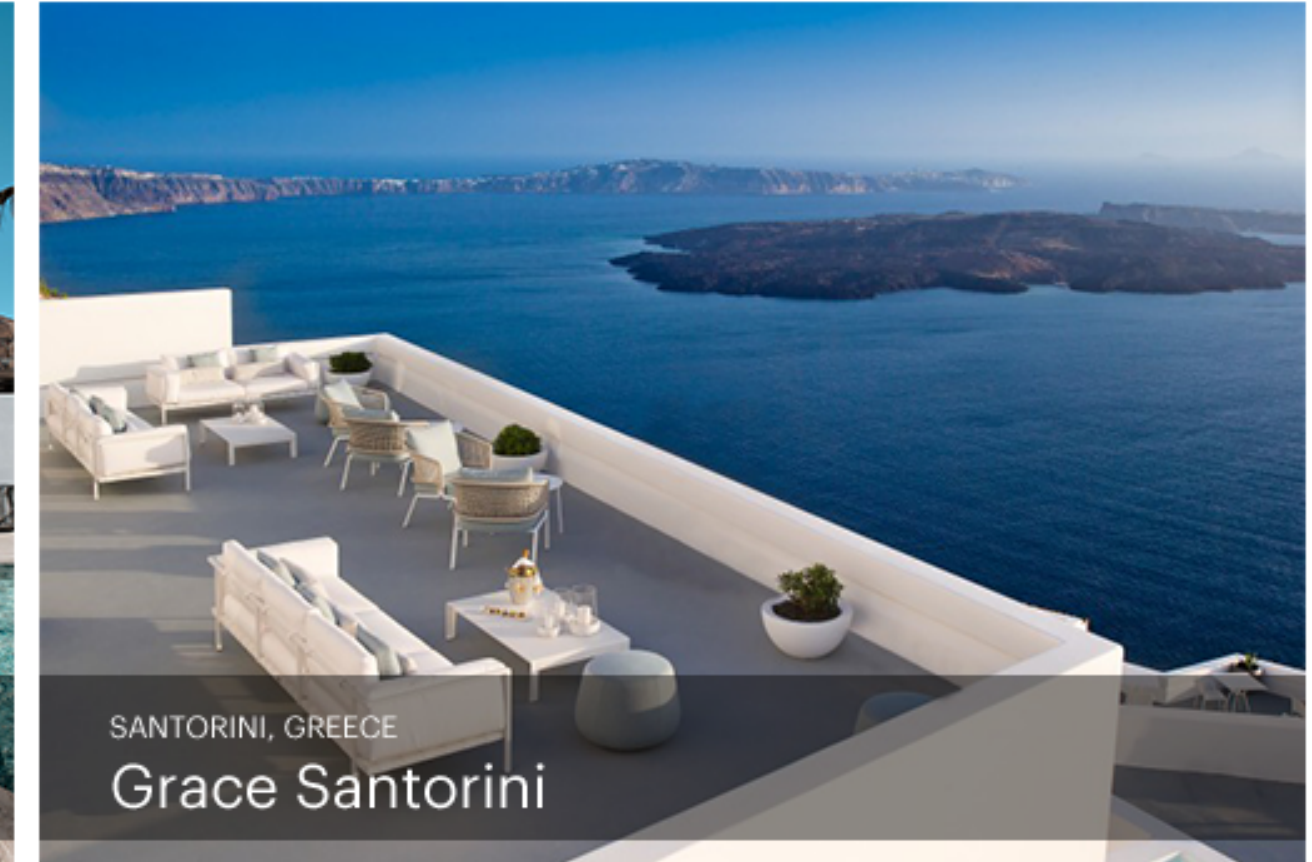
The property type is highlighted and a rotator of 3-5 featured properties appear. If guests see an image that inspires them, they can click on it and will be taken to that property's detail page.

The brand highlights module is next. They feature things about MMS that make their properties so special like the Smith Extras, eco-friendly facilities, experiences, etc.



## GIVE IN TO TRAVEL TEMPTATION

SAY YES TO A GETAWAY RICH IN OPULENCE AND CHARM



Hotels Villas Experiences Honeymoons Inspiration Destinations Family

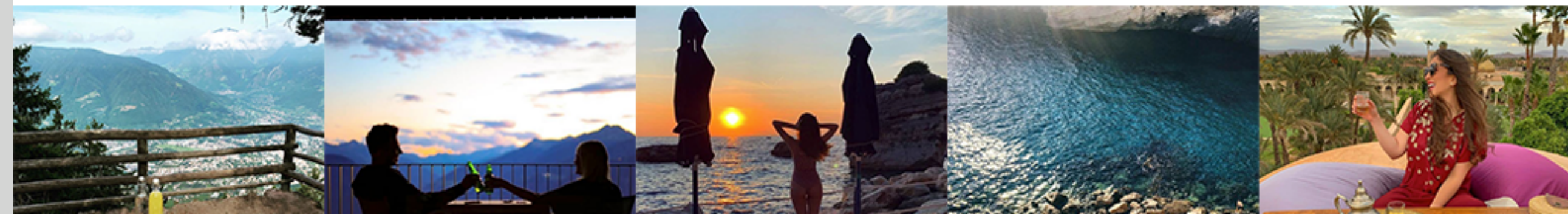
## SMITH EXTRAS

Every Mr & Mrs Smith property always has that little added extra for all IHG® Rewards Club members. Whether it's a amuse bouche of the local culture or a touch of added extravagance, every stay goes beyond your expectations.



## #SMITHHOTELS

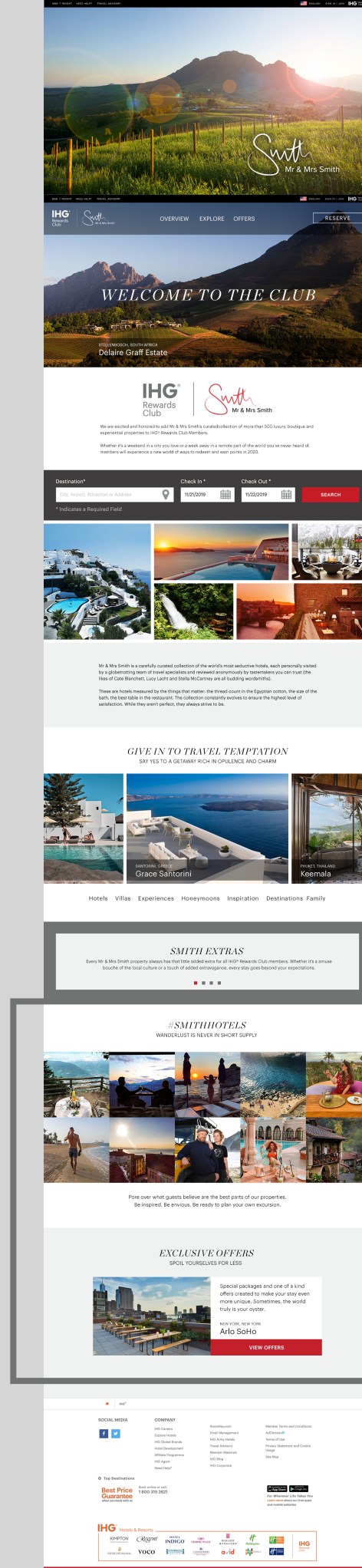
WANDERLUST IS NEVER IN SHORT SUPPLY



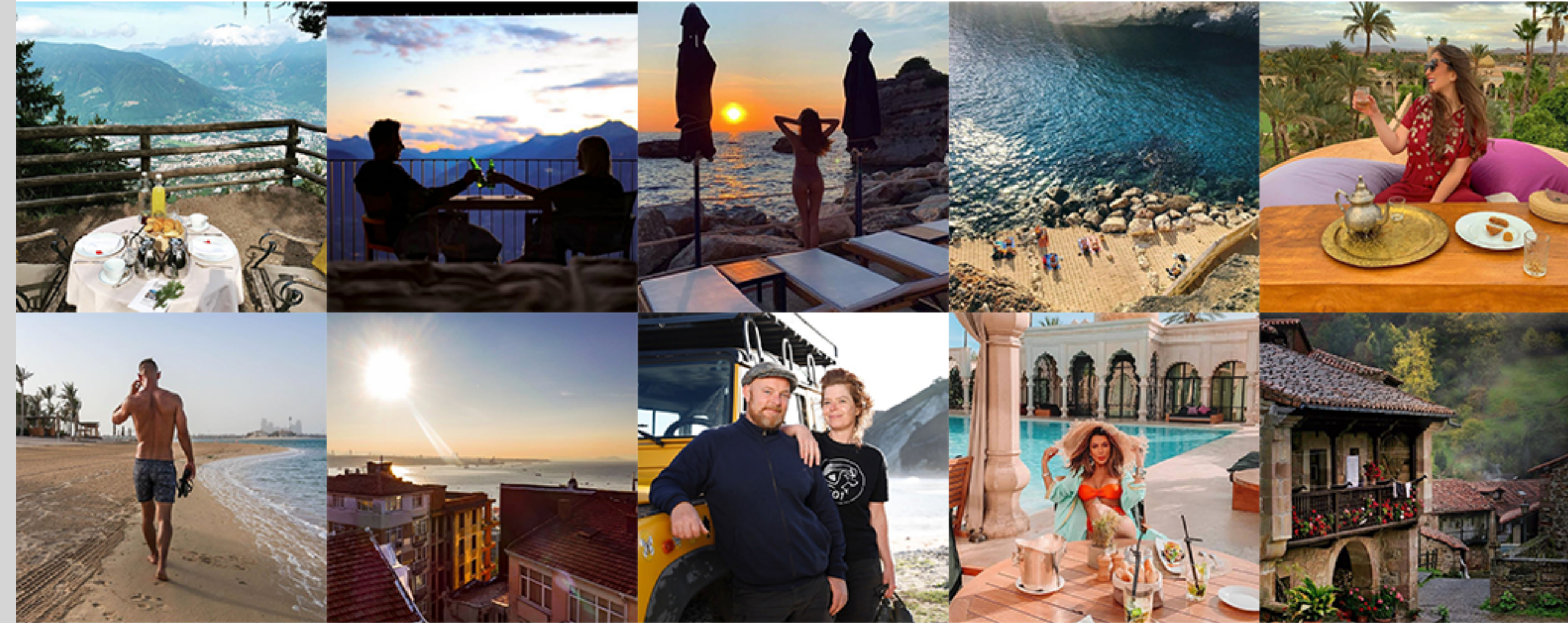


## LANDING PAGE 2

To inspire and entice guests to book, we've put the UGC social feed images in the landing page.



#SMITHHOTELS  
WANDERLUST IS NEVER IN SHORT SUPPLY



Pore over what guests believe are the best parts of our properties.  
Be inspired. Be envious. Be ready to plan your own excursion.

*EXCLUSIVE OFFERS*  
SPOIL YOURSELVES FOR LESS



Special packages and one of a kind offers created to make your stay even more unique. Sometimes, the world truly is your oyster.

NEW YORK, NEW YORK  
**Arlo SoHo**

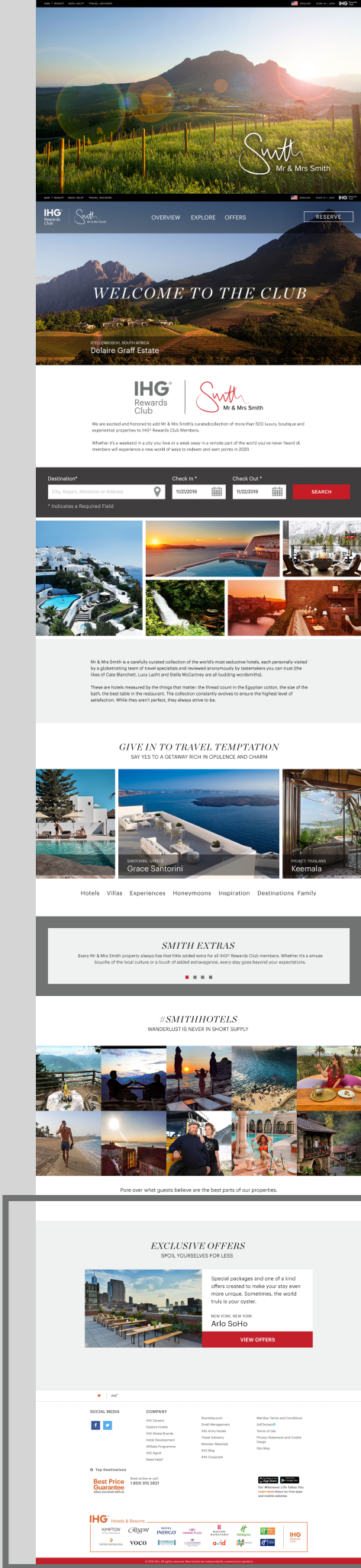
[VIEW OFFERS](#)



# LANDING PAGE 2

If the beautiful imagery and engaging copy hasn't inspired guests, then maybe a deal will. This module would lead guests to an offers page where curated specials and incentives would reside.

We end the page like we always do with the footer.



## EXCLUSIVE OFFERS

SPOIL YOURSELVES FOR LESS



Special packages and one of a kind offers created to make your stay even more unique. Sometimes, the world truly is your oyster.

NEW YORK, NEW YORK

Arlo SoHo

VIEW OFFERS



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SUITES

avid

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Hampton by Hilton



# THANK YOU

