"Save Money. Spend it on Things That Matter to You. HotelTonight the Cheapest Option for Booking Your Hotel Room"



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Executive Summary

HotelTonight is an application that provides last minute deals with discounts. The brand image and personality of the brand is funny, friendly, humorous, the app is easy to use, and that they offer last minute discounts. The campaign created on this paper is targeting young traveller from 20 to 27 years in Attiki, Greece that are outgoing, funny, they want to explore new things, and most importantly they want to save money. For these reasons this campaign is focusing on the fact young travellers who choose to book a room with HotelTonight they can save money and spend it on silly things that matters to them. Finally, comparing to competitors, like Booking and Trip Advisor, HotelTonight is offering cheaper discounts up to 70 €.

Introduction

Hotel Tonight is an application which was founded by Sam Shank and Chris Bailey in 2010, in San Francisco, California, and helps people to book a cheap hotel room with the best price at the last moment ("What We're About - Hotel Tonight", 2018). The mission of the brand is to help people to book a hotel room and have fun, and do not make the process complicated ("What We're About - Hotel Tonight", 2018). Additionally, the vision of the brand is to enable people to take advantage of the serendipity of life ("We're Hiring - Hotel Tonight", 2018). One of the characteristics that make consumers remember the brand is the logo. The story behind the design of the logo happened because after the app launched more than 1,000 people accidently booked a hotel room ("How HotelTonight's Logo Boosts Revenue by More Than 10% A Year", 2018). For this reason, the CEO of the company, Sam Shank, tried to find a solution. At first the HotelTonight company asked users to plug in their initials as a final confirmation before they could book. But this solution didn't match with what the company wanted to achieve and depict as a brand. For, this reason the current logo was designed so users must first trace the company's existing "H-bed" logo with their finger as confirmation ("How HotelTonight's Logo Boosts Revenue by More Than 10% A Year", 2018).

Greek Market

The unique selling propositions (UPS) of a brand is the futures of the product that makes it different from competitors and encourage consumers to buy the product/services (Wang, 2015). Since HotelTonight will launch in Greece for the first time in the summer of 2019, it is very important to highlight the UPS that make the brand different from all competitors. The two biggest competitors in the Greek market is Booking and Trip Advisor. Both companies have similar visions and missions which is to help people

experience the world (Booking, 2018; TripAdvisor, 2018). Because the biggest competitors in Greece have similar visions it is very important to focus this campaign on the futures that make HotelTonight. These features are that the application is very easy to use, they offer last minute prices in a low cost with huge discounts, they are transparent, reliable, convenient, and they have a friendly and brand image.

Greece is a small market that is known for its tourism attractions. It is a small market with many sights, cities, and activities (Maroulis & Ikkos, 2016). According to the SETE survey, Greece was the third most popular destination for European travelers in 2016, and the fourth for non-European visitors (Bellos, 2018). Greece has 16,000 kilometers of coastline and more than 6,000 islands and islets ("Tourism Sector - Doing business in Greece", 2018). Moreover, it has a rich cultural heritage, natural beauty, and geographical variety ("Tourism Sector - Doing business in Greece", 2018). After the economic crisis Greece depended that tourism will contribute towards the recovery and growth of the Greek economy (Maroulis & Ikkos, 2016). Since, the economic crisis has affected the market, there is a high percentage of unemployment and the job payments have decreased dramatically (Matsaganis, 2013). This has affected the Greek society in many terms along with travelling.

In the case of HotelTonight the SWOT model (Refer to appendix 1 for the model) will help to best identify “internal factors linked to internal functioning and external factors that depend on the environment in which it is evolving” (Speth & Probert, 2015). This is because the SWOT model assists the campaign to identify weakness and strengths of the brand together with opportunities and threats in the Greek market.

Market Entry Objectives

- Create awareness among 40 % of the Attiki residents that HotelTonight is a new booking application that offers last minute hotel rooms with discounts within a 12- month period.

- Differentiate HotelTonight from competitors by highlighting the characteristics that make the brand within a 12-month period.

- Create awareness among Attiki residents that HotelTonight is an easy application to use and how much money they can save if they use the application within a 12-month period.

- To position Hotel tonight as the friendliest and funny brand in the market within a 12-month period among 50% of the people who want to get away for vacations to live new experiences and save money.

Target Audience

This campaign is addressing people aged from 20 to 27 who live in Attiki, Greece. It targets people who want to live new experiences, explore the world, save money, and procrastinate. Additionally, this campaign is targeting people how heavily use social media accounts, because this will be the bridge between the brand and consumers. Since the application is offering last minute hotel rooms this campaign is targeting young travellers who extroverts and leave everything for the last moment. Moreover, this campaign is addressing young people who belong to the middle class and are funny, outgoing, openminded, active, and curious travelers.

These people could be defined as “lifestyle travelers” (Cohen, 2011, p. 1). Lifestyle travel and youth tourism can take many forms like ocean yacht cruising, backpacking, exploring new cities and cultures etc. (Cohen, 2011, p. 2; Seyitoğlu & Çakar, 2016, p.2). Youth tourism is an area with a growing interest that is increasingly important (Seyitoğlu & Çakar, 2016). Furthermore, youth tourism is thought to be the greatest dynamic market of global tourism industry were in 2010 approximately 20% of the 940 million international travelers were young people (Seyitoğlu & Çakar, 2016). These young people are willing to and are most likely to participate in tourism activities, explore, and discover new cultures (Seyitoğlu & Çakar, 2016).

Since different consumers have different desires it is important for every campaign to identify the need of this group and apply communication programs directed for them (Dibb & Simkin, 1991). So, according to Maslow’s hierarchy of needs (Appendix 2) is a motivational psychological theory that discusses five human needs in a hierarchical order within a pyramid (Tripathi & Moakumla, 2018). In this model Maslow’s is trying to understand the motivational instincts of humans that are unrelated to rewards and unconscious desires (Tripathi & Moakumla, 2018). According to Tripathi and Moakumla, 2018 there are five stages:

1. Biological and Physiological needs: food, air, sleep sex, shelter, drink, and warmth.
2. Safety needs: protection from elements, security, order, law, individual priority.
3. Love and belongingness needs: being a part of a group like family, friendship, giving and receiving affection, trust, work etc.
4. Esteem needs: self-respect, achievement, prestige, independence etc.

5. Self-Actualization needs: experiences, seeking personal worth, self-fulfilment, change etc.

So, according to Maslow's model this campaign is targeting the biological, safety, and self-actualization needs. All executions will be build according to these three needs because the brand can satisfy biological needs, like sleep, and safety that they have somewhere to stay. HotelTonight covers self-actualization needs by offering to young travellers the chance to experience new things and cultures and change environment. For these reasons this campaign is targeting young travellers who procrastinate, want to save money, are open-minded, and like to travel.

Brand Positioning Suggestions

One of the brand identity elements of HotelTonight is the logo that looks like a bed. The logo makes the brand differentiate from competitors and consumers can immediately understand what the app is about because the logo reflects and briefly explains the services of the company. Moreover, the tagline "Plan Less. Live More," explain the services of the brand which offer hotel rooms near their consumers locations with discounts. Moreover, the color purple which represents royalty and activates imagination, and the fact that they partnership with more than 15,000 participating hotels (Costa, 2015), make the brand unique. For these reasons this campaign will use all these elements because it differentiates the brand from the competitors.

Additionally, because the brand has a strong brand personality and a brand image, this campaign will underline the following things: that young travelers can easily book the cheapest hotel room at the last moment without worrying that they will not find somewhere to stay safe, that the brand is cooperative, reliable, funny, easy and convenient to use, and that they offer cheap prices.

The campaign created on this paper will revolve around the fact who young travellers from the age of 20 to 27 can save money if they book a room with HotelTonight and how they can spend it on silly stuff that matters to them. Given that the brand personality and image of HotelTonight is funny, reliable, cooperative, and they offer cheap prices at the last moment, this campaign will depict the same characteristics.

In the Greek market the two main competitors are Booking and Trip Advisor. Both companies have the same mission and brand personality, their application is too complicated to use, and they offer at the last-minute offers with discounts. The discounts that they offer are not so cheap compering to what HotelTonight is offering. For example, if a person wants to book a room in Athens at the last moment with Booking it will cost around 220€ to 111€, with Trip Advisor is 250€ to 142€, and with HotelTonight is approximately from 66€ to 143€. The fact that there is approximately a 70€ difference per night with HotelTonight. Finally, the positioning map (appendix 3) clearly shows where every brand is positioned in the market and how they differentiate in terms of efficiency and prices.

Entry Campaign

The purpose of this campaign is to create awareness among 40 % of the Attiki residents that HotelTonight is a new booking application that offers last minute hotel rooms with discounts and differentiate HotelTonight from competitors by highlighting that it is a funny and friendly brand that appears on the side of the consumer by helping them save money.

Main Message

The main communication message of this campaign is “Save Money. Spend it on Things That Matter to You. HotelTonight the Cheapest Option for Booking Your Hotel Room” Because it is the first entry of the brand in the Greek market it is very important to incorporate on the main message the name and services of the brand. Additionally, the main message matches with the mission, vision, and brand personality of the brand. The brand wants from the consumers to have fun, not to worry for last minute booking that might be expensive, and the want to appear as a funny and friendly company.

Tone of Voice and Style

The tone of voice and style of the campaign will be friendly and funny like the brand image of HotelTonight. All executions will focus on the fact that consumers can save money and spend it on the things that they want and matter to them. For this reason, the style of the campaign will be to build a reputation around the fact that HotelTonight is reliable, caring, funny, and friendly.

Touch Points

All the touch points will revolve around concept on how much money you can save and spend it on silly things if young travellers book a room with HotelTonight. Moreover,

the durations of this campaign will be 6 months starting for the 1st of March (for the timeline of the action plan check appendix 4). Since this campaign is targeting young travellers the campaign will launch 3 months before summer which is a popular travelling season among young people.

- Guerrilla event 1: a 3D bed exactly as the one from the logo that will be placed on syntagma square. Together with the bed there will be a purple sign with white letters that will state that "HotelTonight is the only application that makes your silly buying desires come true. Save Money. Spend it on Things That Matter to You. HotelTonight the Cheapest Option for Booking Your Hotel Room." Finally, at the bottom left corner will say "Download the app."

- Guerrilla event 2: The second guerrilla event will take place inside the metro station of Syntagma, Chalandri, and Keramikos. This guerrilla event will be a big 3D sticker of a cat wrapped up completely with a purple gift paper. Above the sticker will have the logo of the company and the main message, and below the sticker will have the following message "Download the app: HotelTonight booking amazing deals at great hotels."

- Create two social media pages one on Instagram and one on Facebook. The social media team will keep posting on Instagram several memes and funny videos that refer to vacations. Memes could become a new communication tool for this campaign that will help build the desired image of the brand. Additionally, on Facebook the team will have to upload funny meme and videos from vacations, but most importantly Facebook will be the platform where young travellers can share content with the brand. There will be a competition on the Facebook account where the brand will ask followers to share a

post, picture, story, or video with a funny moment that they would like to share. This competition will take place from July until September 2019. At the end of every month they will announce the winner that will win a discount for their next trip. With this way the brand will create user generated content that will help with the image and reputation of HotelTonight.

- Two radio ads that will be aired on Music 89,2, Dromos 89,8, and Rock FM 96,9. All these three radio stations have young people as their main audience. Moreover, these two advertisements will introduce the app through the concept save money and spend it on things that matter to you. The first ad will last longer in duration and it will describe what the brand is about. The duration of the second radio will be less and brief and will be used as a reminder that there is a new booking application in the Greek market. Each ad will use a different concept. For example, the first ad will state that you can spend your money on crazy toys for your cat and the second ad will say to spend your money on souvenirs because everyone deserves one even your landlord. Finally, the ad will state that now you can travel, stay on fancy hotels, and save money with HotelTonight so that young travellers can spend it on silly things that matters to them.

Event

Installed touch screen with short quizzes that will be placed in Syntagma square, Monastiraki square, the Mall of Athens, and Thiseio square from the beginning of March until the end of April in 2019. The places that the event will take place were chosen because they are popular destinations among the desired target audience of this campaign. Every quiz will ask 5 different questions on how much stuff people can buy with the money that

they will save if they choose to book a room with HotelTonight (for the sample of the questions refer to appendix 5).

At the beginning the touch screens will say “Are you a young traveller who wants to save money and spend it on things that matter to you? Answer the following questions and learn how many silly things you can buy.” With this way the quizzes will draw the attention to young travellers who love to travel but at the same time they want to save money. The main message of the campaign will be at the bottom left corner throughout the whole quiz so that people get exposed to the message and increase the chances that will remember it. Finally, at the end of the quiz there will be a very short video that will state what is the application, and how it works.



- Stickers: Round purple stickers with 5 different pictures for each idea. The title of the sticker will be “It is not silly, if it matters to you,” and at the bottom of the sticker will have the logo and name of the brand. These stickers will be placed right next to installed touch screens which are mentioned above on the event. With this way people who take the quizzes can take a sticker with them so that they remember the brand or show it to

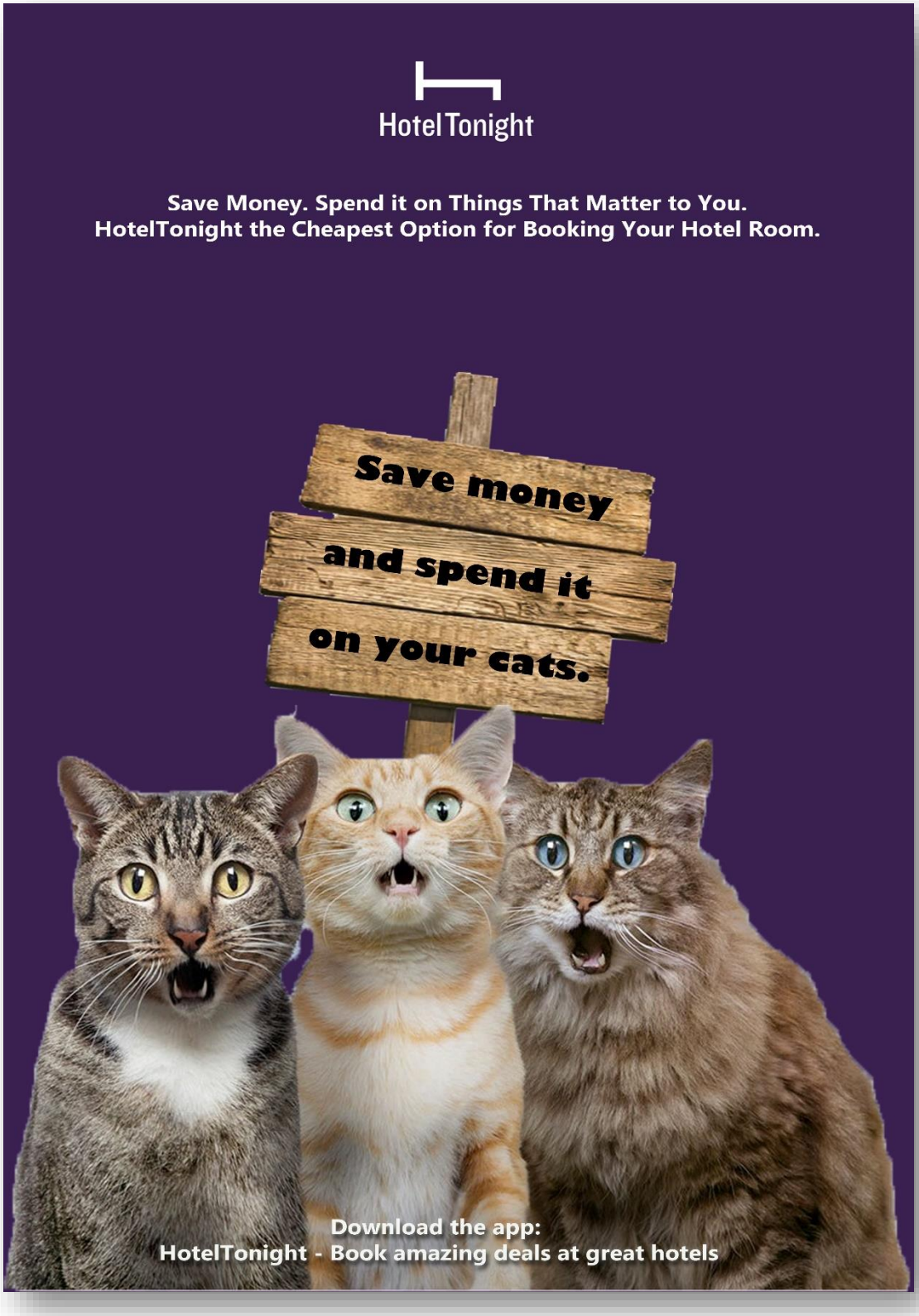
their friends. Finally, the stickers will have different pictures of silly things that people can buy (See appendix 6 for the stickers)

Outdoor Ads

This campaign will incorporate five outdoor advertisements that will highlight that HotelTonight is a cheap booking application, with a friendly and funny image. The background of the posters was deliberately created to match with the colour of the logo, application, and website of HotelTonight. Moreover, on top of the page consumers can see the logo of the brand together with the main message. At the bottom of the posters there is a message that says, “Download the app: HotelTonight booking amazing deals at great hotels.” This way people who will get exposed to the poster can see what the brand is about and where can they find it. Finally, these two posters will be placed in different locations where young people go like at the Gazi square, Thiseio square, main street in Glyfada, and inside the metro stations of Monastiraki, Syntagma, Panormou, Chalandri, Peristeri, and Alimos. By placing the advertisements in different locations where young people usually go throughout Attiki, it increases the probabilities that the message will reach the desired target audience.

Word Count: 3,011

Poster 1


HotelTonight
Save Money. Spend it on Things That Matter to You.
HotelTonight the Cheapest Option for Booking Your Hotel Room.
Save money
and spend it
on your cats.
Download the app:
HotelTonight - Book amazing deals at great hotels

Poster 2


HotelTonight
Save Money. Spend it on Things That Matter to You.
HotelTonight the Cheapest Option for Booking Your Hotel Room.
Because every dog deserves a pink wig.
Download the app:
HotelTonight - Book amazing deals at great hotels

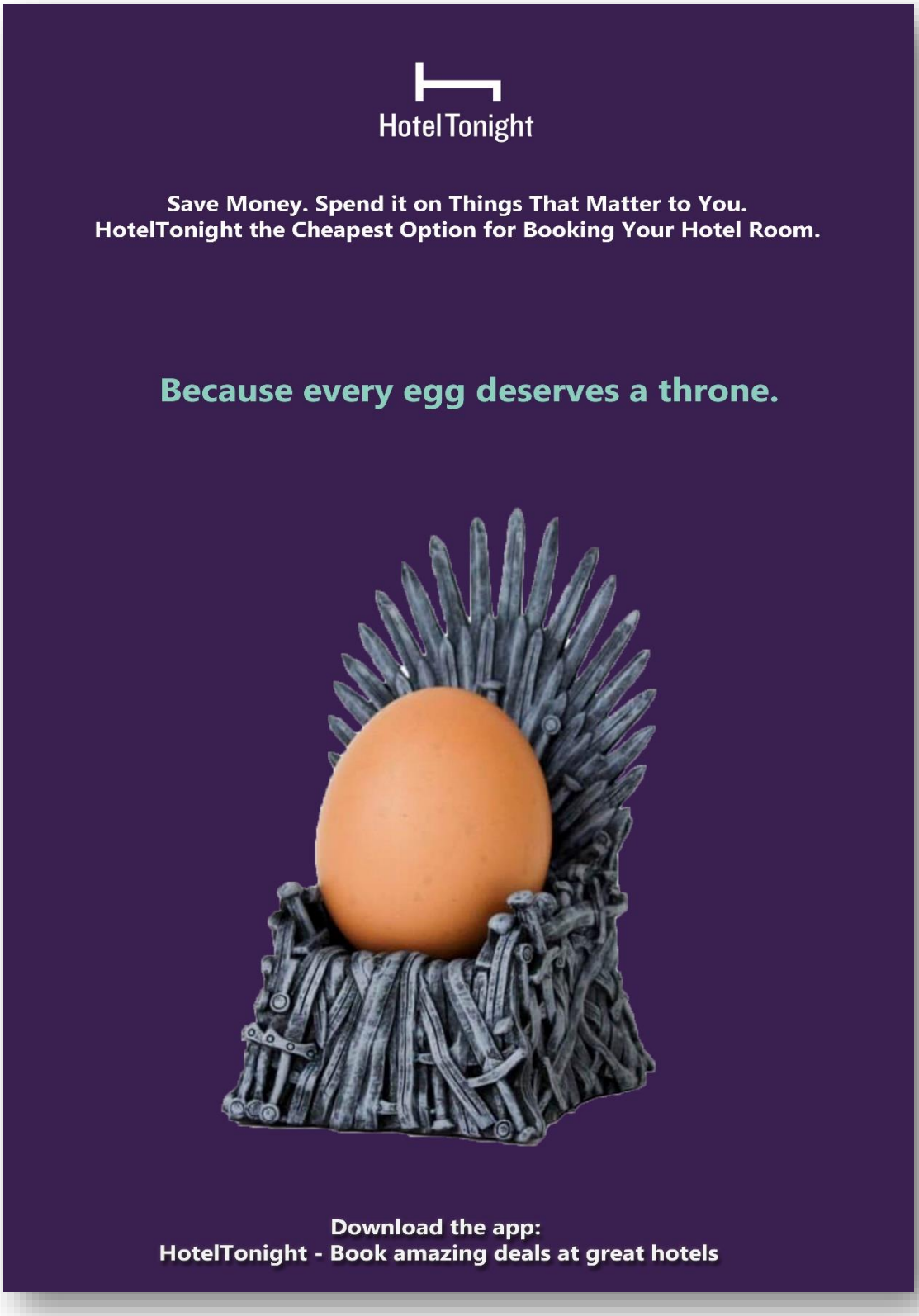
Poster 3


HotelTonight
Save Money. Spend it on Things That Matter to You.
HotelTonight the Cheapest Option for Booking Your Hotel Room.
Make your cat's dream come true
Download the app:
HotelTonight - Book amazing deals at great hotels

Poster 4


HotelTonight
Save Money. Spend it on Things That Matter to You.
HotelTonight the Cheapest Option for Booking Your Hotel Room.
Being alone is not an option any more.
Download the app:
HotelTonight - Book amazing deals at great hotels

Poster 5

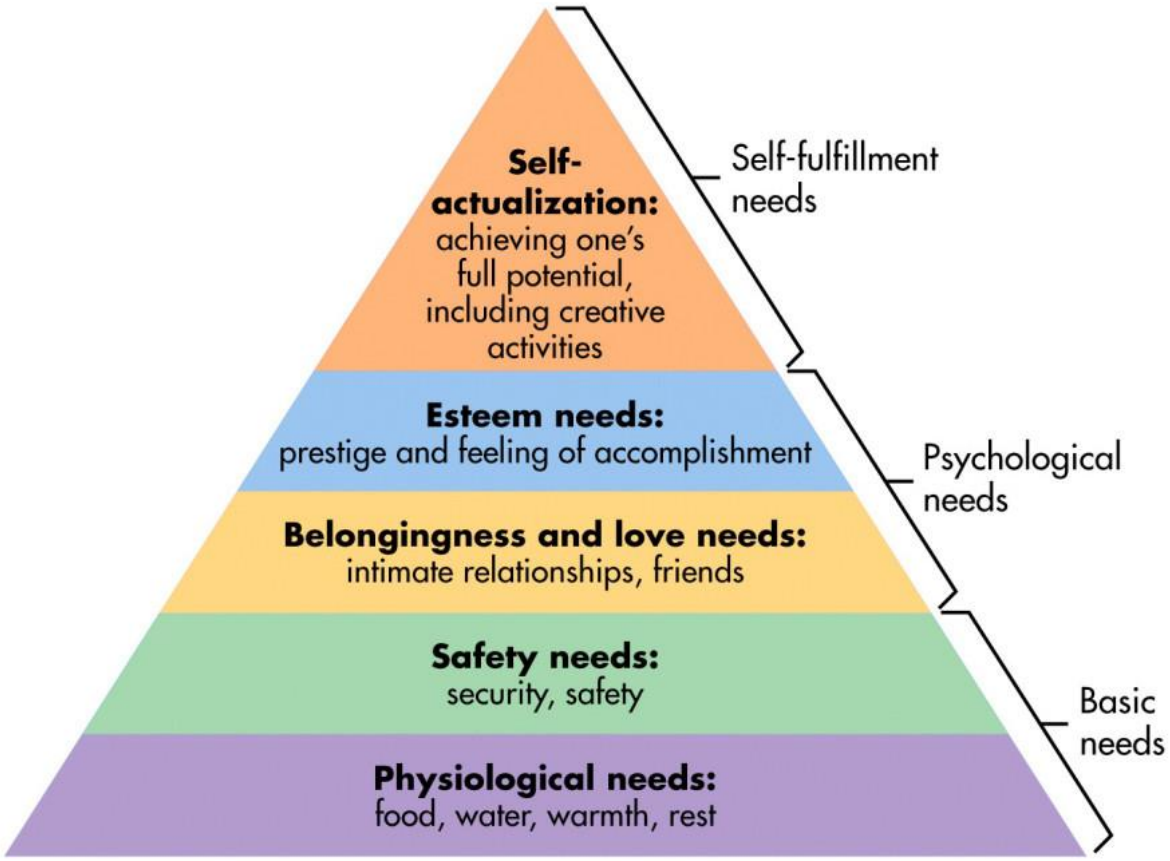

HotelTonight
Save Money. Spend it on Things That Matter to You.
HotelTonight the Cheapest Option for Booking Your Hotel Room.
Because every egg deserves a throne.
Download the app:
HotelTonight - Book amazing deals at great hotels

Appendices:

Appendix 1:

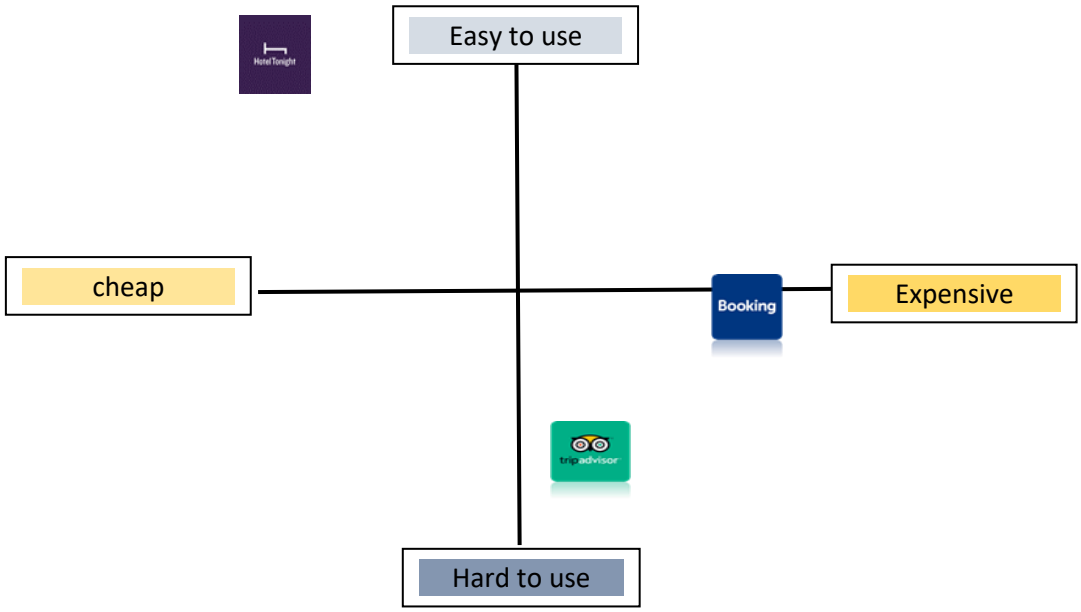
Strengths	Weaknesses
1. Low prices & discounts. 2. Easy to use. 3. The image of the brand is funny and friendly and can best attract their target audience. 4. Great network of 15,000 hotels across 1,900 cities and it has 14 million users across North 5. America, Latin America, Europe, and Asia (HotelTonight Scales to Millions of Users with Elasticsearch as a Service, 2018).	1. At the begging people accidently booked and got charged for a room. 2. Not so popular compering to competitors. 3. Not many followers in their social media pages.
Opportunities	**Threats**
1. Expand their business to a new market with new potential clients. 2. Government aims to reduce costs of domestic travel (Greece: Tourism Report: Includes 5-year forecasts to 2022, 2018). 3. They are trying to make Greece a "all of the year" destination by promoting many activities like fishing tourism, ecological camping, festivals etc. (Greece: Tourism Report: Includes 5-year forecasts to 2022, 2018). 4. Greece has made a lot of efforts to strength tourism with Russia and South Korea (Greece: Tourism Report: Includes 5-year forecasts to 2022, 2018). 5. Eurowings has announced plans to launch 16 new flight routes to new destinations like Heraklion, Kos, Rhodes and Zakynthos. And they will also increase the number of flights on existing routes (Greece: Tourism Report: Includes 5-year forecasts to 2022, 2018). 6. New hotels are expected to open by the end of 2018 (Greece: Tourism Report: Includes 5-year forecasts to 2022, 2018).	1. Not well-known in the Greek market. 2. The brand does not know how to approach the Greek marker. 3. The weak economy and the valued exchange rate outside of the Eurozone could scare potential investors (Greece: Tourism Report: Includes 5-year forecasts to 2022, 2018). 4. People choose cheaper destinations (Greece: Tourism Report: Includes 5-year forecasts to 2022, 2018). 5. Government wants to decrease the number of inclusive resorts (resorts with low-cost with not a big profit) (Greece: Tourism Report: Includes 5-year forecasts to 2022, 2018).

Appendix 2:


Self-actualization: achieving one's full potential, including creative activities
Esteem needs: prestige and feeling of accomplishment
Belongingness and love needs: intimate relationships, friends
Safety needs: security, safety
Physiological needs: food, water, warmth, rest
Self-fulfillment needs
Psychological needs
Basic needs

Appendix 3

Positioning map that shows where HotelTonight, Booking, and Trip Advisor are positioned.



Appendix 4:

Campaign Action Plan

Name of campaign: "Save Money. Spend it on Things That Matter to You. HotelTonight the Cheapest Option for Booking Your Hotel Room"

Start Date: 1st of March 2019

The first table is from March until May

12 Week Timeline													Notes
Activities	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	**11**	**12**	**1-4 March 5-8 April 9-10 May**
Event and Posters													
Touch Screens	**x**	**x**	**x**	**x**	**x**								Campaign will begin with the event. Because the touch screens will catch people by surprise. And increase word of mouth about the brand.
Stickers	**x**	**x**	**x**	**x**	**x**								The stickers will be placed right next to the touch screens so that people can take one and remember the brand
The Three Animal Outdoor Posters							**x**	**x**	**x**	**x**			The posters will be separated in two phases. First the brand will introduce the 3 animal posters and then the 2 object posters. This is because the brand will have a longer exposure of the message and minimize the cost.
The Two Object Posters										**x**	**x**	**x**	The two object posters will be placed right after the 3 animal posters. Moreover, the two object posters will be introduced later in the market and increase word of mouth and exposure among people. All 5 posters will be introduced before the summer vacations so that consumers know that there is a new booking app.

The third timeline is from June to August.

12 Week Timeline													Notes
Activities	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	**11**	**12**	**1-4 June** **5-8 July** **9- 12 August**
Social Media - Guerrilla Events													
Social Media competition	**x**	**x**	**x**	**x**	**x**	**x**	**x**	**x**	**x**	**x**	**x**	**x**	The competition will take place on Facebook and Instagram. Users will have to upload a post or moment from their summer vacations and the winner will a discount from their next trip. This competition will last the whole summer so that people could share their moments on social media.
Guerrilla event 1	**x**	**x**	**x**										The 3D bed/logo of the Hotel Tonight will be used to remind consumers that there is a new booking app available.
Guerrilla event 2						**x**	**x**	**x**	**x**				The 3D stickers inside the metro will increase the exposure of the campaign, draw attention, and work again as a reminder.
First Radio Commercial	**x**	**x**	**x**	**x**									The first radio advertisement will air for a bigger period because it has a longer duration and explains more about the application.
Second Radio Commercial				**x**	**x**	**x**							The air time of the second radio will be smaller, because it has a smaller duration with less information about the brand.

Appendix 5

This is a small sample of the questions that will be asked in the quizzes:

Q: How many collars you can buy for your cat with 70€?

a) 25 collars

b) 50 collars

c) 35 collars

In Greece the price for a cat collar is approximately 2€. So, 70÷2= 35.

Correct answer is c

Q: How many kilos of white sugar you can buy with 70€?

a) 70 kilos

b) 100 kilos

c) 50 kilos

In Greece one kilo of white sugar costs approximately 0.70 cents. So, 70÷0.70=100.

Correct answer is b.

Q: How many animal slippers can you by with 70€?

a) 25 slippers

b) 8 slippers

c) 15 slippers

In Greece the animal slippers cost approximately 8€. 70÷8=8.75

Correct answer is b.

Appendix 6

Ideas for the stickers:

- a unicorn costume for a dog,
- socks for a cat,
- the “boyfriend/girlfriend pillow”
- the lick cat scratcher
- cat scratch toy on the shape of DJ console
- a god wearing a wig
- a dog wearing a taco costume
- Bread Slippers
- Egg of thrones egg cup



















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