

# How IHG<sup>®</sup> Hotels & Resorts Measured Bookings From Its “Clean Promise” PR Campaign



“Working with Onclusive has been a big shift for us — previously we focused on quantity metrics like share of voice and volume of coverage, and now we use Power of Voice™ to look at content quality, as well. For example, how do you accurately measure the impact of a crisis on your brand? That’s where Power of Voice™ comes in, because it includes positive and negative sentiment analysis along with content relevance, publication authority, and social media amplification rolled into a single data point.”

Director, Global Brand PR Content & Multimedia, IHG Hotels & Resorts

## About

IHG<sup>®</sup> Hotels & Resorts is one of the world’s leading hotel companies, with almost 6,000 hotels and 350,000 colleagues working across more than 100 countries to deliver True Hospitality for Good. IHG’s diverse portfolio of differentiated brands is well known and loved by millions of consumers around the world.



## Challenges & Objectives

Among others, the hospitality industry was hit really hard during the Covid-19 pandemic. As the world adjusted to the new travel norms and expectations, in Q2 2020 IHG launched the “Clean Promise” campaign to highlight its efforts toward an enhanced hotel guest experience around the world by redefining cleanliness and supporting guests’ personal wellbeing.

Working together with new and existing partners, the IHG Way of Clean was expanded with additional Covid-19 procedures and best practices, to reflect the advice of the World Health Organization, Centers for Disease Control & Prevention, and local public health authorities around the world through:

- Using new science-led protocols and service measures
- Partnering with industry leading experts Cleveland Clinic, Ecolab and Diversey
- Launching a global IHG “Clean Promise” and Global Cleanliness Board

IHG needed a global PR data & technology partner with deep PR measurement experience to evaluate the impact of the campaign on brand reputation and hotel bookings. This was especially important as all of IHG’s competitors came out with similar programs.

## Solution

The IHG global communications team used Onclusive’s proprietary PR measurement framework to reliably quantify the real business impact of the “Clean Promise” campaign across the entire customer journey. Each step in this framework is aligned to specific metrics that help determine the quality, resonance, influence and bottom-line impact of every article:

Content Quality

Am I producing the right content?

Engagement

Is my content being read?

Influence

Am I influencing readers?

Action

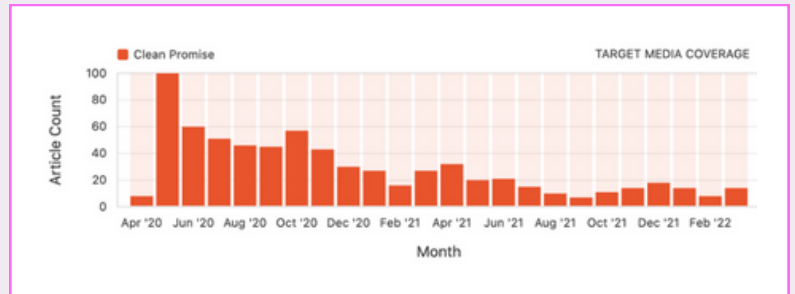
Is my content driving behaviors?

## Results

Based on the data and insights from Onclusive between April 2020 and the first quarter of 2022, IHG achieved these extraordinary results with its “Clean Promise” campaign:

## Media Coverage

9,980 Target Media Placements across a combination of general consumer publications like USA Today, consumer travel publications like Global Traveler, general business outlets such as Forbes and CNBC, and travel-specific trade publications.

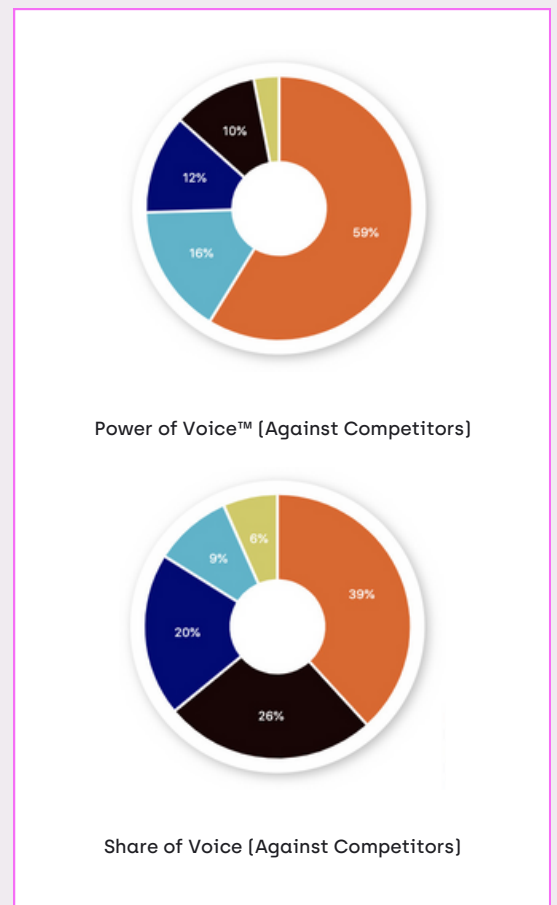


## Content Quality

39% Share of Voice (SOV) and 59% Power of Voice™ (POV), with SOV representing the most media coverage around this topic and POV representing the highest quality of coverage, compared to the competitive set.

The significant jump in percentage points from SOV to POV means that not only has “Clean Promise” won the most SOV, but it has also generated more relevant coverage, in higher authority publications, with better tone & sentiment, and articles are being amplified more on social media than its competitors.

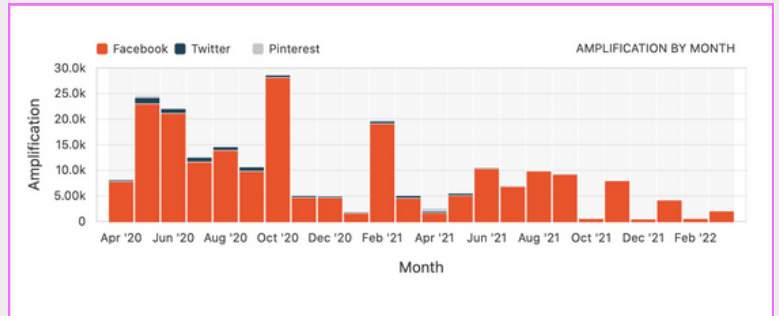
Showing SOV and POV side by side resonates a lot more with IHG’s stakeholders, because volume alone does not demonstrate actual business impact and can actually be misleading when there is negative or low-relevance coverage.



## Engagement

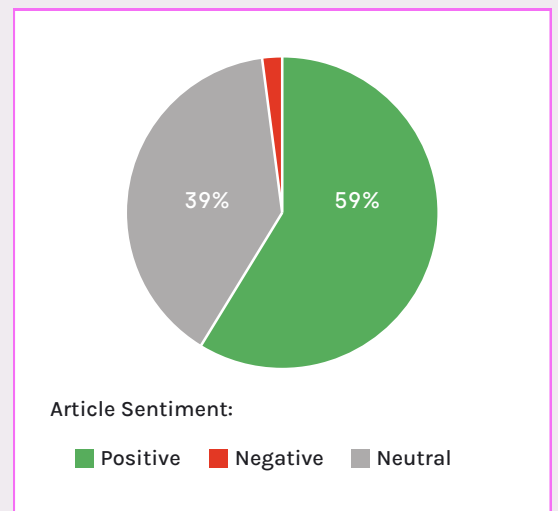
225,000 Social Media Engagements, representing any engagement with an article such as likes, shares, re-tweets or re-pins – in other words, content amplification on social media.

IHG considers this an important metric because it shows that the “Clean Promise” campaign has not only generated a significant amount of target media coverage, but this coverage has also been boosted across social media consistently month-over-month. Seeing content that goes viral or at least gets shared is a measure of actual reader engagement with it.



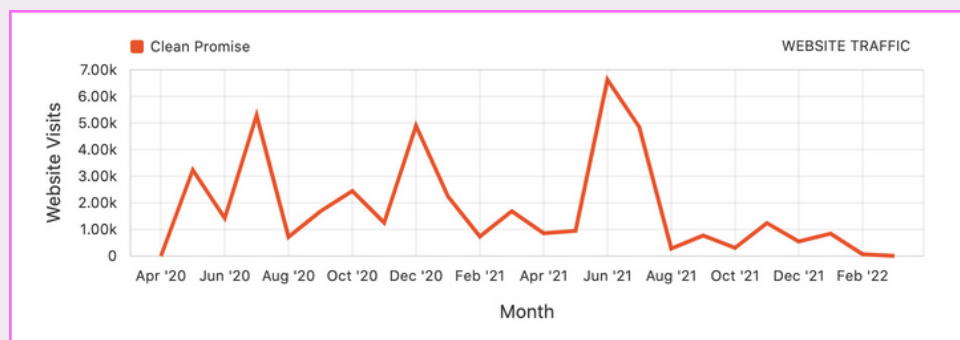
## Influence

59% Positive Sentiment and 98% Positive / Neutral Sentiment, another essential IHG metric that tells an incredible story. During the height of the pandemic, when media sentiment around Covid, travel and hotels was at an all-time low, the “Clean Promise” campaign coverage was 98% positive or neutral, leaving only 2% of articles that were negative in sentiment. The IHG communications team considers this to be one of their most impressive accomplishments, and their executive team agrees!



## Action

42,900 Website Visits, representing bottom-line business results measured by Onclusive’s advanced PR Attribution™ technology that reliably connects individual articles to website traffic and specific website actions. IHG has been able to quantify how many article readers have visited their website properties to learn more about IHG hotels & resorts and to make bookings as a result of “Clean Promise”. This additional data rounds out IHG’s measurement story by demonstrating how their PR efforts are driving behavior across the entire customer journey.



“There is a lot of value in introducing Power of Voice™ and PR Attribution™ to your C-suite. While it can feel a bit scary to propose a new KPI, you need to get out of your comfort zone to get a seat at the table. We educated our executive team on the significance of these new metrics and now they want to see them every time! It was truly a lightbulb moment when we demonstrated how PR can drive website traffic — generating tangible business results.”

Director, Global Brand PR Content & Multimedia, IHG Hotels & Resorts

## About Onclusive Monitoring

Our PR analytics metrics provide you with the powerful tools to analyse the quality, resonance, influence and bottom-line impact of every article. Validate your assumptions, identify the content delivering the most value for your brand, and uncover those less obvious stories, publications and authors that are driving bottom-line impact for you and your competitors.

### Power of Voice™

We designed and trademarked Power of Voice™ as the only metric that combines content relevance, publication authority, social media monitoring, and positive and negative sentiments, into a single measurement. It shows a brand's authority, beyond share of voice, against competitors in one simple chart.

This allows you to focus on the quality of your communications, and not just the quantity. Use this metric to identify and build a bespoke list of journalists and publications for pitches, create reports and improve your targeting and pitch success.

### PR Attribution™

We invented and trademarked the first true attribution approach for communications to demonstrate the real impact of earned and owned media.

After reading content about your brand, we can measure how many times people eventually visit your website and which actions they take. That can include pages visited, content downloaded, sign-ups, sales, and revenue.

Use metrics to understand the real impact of campaigns, articles, soundbytes and journalists - using outcome-driven data to optimize your communications strategy.

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## About Onclusive

Onclusive is a world leader in media intelligence technology and services, dedicated to supporting PR, Communications and Marketing professionals. We deliver leading-edge innovation, human expertise, and unmatched media reach in a suite of media management, monitoring and analysis solutions that support every stage of the communications cycle. Our unified platform and services enable our customers to make fast, accurate, data-driven decisions about their communications and marketing strategies, allowing them to prove and improve their value.