

Onclusive

How IHG® Hotels & Resorts  
Measured Bookings From  
Its “Clean Promise”  
PR Campaign

IHG® HOTELS &  
RESORTS





## About

IHG® 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

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.

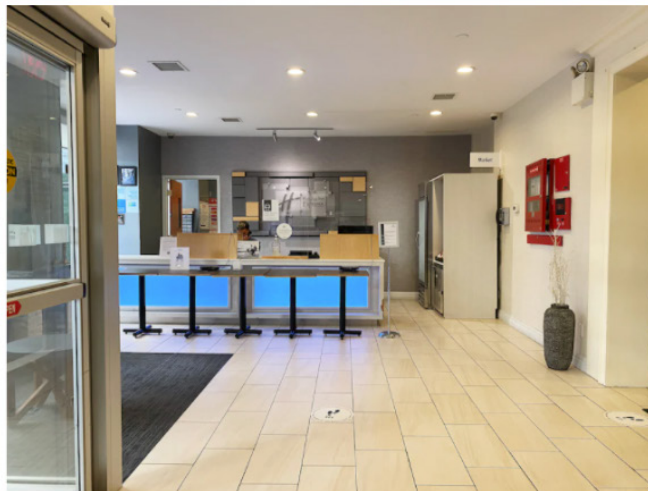
## The Washington Post

### I stayed at 3 hotels during covid-19. The best option surprised me.

This is what it's like inside a budget, midrange and luxury hotel during the pandemic.

By Natalie B. Compton

October 13, 2020



The lobby at the Holiday Inn Express in New York City. (Natalie Compton/The Washington Post)

There were stickers on the floor noting appropriate social distancing for guests — although I was the only guest checking in — and hand sanitizer dispensers were readily available. The front desk was barricaded with tables from the kitchen area to create more distance between guests and staff, and plexiglass panels propped up to further separate staff and guests. On those panels were stickers reminding guests that face masks were required in the hotel's public areas and of the IHG Clean Promise, referring to InterContinental Hotels Group, which owns Holiday Inn Express.



## 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?

### Romain Vezirian

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

*“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.”*



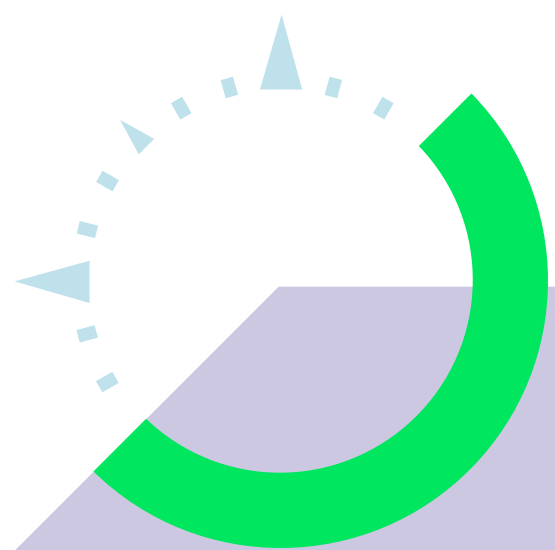
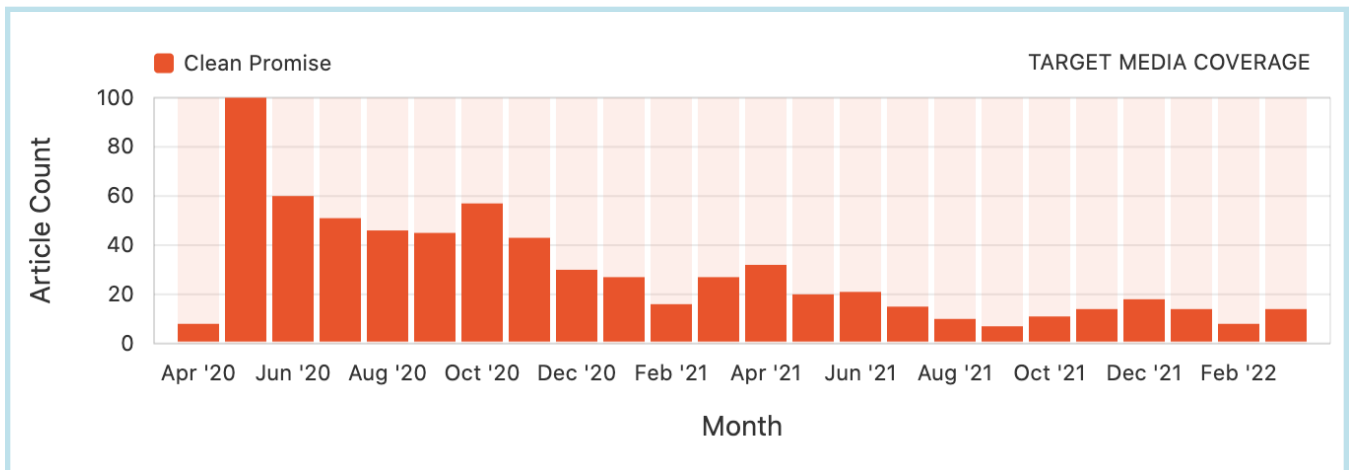


# Results

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

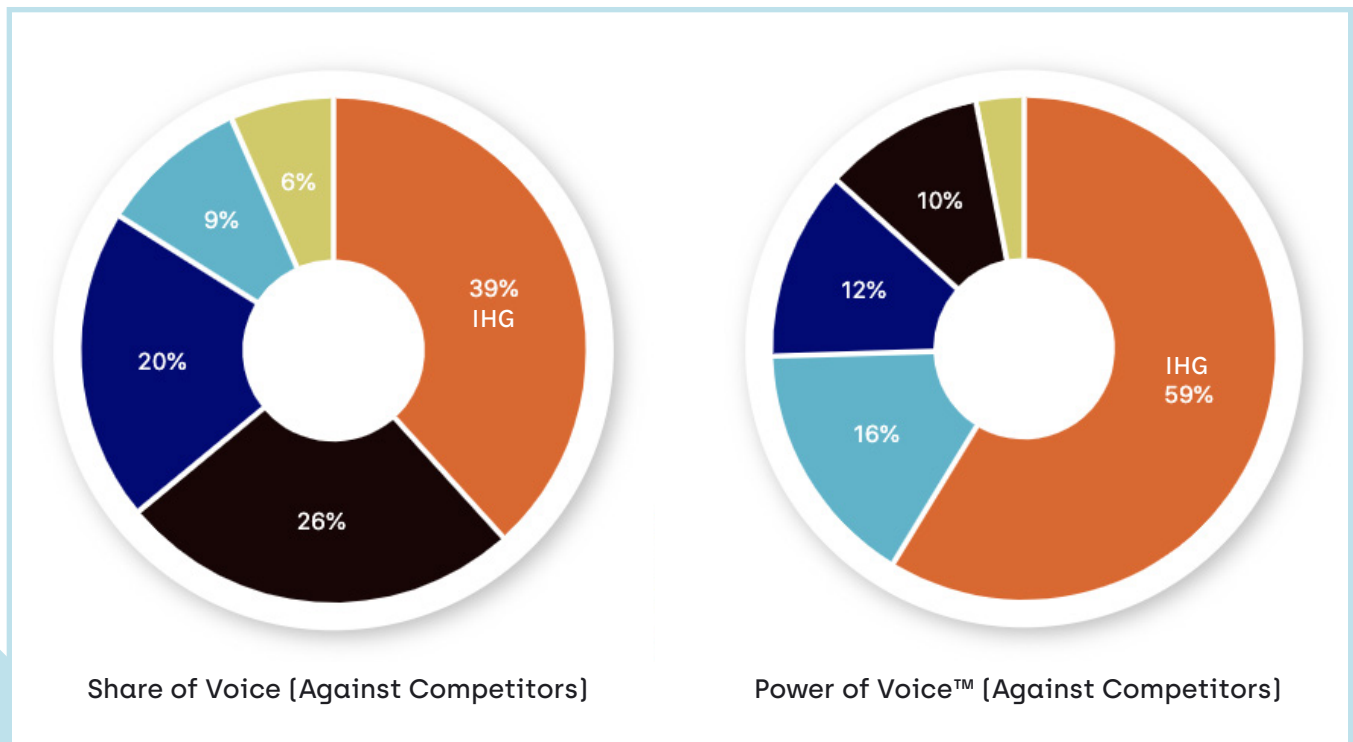
**9,980 Target Media Placements** across a combination of general consumer publications like USA Today, consumer travel publications like Global Traveler, general business outlets such as Forbes and CNBC, and travel-specific trade publications.



# 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.

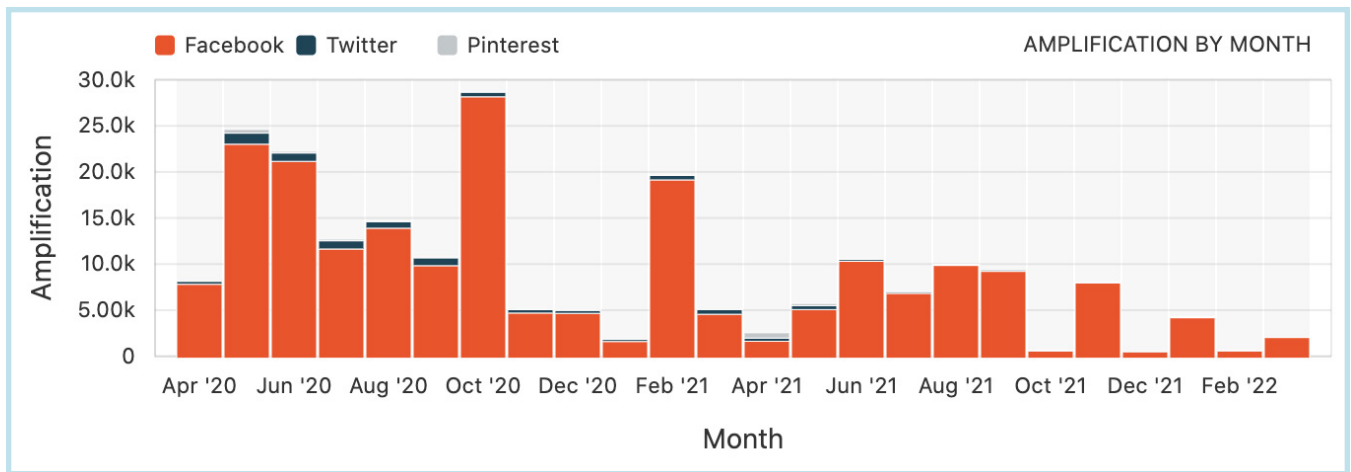
Showing SOV and POV side by side resonates a lot more with IHG’s stakeholders, because volume alone does not demonstrate actual business impact and can actually be misleading when there is negative or low-relevance coverage.



# Engagement

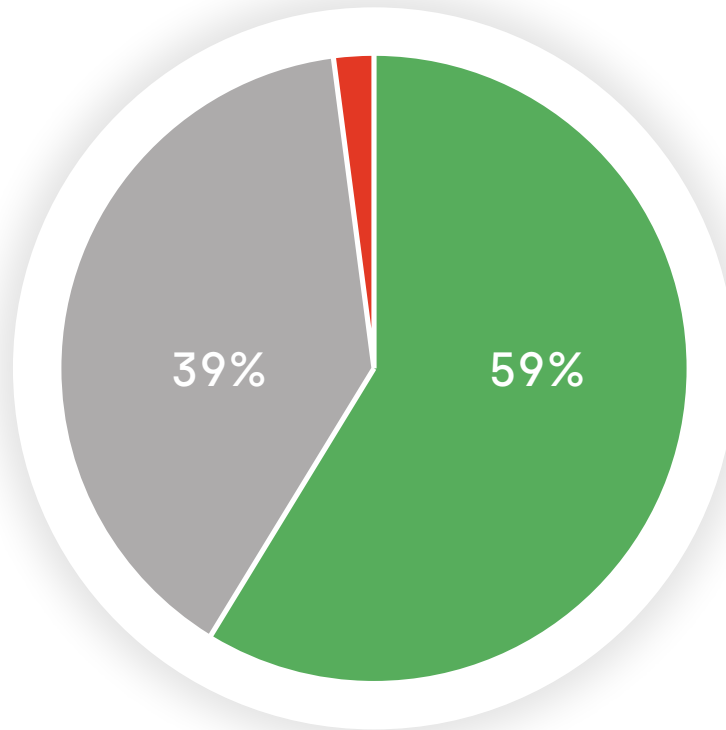
**225,000 Social Media Engagements**, representing any engagement with an article such as likes, shares, re-tweets or re-pins – in other words, content amplification on social media.

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!



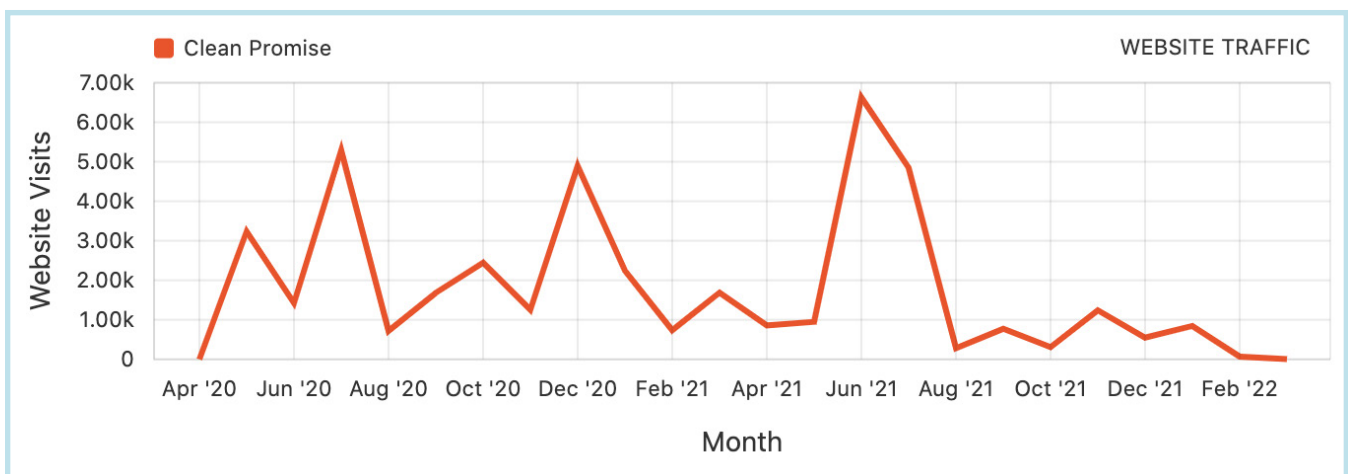
Article Sentiment: ■ Positive ■ Neutral ■ Negative





# 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.



## Romain Vezirian

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

*“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.”*





# Onclusive

Onclusive is a global partner for PR and Communications success. We bring together Kantar Reputation Intelligence, the largest media monitoring and measurement service in Europe, with the best-in-class media relations tools of PRgloo, and Onclusive's own powerful AI and data science. Our technology, insights and expertise make sense of the fractured, fast-moving media world, helping you manage, monitor and measure your communications activity. Elevate your performance and prove and improve your value with Onclusive on your side.

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