

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

About IHG Hotels & Resorts

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.



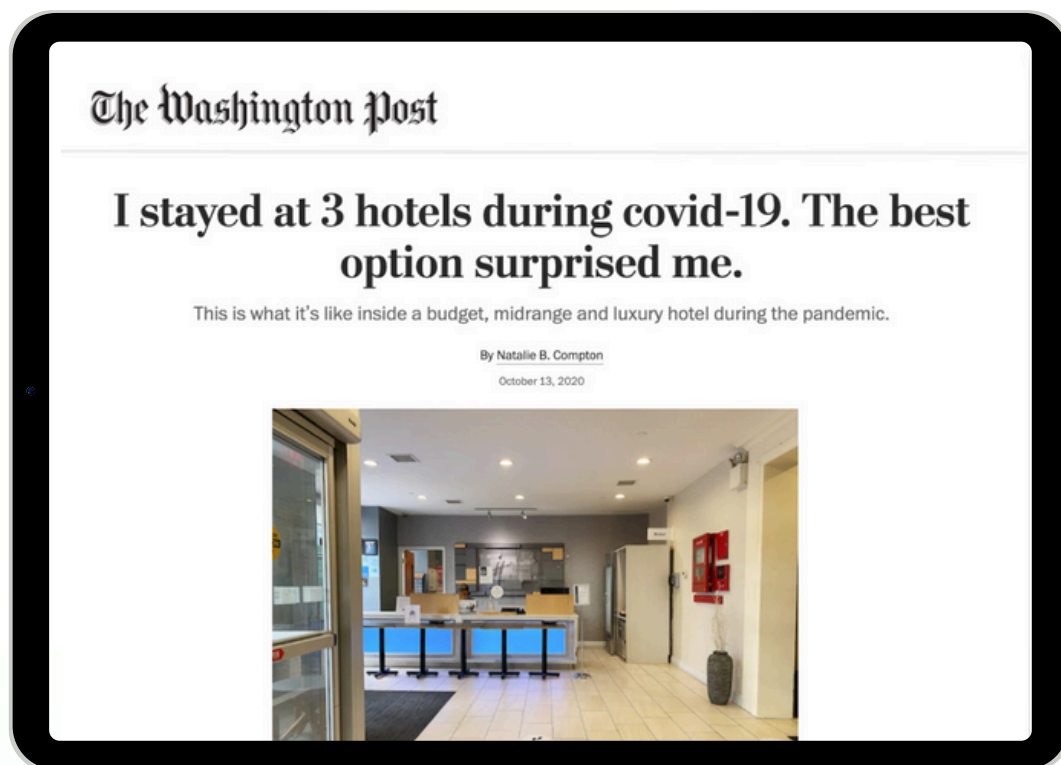
Challenges

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, center of 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 come out with similar programs.



Our PR analytics metrics provide you with 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.

Arrange a Demo



Solution

The IHG Global communications team used Onclusive’s proprietary PR measurement frameworks 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?



"Working with Onclusive has been a big shift for us, previously we focused on quantity metrics like share 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."

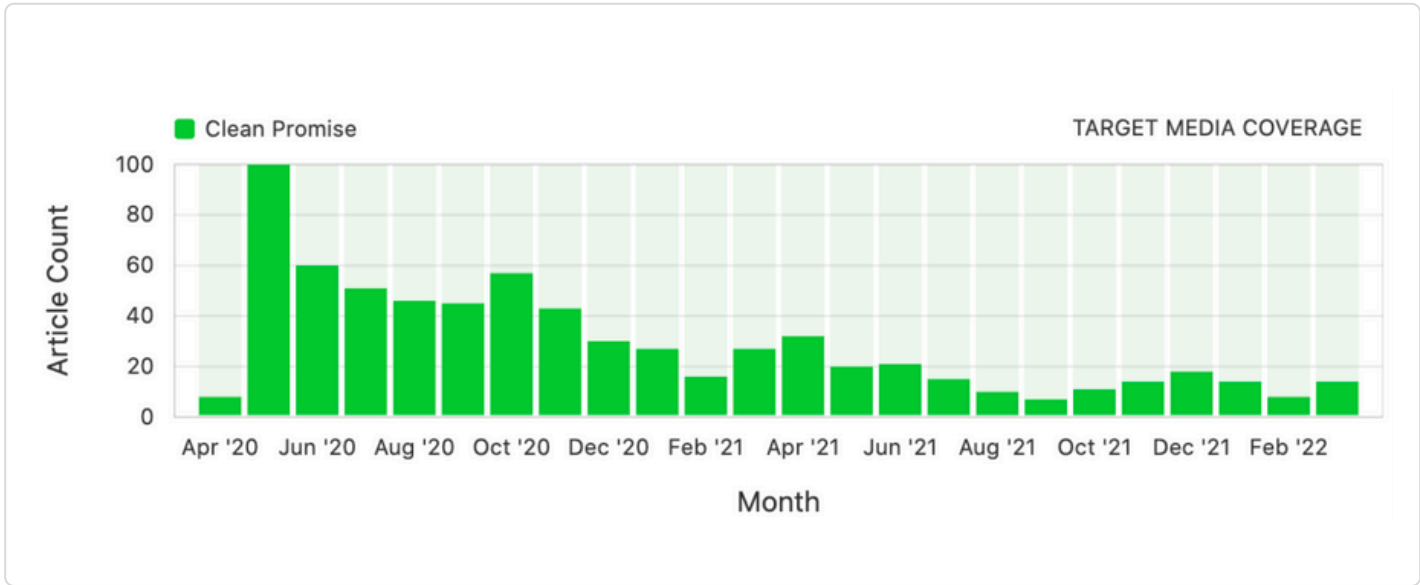
Romain Vezirian, Director Global brand PR Content & Multimedia, IHG Hotels & Resorts

Results

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

Media Coverage

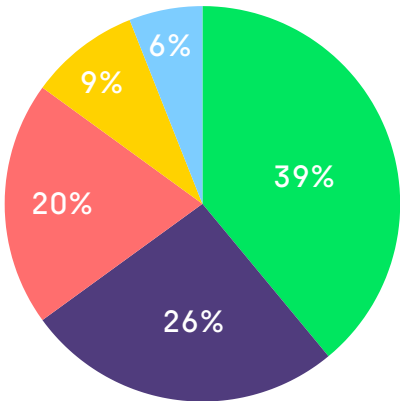
9,980 Target Media Placements, across a combination of general consumer publications like USA Today, consumer travel publications like Global Traveler, general business outlets such as Forbes and CNBC, and travel-specific trade publications.



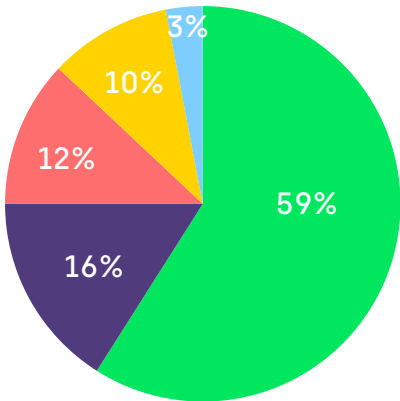
Content Quality

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.



Share of Voice
Against Competitors

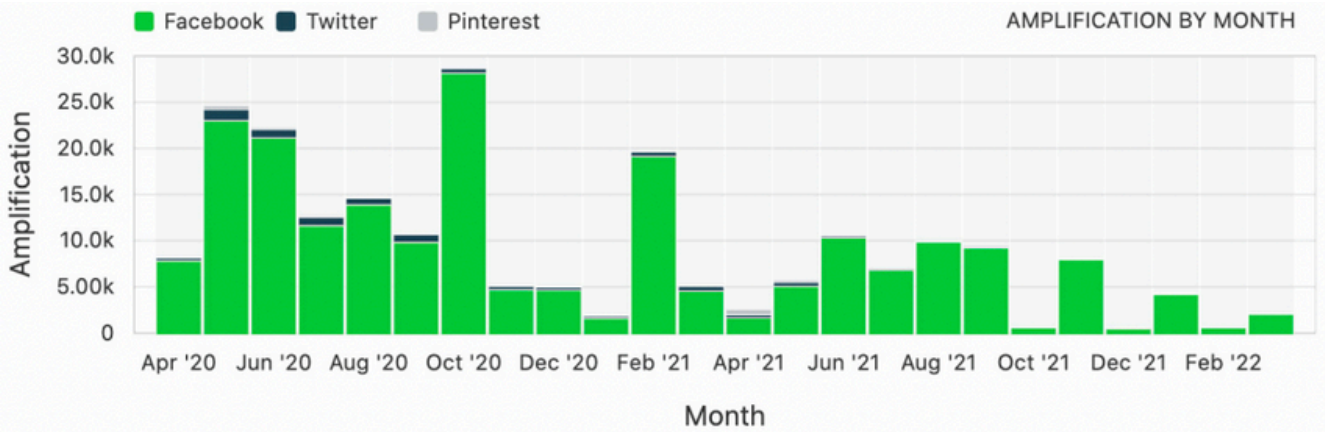


Power of Voice
Against Competitors

Content Quality

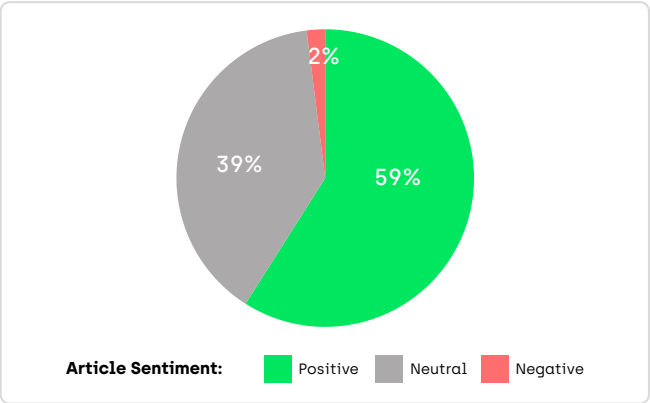
225,000 Social Media Engagements, representing any engagement with an article such as likes, shares, re-tweets or re-pins - in other words, content amplification on social media.

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!



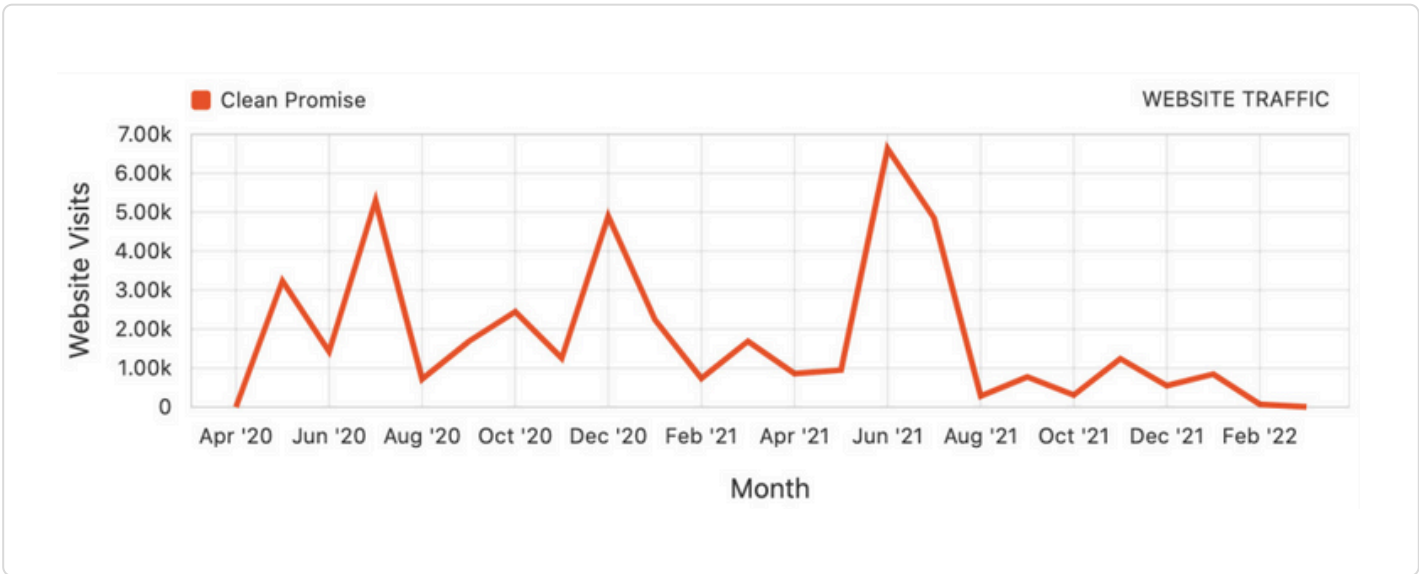
Action

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.

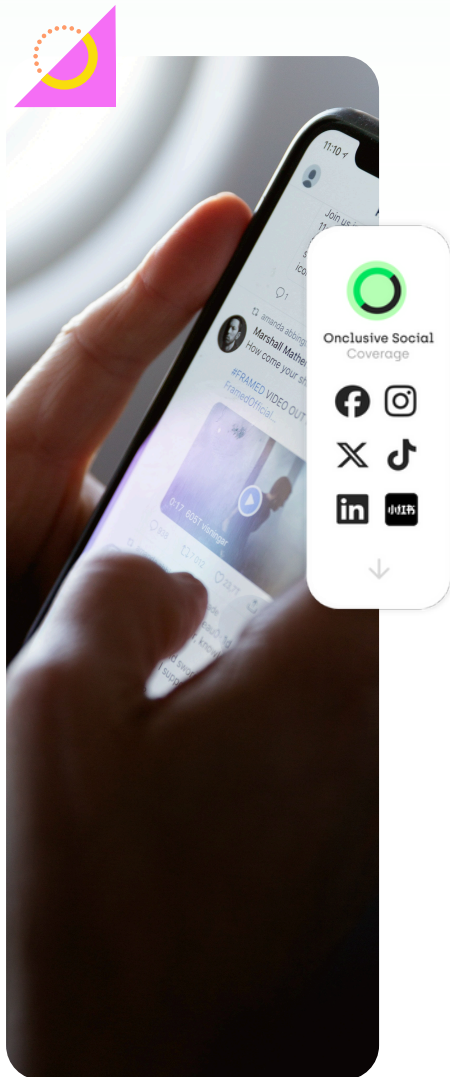


"There is a lot of value in introducing Power of Voice " and PR Attribution™" to your C-suite. While it can feel a bit scary to propose a new KPI, you need to get out of your comfort zone to get a seat at the table. We educated our executive team on the significance of these new metrics and now they 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."

Romain Vezirian, Director Global brand PR Content & Multimedia, IHG Hotels & Resorts



What we do



Media

Onclusive monitors over 28 million pieces of content across mainstream press, online mentions, TV, radio, newswire, and international media coverage every day. Onclusive gives you a single place to see all your multi-channel coverage.

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Social Media

Onclusive Social uses AI Sentinel to monitor social media activity in real-time, predicting and alerting you to sudden surges in mentions related to any topic. Be the first to know about new trends, crises, or buzz; empowering you to respond swiftly and effectively.

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Media Contacts

Onclusive's media contacts database is grown and maintained around the journalists we know are important to you. Using innovative technology, we ensure that the media contacts of interest to your organisation and industry are prioritised as we expand our database, using in-house researchers to continuously verify and review the journalist data.

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Planning

Used by the world's most trusted editorial teams, AP Planner is a unique event and editorial planning calendar. It helps communication and marketing teams create internal and external outreach campaigns that resonate.

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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.