

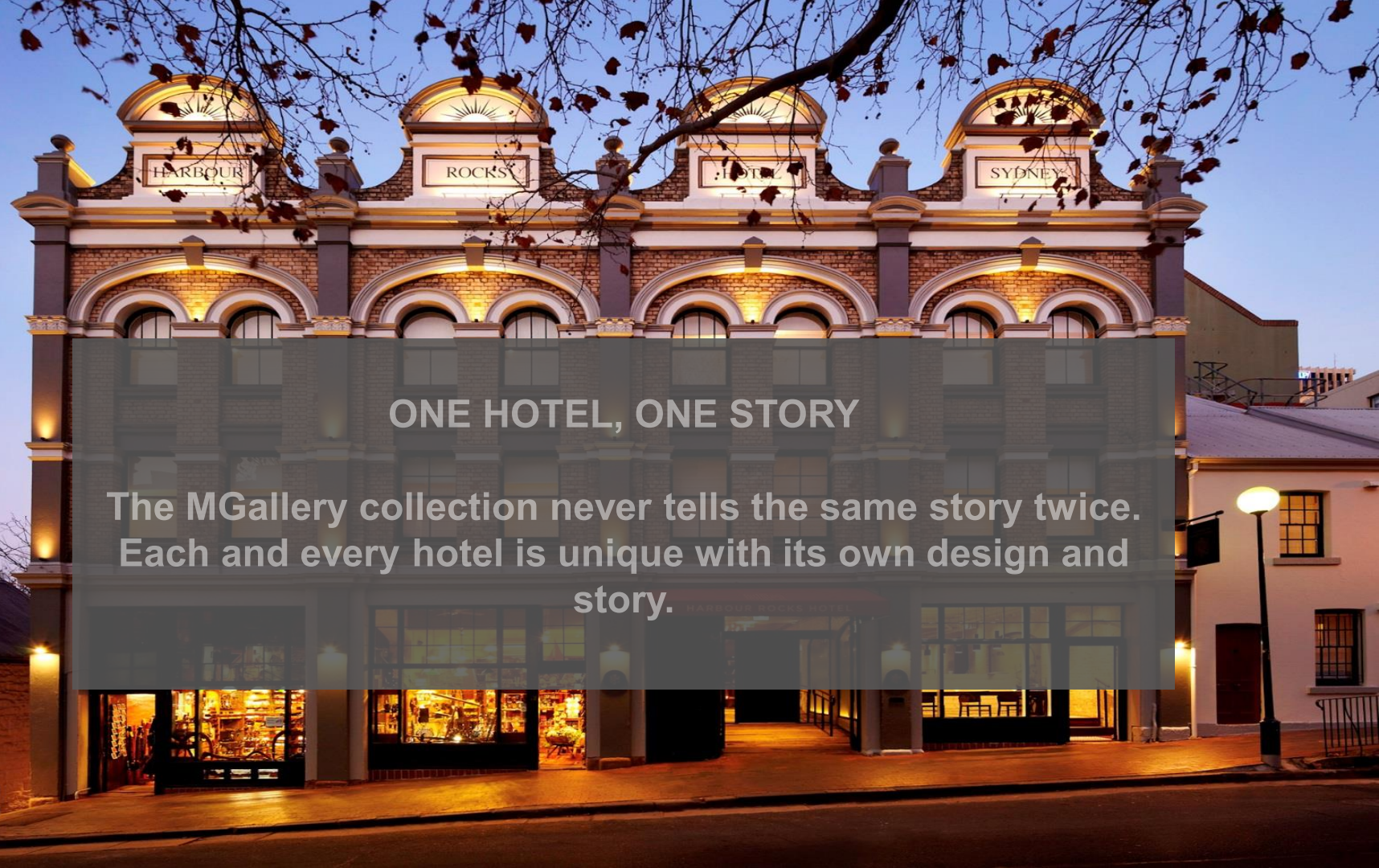


# INSPIRED BY HER PACIFIC CAMPAIGN

*NO VACANCY, 24th JULY 2019*







## ONE HOTEL, ONE STORY

The MGallery collection never tells the same story twice. Each and every hotel is unique with its own design and story.

# WHAT ARE WOMEN'S EXPECTATIONS IN TRAVEL

## A COLLABORATION WITH IPSOS



&



1

INCREASE THE **KNOWLEDGE ABOUT WOMEN'S NEEDS** TO FINE-TUNE THE OFFER.

2

COMMUNICATE ON THE **STUDY RESULTS** TO IMPROVE POSITIONING OF THE BRAND

3

DRIVE **AWARENESS** OF MGALLERY AS THE BRAND OF CHOICE FOR FEMALE TRAVELERS.



4 COUNTRIES



3 000

RESPONDANTS



## WHAT WOMEN WANT...

THEY VALUE AN OFFER DEDICATED TO WOMEN, FOCUSING MAINLY ON RELAXATION AND BEAUTY

**86%** OF WOMEN ARE POSITIVE ABOUT A HOTEL OFFER DEDICATED TO WOMEN



AND 80% OF MEN SUPPORT THE IDEA !

### AN OFFER MAINLY ABOUT RELAXATION & BEAUTY



Shower with massage  
jets



A powerful  
hair dryer



Dressing gown in  
the right size



An emergency  
beauty kit



# WHAT WOMEN WANT...

## THEY WOULD VALUE OFFERS INCLUDING ITEMS FORGOTTEN WHEN PACKING

**73%** FORGET AT LEAST ONE ITEM, MAINLY COSMETICS



### AND IF PROPOSED AT HOTEL WOULD VALUE AS TOP 4:



Razor



Sunscreen



Make-up  
remover

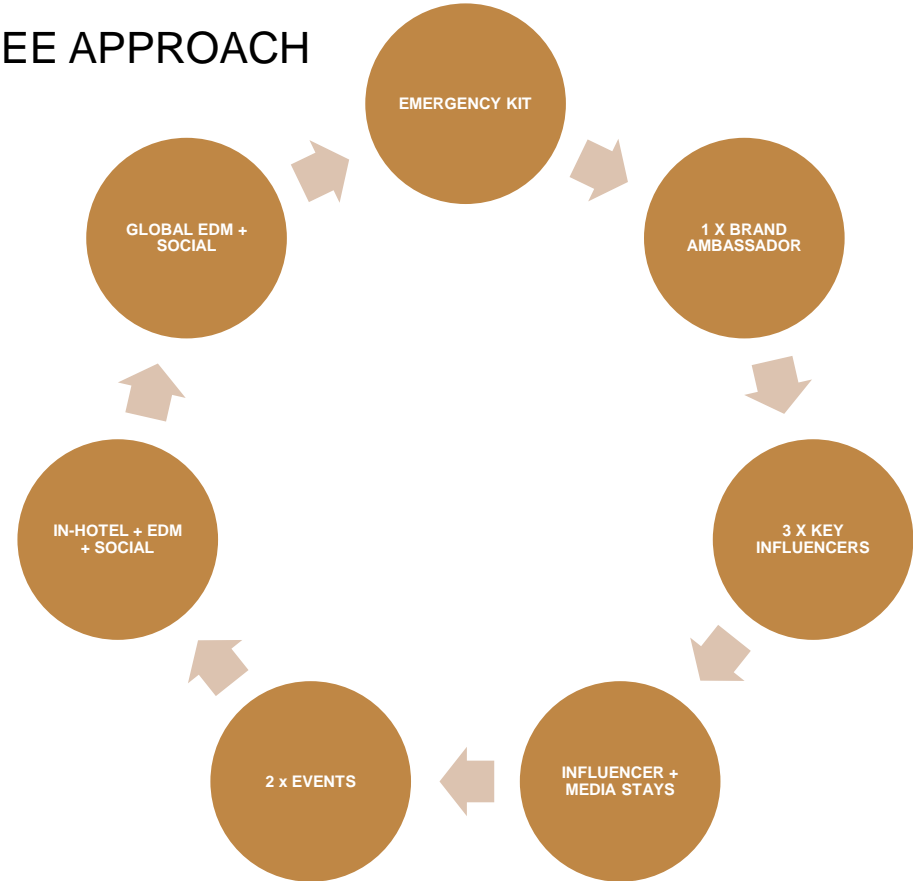


Nail vanish  
& remover

INSPIRED  
*by her*

- > EMERGENCY KIT
- > BEAUTY PRODUCTS
- > MAKE UP MIRROR
- > QUALITY HAIR DRYER
- > HAIR STRAIGHTENER
- > DRESSING GOWN
- > CUISINE
- > WELLBEING

## A 360 DEGREE APPROACH





# RESULTS



*Inspired By Her* hotel series launch  
To commemorate International Women's Day, MGallery by Sofitel celebrated the launch of Inspired by Her in Bangkok and in Melbourne. The Como Melbourne hosted an elegant brunch with guest speaker Katie Sarah, the first female to conquer the Seven Summits—the seven tallest peaks on all seven continents. Renowned fashion illustrator, Kerrie Hess painted an Inspired by Her illustration which will be a symbol of the new campaign in the Pacific.

## Traveller

### Take-off

#### What women want

Women travellers are on the rise, and you need to be prepared to serve them. Women are not just travellers, they are also professionals, mothers, and daughters. They are looking for a hotel that can provide them with a service that is tailored to their needs.

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## Overview

- 43 articles and 12 million social reach
- 3% increase in total awareness YOY\*
- Greater consumer understanding of the brand as having services dedicated to wellbeing\*

## Key Takeouts

- Be authentic
- Have data to reinforce your message
- Listen to the consumer and understand what they're looking for



# Feel Welcome

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SOFITEL  
**LEGEND**

**SO**  
SOFITEL

**SOFITEL**  
HOTELS & RESORTS

**M**  
GALLERY  
BY  
SOFITEL

**pullman**