



One way to get in to shape this summer.
One of a kind.

QHotels Marketing Campaign Guide June - July - August 2012

Six weeks of fitness promotion

Standard Support Material Provided

Provided as standard	Quantities
External banner	As requested
A5 Flyers	500+ As requested
A4 External posters	3
Ex Member Postcards	500
Tentcards	10

Expected Dispatch Date: 30 / 05 / 12

Expected Delivery Date: 31 / 05 / 12

Campaign Contact Support
enjoy!

Kathryn Troilett

t: 0870 742 4458

e: k.troilett@enjoymarketing.co.uk

a: The White House, Wilderspool Park Greenalls Avenue,
Warrington WA4 6HL

Additional collateral can still be purchased by calling
enjoy! on 0870 742 4458

Campaign Brief

From 1st June through to the end of August we are running an external and internal campaign. There are many additional items available to purchase (flyers, external posters, hotel table top cards etc)

Overview

6 week summer trial

The campaign has been created to drive new members into our clubs with the external element of the campaign focusing on 'taking a six week membership to the club'.

Fees

Any new member joining on this campaign must pay the trial cost (see table on page 2) on the start date of the 6 weeks trial membership. All trial membership revenue is to be posted to GUEST FEES. Trial members then joining as a full member must then pay a minimum admin fee (see table on page 2) – without this fee a referral gift is not applicable. For operational guidelines please see the instructions on the next page.

There are two price points for this promotion. The advertised price on all marketing is the lower priced trial, which allows prospects to use the club Monday to Friday. However you have an immediate upsell opportunity to allow prospects to upgrade at any point to include weekend usage for an extra £10.

THE KEY DIFFERENCE

The key difference between this campaign and the short May campaign (where a one month trial was offered) is that the Prospect MUST join as a full member to undertake their six week trial. Towards the end of the trial they then confirm that they wish to end their membership or they carry on as a full member.

Internally

The member will be incentivised to recruit a new member via HTML referral emails. For every member they recruit they are entitled to a free gift.

Promotional Material

Additional Support

Additional items are available if required and can be ordered using the enjoy! order form online.

Cost Accounting / Referral Gift Additional Costs

NB: Referral item costs are only applicable on the redemption of any referral vouchers.

Referral Support & Guidance

In addition there will also be a one page referral website where members can insert their friend's name and contact details – this information will then be sent directly to the requested club for you to follow up by telephone or email.

Notice Boards

As well as utilising all point of sale posters, banners and wall posters you should designate at least 1 notice-board within your club to this promotional activity so your current members can sell this offering to their friends – when presenting your displays remember to link in our benefits to customer needs.

Instructions

New members

We have ensured that the phrase ‘terms and conditions apply’ appears on your marketing collateral allowing you to decide at site level which membership categories apply to the campaign promotional offers and those that don’t (you must however exclude student and children memberships from your offer). For existing members to be eligible for their gift their referred guest must continue as a member after the six week trial and sign a 12 month agreement.

PLEASE NOTE – if the joining member DOESN’T pay the MINIMUM FEE and sign a 12 month agreement, the existing member DOESN’T receive the referral gift voucher. A review document will be sent out at the end of the campaign to analyse the success and return on investment.

Member get member - upsell at point of sale

All new members joining must be asked to refer a friend so they too can get a referral gift. Use the DL vouchers at point of sale for this purpose. Remember: If you don’t ask you don’t get.

Member get member – club promotion

Why not set up a referral desk during Workout Wednesday (or every Wednesday!) and simply ask members outright if they would like to refer a friend to join and get a free gift. Maybe have a referral day and get the team out and about (maybe dressed in referral t-shirts) asking people in the gym, reception etc for names and emails.

SIX WEEK MEMBERSHIP – THE JOINING PROCESS


All trial users are to join as full members – no exceptions. This may lose you a few people in the beginning, the final conversion improvements by utilising this method will far out weigh this loss, if done correctly. Please see the accompanying sales document ‘selling a six week trial’ for full presentation instructions and objection handling.

Targets

New Member Sales					
Club Name	P6	P7	P8	Monday - Friday Trial Cost	7 Day Trial Cost
Aldwark	29	48	57	£55	£65
Ashford In	63	46	62	£55	£65
Bridgewood	18	18	18	£45	£55
Cambridge	43	46	53	£55	£65
Chesford	23	12	13	£50	£60
Crewe Hall	39	44	51	£65	£75
Forest Pines	81	85	100	£65	£75
Hampshire Court	100	90	100	£60	£70
Hellidon	13	13	21	£45	£55
Midland	9	12	4	£30	£40
Norton Park	12	12	14	£65	£75
Nottingham Belfry	25	20	25	£55	£65
Oxford Belfry	20	20	20	£55	£65
Park Royal	65	92	104	£65	£75
Stratford Manor	0	0	6	£30	£40
Tankersley Manor	37	39	39	£45	£55
Telford	30	20	40	£40	£50
The Chase	29	41	33	£55	£ 65

Collateral Examples

Leisure and Spa at
QHotels





One way to get in to shape this summer.
One of a kind.




www.leisureandspa.qhotels.co.uk

**Six weeks of
fitness for £XX**

Offer limited to the first 25 people



QHOTELS
21 Four Star, Individual Hotels

A4 Poster



One way to get in to shape this summer.
One of a kind.

Six weeks of fitness for only £XX

With our beautiful swimming pool and spa, why refreshing, cooling, crystal clear waters. Or how top-to-toe pampering with our fabulous spa package extensive list of relaxing treatments.

For all adrenalin-junkies wanting to achieve a super body, our fully equipped fitness suite offers the latest gym equipment and technology, and a team of experts on hand to provide support, advice and motivation. Your body is only a pebble's throw away.

So from cooling-off to getting hot, sweaty, and sopping wet, this summer make sure you choose <<Site Name>>.

Offer limited to the first 25 people

QHOTELS
21 Four Star, Individual

Leisure and Spa at
Aldwark Manor Golf & Spa Hotel,
York



One way to get in to shape this summer.
One of a kind.

01347 833941
www.leisureandspa.qhotels.co.uk

**Six weeks of
fitness for £XX**

Offer limited to the first 25 people



QHOTELS
21 Four Star, Individual

A5 Flyer

Leisure and Spa at
Aldwark Manor Golf & Spa Hotel
York



**Six weeks of
fitness for £XX**

Offer limited to the first 25 people

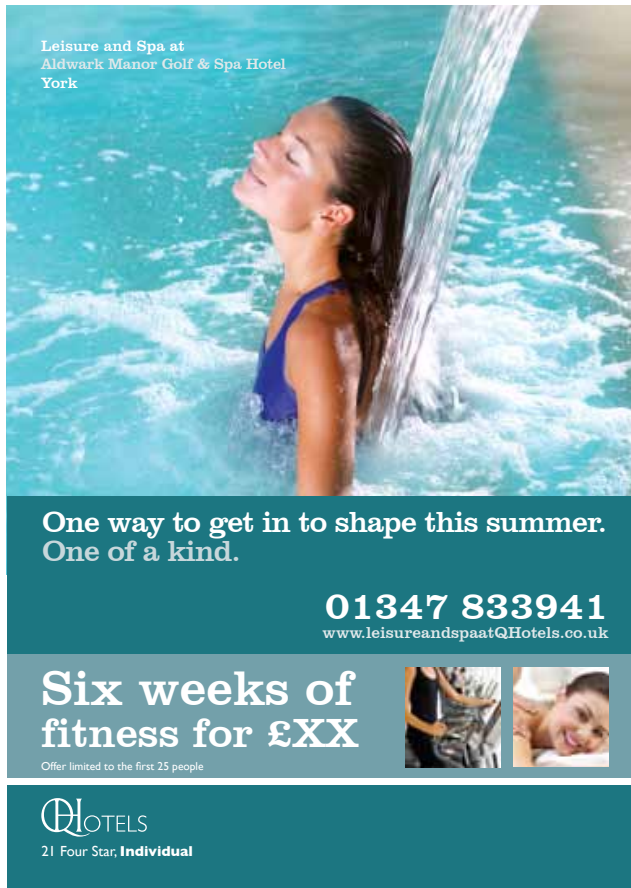
01347 833941
www.leisureandspa.qhotels.co.uk

QHOTELS
21 Four Star, Individual

External banner (optional extra)

Additional Campaign Materials



Press Advert

(To be ordered separately on request)

- HTML Email
- Press Advert
- External Banner
- A5 Flyer 200gsm
- A5 Postcard 350gsm
- A6 Voucher/Pass 280 gsm
- A4 fold down self mailer 280 gsm
- DL Postcard 350gsm
- Posters (A4, A3 & A2)
- Lapsed member mailer
- Pop up Banner

Contact enjoy! today to order your additional campaign materials.

Pass the Baton - Referral Campaign

We will also be running a 'Pass the baton' referral campaign throughout the summer to coincide with the Olympic games. This promotion allows you to encourage members to 'Pass the Baton' to friends, colleagues and family members in the form of a FREE 7 day fitness pass. You will be supplied with DL referral data capture leaflets and all clubs will have 3 Referral Champions which we will provide T-shirts for.

Referral process

The DL referral voucher must be completed prior to joining and put with the completed membership form – do not accept any post-dated items (i.e. after the new member has already joined). No voucher no referral gift. Ensure that the voucher has the referring member's name, phone number and email to make it easier to notify them when their referral has joined.

Obtaining the referral gift

See the Referral Promotion Guide for details (available on the Portal) but in short:

1. Members are permitted to refer as many members as they wish. All referrals joining through this promotion must be signed up on a 12 month contract.
2. A minimum admin/joining fee MUST be taken during this process.



Refer a friend to join this month and choose a great free gift.

For you to receive your free gift simply enter your friend's details and hand in to reception and we'll contact them on your behalf. You can also give it to your friend who needs to bring it along when completed. If you are this voucher must be completed before joining for the gift to be sent you. We will send you the gift of...

require more than one joiner.

Pass the baton...

Refer a friend to join this month and choose a great free gift.

This summer QHotels are inviting you to pass the fitness baton and encourage friends and family to get active and enjoy a free 7 day membership.

Plus if they join you can choose one of 19 fabulous gifts.

QHOTELS
21 Four Star, Individual Hotels

fio approved fio approved code of practice code of practice

Go for Gold Gym Challenge

To aid retention this summer we will also be providing each club with a 'Go for Gold' Gym challenge pack.

Each club will be provided with promotional posters and team sheets to track member progress.

Gym instructors should walk the floor and engage with members encouraging them to take part in this challenge, which is focused around encouraging members to improve on their personal best sprint time throughout the month.

Each member that takes part should time themselves at the beginning of the month, covering their chosen distance on the treadmill. They should then make a record of this time and make it their aim to beat this time before the end of the challenge and to continue beating this score throughout the month, with the hope of being the fastest member.

There are 3 distance categories meaning that you can encourage both your fitness novices and your regular gym goers to complete the challenge.

Olympic Gym Challenge Go for Gold...



This summer QHotels are inviting you to complete our 'Go for Gold' Gym Challenge...

We'll test your speed and agility with this Gym Challenge. So push your limits and see if you can 'Go for Gold'.

Choose a distance and see how fast you can sprint for 800m and 1500m on the treadmill.

Record your time and test yourself throughout the month to see if you can improve on your own personal best.

See Reception for details.



21 Four Star, **Individual** Hotels

