



QHotels Marketing campaign guide March - April 2011

One way to get into shape for spring.
One of a kind.

Standard Support Material Provided

Provided as standard	Quantities
Generic Internal pop up banner	1
External banner 3m x 1m	1
Tentcards	25
A2 Posters External	2
Generic A2 Posters Referral	2
Wobblers	25
Mirror Stickers	6
Generic Referral POS Posters	2
Generic External POS posters	2
Generic A0 referral Poster	1
Collation and delivery per site	1
HTML email (prospect use)	1
HTML email (referral)	1
HTML Group email (central use)	1

Hotel sites that do not have permission for an external banner must find alternative accommodation for example, local supermarkets, public car parks etc.

Expected Dispatch Date: 22/02/2011

Expected Delivery Date: 23/02/2011

Campaign Start Date: 01/03/2011

Campaign Contact Support

Site Support Team Manager: 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 the 1st March 2011 through to the 30th April 2011 we are running both an external and internal promotion. The campaign focuses on “Join for free plus receive £180 worth of leisure and spa benefits”.

The ‘Join for free’ relates to a no joining fee offer, subject to a 12 month contract and admin fee. The ‘receive £180 worth of leisure and spa benefits’ equates to the member benefits calendar, member care plan and finally 3 x 7 day memberships issued to new joiners.

The internal element will again focus on referral gifts and our partnership with D2F. A D2F referral guide outlining all elements of the referral process can be found on the Leisure Marketing portal.

Promotional Material

All collateral will be dispatched to your hotel on the 22nd February 2011 with estimated delivery being 23rd February 2011. All the standard promotional material will be ordered on your behalf. Additional items are available if required and can be ordered using the **enjoy!** order form online.

External Collateral

A Campaign Marketing Guide is now available to download from the Marketing Portal within the resource page.

Internal Collateral

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.

Ideally create a display area of the gifts supplied.

Terms & conditions – External

- Promotion will run from the 1st March 2011 through to the 30th April 2011.
- No Joining fee applicable with this offer to the first 25 joiners however flexibility through joining fee charged after you reach a specified target. Target attached within brief.
- Agreed admin fee prices for individual sites attached within brief.
- Each new member is signing up to a 12 month contract.
- Each new member will receive £180 worth of leisure and spa benefits - 3 x 7 day passes, member care plan and member benefits calendar.
- Any additional support is available through enjoy! and the Portal. No other collateral is to be made through any other avenue. i.e. Clip art!!

Terms & conditions – Referral

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.

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. Remember: If you don't ask you don't get.

In addition all new members will be sent a "48hr referral" email as part of their memberplan programme. This will allow them to forward a free seven day pass to thier friends in a single limited 48 hour period.

Member get member – club promotion

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 asking people in the gym, reception etc for names and emails.

Targets

Club Name	P3	Admin Fee	P4	Admin Fee
Aldwark	39	600	37	500
Ashford International	54	1,200	71	1,600
Bridgewood	23	400	25	600
Cambridge	55	900	50	600
Chesford	14	100	12	100
Crewe Hall	32	200	32	200
Forest Pines	53	1,100	56	1,100
Hampshire Court	60	600	91	800
Hellidon	15	0	23	100
Midland	3	100	3	100
Norton Park	15	400	10	300
Nottingham Belfry	36	400	18	200
Oxford Belfry	39	300	28	200
Park Royal	65	1,900	65	1,900
Stratford Manor	12	0	10	0
Tankersley Manor	30	900	28	800
Telford	34	500	42	700
The Chase	40	300	30	200
Wseterwood	34	500	46	800

Collateral Examples

Leisure and Spa at
Hotel Name
Hotel Area



One way to get in to shape for spring.
One of a kind.

000000 00000
www.leisureandspaatQHotels.co.uk

Join for free
plus be one of the first 25 to join and receive
£180 worth of leisure and spa benefits.
Offer limited to the first 25 people



QHOTELS

fia approved fia code of practice fia 2011 MATRIX



Posters A3/A4

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QHOTELS

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Tent Card

Leisure and Spa at
Hotel Name
Hotel Area



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000000 00000
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Terms and conditions apply

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QHOTELS

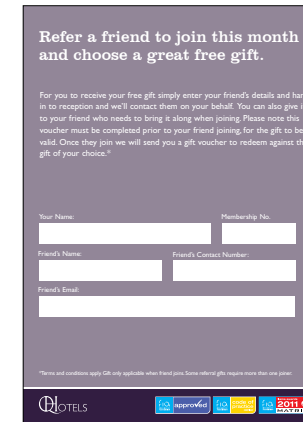
fia approved fia code of practice fia 2011 MATRIX

A5 Flyer

Collateral Examples



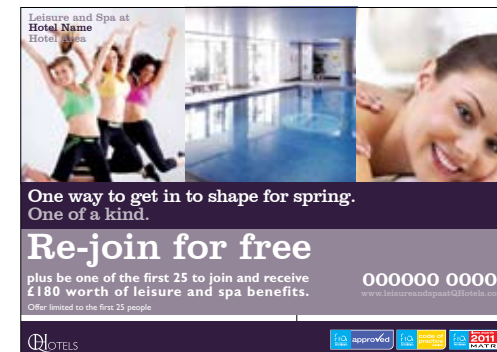
HTML's



A6 Referral Card



External Banner



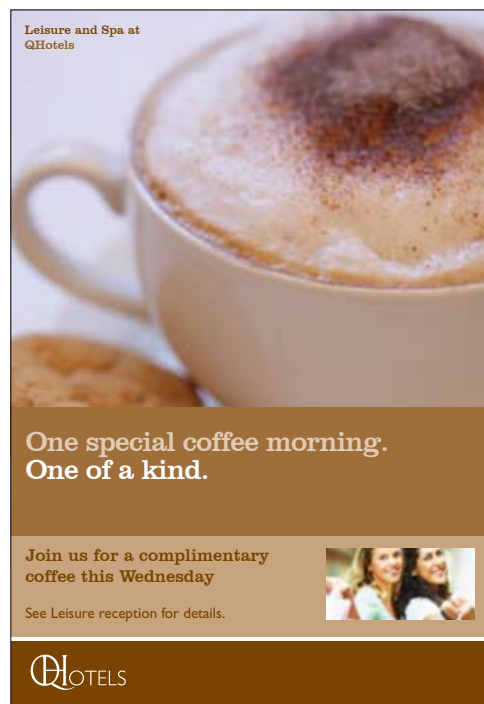
A5 Post Card

Central Retention Email Activity March/April 2011

Meet the Manager, Workout Wednesday, Coffee Morning



Meet The Manager



Coffee Morning



Workout Wednesday

March

Email	Date 24-02-11	Date 07-03-11	Date 10-03-11
Event	Date 01-03-11	Date 10-03-11	Date 16-03-11

April

Email	Date 31-03-11	Date 11-04-11	Date 15-04-11
Event	Date 05-04-11	Date 14-04-11	Date 20-04-11

Gym Challenge March-April 2011

Gym Challenge 2:

Run the London Marathon
One way to join a winning team.
One of a kind.

Campaign start date: March 1st 2011
Campaign end date: April 31st 2011

Gym Challenge Examples

One way to join a winning team.
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Run The London Marathon Gym Challenge

Sign up today

Team Name:	Team Name:
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.
6.	6.
7.	7.
8.	8.
9.	9.
10.	10.

Team Name:	Team Name:
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.
6.	6.
7.	7.
8.	8.
9.	9.
10.	10.



See reception for further details.

Team Poster

**One way to join a winning team.
One of a kind.**

**Run The London Marathon
Gym Challenge**

Have fun over March and April through this challenge whether you run 100 yards or 10 miles it all goes towards the team total.
Each individual score accumulates to a team score.
The team with the highest total score **WINS!**

To join a team ask at reception for details.

A black and white photograph of a woman in a starting crouch, ready to run. She is wearing a dark tank top and has her hands on the ground, looking forward with determination. The background is dark and out of focus.

Poster

[illegible]

Score Card

[illegible]

Table

Leisure and Spa Planner 2011

QHotels Leisure and Spa Key Dates 2011



"Many of life's failures are people who did not realise how close they were to success and gave up."

Thomas A. Edison

[illegible]