



## QHotels Marketing Campaign Guide March - April 2012

### Join for free today...

Plus we will throw in a free weight loss programme worth £80.

**QHOTELS**



# Standard Support Material Provided

Please see page 2 for material provided.

Expected Dispatch Date: 28th February 2012

Expected Delivery Date: 29th February 2012

## Campaign Brief

From 1st March through to the 30th April 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

Join for free today. Plus we will throw in a free weight loss programme worth £80.. The campaign has been created to drive new members into our clubs with the external element of the campaign focusing on 'Join for free today'.

### Admin fees apply to this offer.

The weight loss programme element of the offer is the Memberplan series, which has nutritional and educational content.

### 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.

## 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

# 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 web site 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.

# Standard Support Material Provided

Site	Banners	Leaflets	A3 Posters	A4 Posters	A5 Postcards	Referral Postcards	Tent Cards	Sales Support	Fortnightly Prospectly Email	Monthly Lapsed Email	Monthly Referral Email	Assistance Poster - A4
Aldwark	1	1,000	1	2	500	100	10	NO	Yes	Yes	Yes	1
Ashford In	1	5,000	1	2	500	100	10	NO	Yes	Yes	Yes	1
Bridgewood	0	0	1	2	0	100	10	NO	Yes	Yes	Yes	1
Cambridge	1 - Di-Bond	5,000	1	2	500	100	10	YES	Yes	Yes	Yes	1
Chesford	0	0	1	2	500	100	10	NO	Yes	Yes	Yes	1
Crewe Hall	1	5,000	1	2	500	100	10	YES	Yes	Yes	Yes	1
Forest Pines	1	5,000	1	2	500	100	10	YES	Yes	Yes	Yes	1
Hampshire Court	2 - Di-Bond	5,000	1	2	500	100	10	YES	Yes	Yes	Yes	1
Hellidon	0	0	1	2	0	100	10	NO	Yes	Yes	Yes	1
Midland	0	0	1	2	0	100	10	NO	Yes	Yes	Yes	1
Norton Park	0	0	1	2	0	100	10	NO	Yes	Yes	Yes	1
Nottingham Belfry	1	1,000	1	2	500	100	10	NO	Yes	Yes	Yes	1
Oxford Belfry	1	1,000	1	2	500	100	10	NO	Yes	Yes	Yes	1
Park Royal	1	5,000	1	2	500	100	10	YES	Yes	Yes	Yes	1
Stratford Manor	0	0	1	2	0	100	10	NO	Yes	Yes	Yes	1
Tankersley Manor	1	1,000	1	2	500	100	10	NO	Yes	Yes	Yes	1
Telford	1	1,000	1	2	500	100	10	NO	Yes	Yes	Yes	1
The Chase	1	1,000	1	2	500	100	10	NO	Yes	Yes	Yes	1
Westerwood	1	5,000	1	2	500	100	10	YES	Yes	Yes	Yes	1

# Instructions

## Referral process

The A6 referral voucher (you should still have supplies of these in stock) 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.

## 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 A6 vouchers at point of sale for this purpose (you should still have supplies of these in stock). 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.

# Targets

New Member Sales		
A Tier	P3	P4
Park Royal	80	80
Forest	80	60
Westerwood	60	60
Crewe	60	60
Cambridge	60	60
Hampshire	90	80
B Tier	P3	P4
Oxford	40	24
Chase	60	32
Nottingham	48	24
Tankersley	32	24
Aldwark	32	48
Ashford	40	52
Telford	40	32
C Tier	P3	P4
Bridgewood	24	20
Norton	32	24
Helldion	20	12
Chesford	16	16
Midland	24	12
Stratford	16	12

# Collateral Examples

Aldwark Manor Golf & Spa Hotel  
York

Terms & conditions apply

“ Without the support of the fitness team, I would still be overweight, lacking energy and feeling tired. ”

**Join for free today**  
Plus we will throw in a free weight loss programme worth £80.

Offer limited to the first 25 people

**01347 833941**  
[www.QHotelsgyms.co.uk](http://www.QHotelsgyms.co.uk)

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f10 approved f10 code of practice 2011

The A3 poster features a large background image of two women in a gym setting, one stretching and the other smiling. Two polaroid-style inset photos are placed on the right side: one showing a woman's face with her eyes closed, and another showing a view of a gym interior with a staircase. The text is arranged in a clean, modern layout with a teal background for the lower half.

A3 Poster

Aldwark Manor Golf & Spa Hotel  
York

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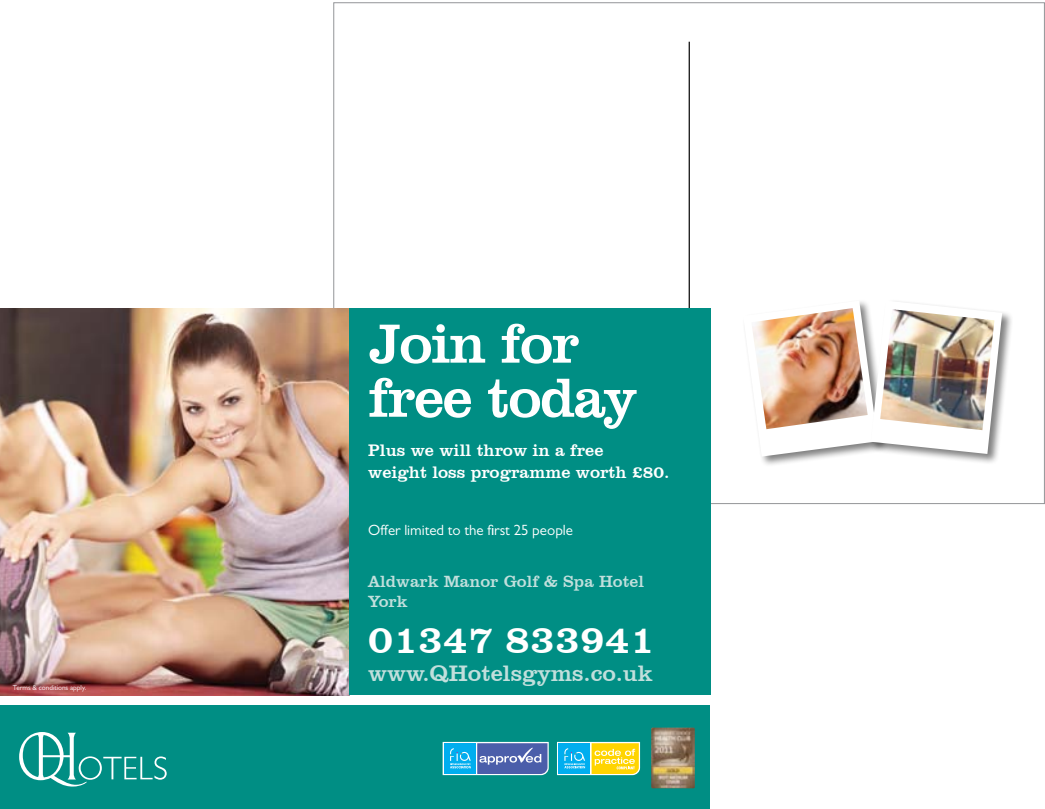
f10 approved f10 code of practice 2011

The A4 poster is a scaled-down version of the A3 poster, maintaining the same visual elements: the gym background image, the two polaroid insets, the teal lower half, and the promotional text and logos.

A4 Poster



# Collateral Examples



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A5 Postcard



**Join for free today**

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A5 Flyer

## Collateral Examples

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York

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Campaign Banner

# Collateral Examples

## 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 joining. Please note this voucher must be completed prior to your friend joining, for the gift to be valid. Once they join we will send you a gift voucher to redeem against the gift of your choice.\*

Your Name:  Membership No.

Friend's Name:  Friend's Contact Number:





Friend's Email:


\*Terms and conditions apply. Gift only applicable when friend joins. Some referral gifts require more than one joiner.



## Generic A6 Referral Card





Offer limited to the first 25 people


Worth £80.






Plus we will throw in a free weight loss programme

Join for free today

Plus we will throw in a free weight loss programme worth £80.


Offer limited to the first 25 people



## Generic Tent card





Refer a friend this month and when they join grab yourself one of our fabulous free gifts\*


Plus your friend can join for free!

To refer a friend click here>>>

\*Terms and conditions apply. Gift only applicable when friend joins. Some referral gifts require more than one join.

Level

1




Scotland & North

The Westwood Hotel & Golf Resort - In Glasgow  
Aberlark Manor Golf & Spa Hotel - York  
The Midland - Manchester  
Tennishay Manor - In Sheffield  
The Park Royal - Warrington, Cheshire  
Crown Hall - Cheshire

Level

2




Midlands & East Anglia

Forest Pines Hotel & Golf Resort - North Lincolnshire  
The Nottingham Balby - Nottingham  
Telford Hotel & Golf Resort - Shropshire  
Chelford Grange - Hanworth, Warwickshire  
Hollands Lakes Golf & Spa Hotel - Northamptonshire  
The Cambridge Balby - Cambridgeshire  
Stratford Manor - Stratford upon Avon


Level






3



South

The Cheltenham Chase Hotel - Gloucestershire  
The Oxford Balby - Towns Oxford  
The Hampshire Court Hotel - Basingstoke, Hampshire  
Norton Park - Winchester, Hampshire  
Bridgemore Manor - Rochester, Kent  
Ashford International Hotel - Ashford, Kent



Referral HTML

## Re-join for free today

Plus we will throw in a free weight loss programme worth £80.

Offer limited to the first 25 people

“Without the support of the fitness team, I would still be overweight, lacking energy and feeling tired.”

<<Site Name>>  
<<Location>>

00  
www

“Without the support of the fitness team, I would still be overweight, lacking energy and feeling tired.”

<<Site Name>>  
<<Location>>

000000 00000  
www.QHotelsgyms.co.uk

## Lapsed & Prospect HTML

# 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.