



4 fabulous weeks
of free fitness

Marketing campaign guide - Sept -Oct 09
Get one month of fitness for free

Standard Support Material Provided

Provided as standard	Quantities
External banner (External use)	1
A2 External Poster	2
A2 Generic Referral Poster	2
A0 Referral Poster (Internal use)	1
A4 Referral POS Poster	4
Mirror Sticker	6
DL Tentcards	25
Referral Wobbler	25
HTML email (General)	1
HTML email (Referral)	1
Referral Gift*	TBC
A4 Plastic Holder (Referral Poster)	4

Hotel sites that do not have permission for an external banner must find alternative accommodation; for example, local supermarkets, public car parks etc. Although you are being supplied 4 POS posters you will have 4 POS display units from previous campaigns to house these.

*Direct from supplier.

Expected Delivery Date: 28th August 2009

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

This September and October we are running an external and internal campaign – ‘Get one month of fitness for free’. The campaign focuses on ‘join now and get one month for free’. The campaign has been created to drive new members into our clubs through referral based marketing with an additional element of external support.

Any new member joining on this campaign will pay an admin/joining fee and then nothing else until their 1st direct debit due one month after joining – if the new member has come through a current member’s referral then the current member will also receive a referral gift from the QHotels Referral Collection.

Although the majority of marketing support materials focus on the referral element of the campaign our marketing support Partner, enjoy!, can supply any additional items you may need to extend your campaign externally (press ads, flyers, postcards etc).

For operational guidelines please see the instructions on the next page.

Promotional Material

‘Get one month of fitness for free’ will operate through both September and October. All collateral will be dispatched to your hotel by August 26th with estimated delivery being August 28th. 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.

The cost for all collateral (£473 plus VAT) will be charged to your hotel in P9 and the cross charge will be split across P9 and P10.

In addition there will also be a one page referral web micro 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.

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.

For this promotion, you will also receive wobblers, mirror stickers and tentcards. The wobblers are to be used on the gym equipment. The mirror stickers are to be utilised in both the changing rooms and in the public toilet areas. The tentcards are for use in the hotel loungers and should not be used in the leisure area.

Terms & conditions – Weight Loss

- No Joining fee applicable with this offer to the first 20 joiners however flexibility through joining fee charged after you reach a specified target. Target attached within brief.
- An administration fee of between £20 and £40 will be charged and will apply to all new members.
- Promotion will run from the 1st September through to the 31st October 2009.
- The Weight Loss Programme on offer is the email-based Member Plan Programme. This has a value of £80.
- 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!!
- Weight loss guaranteed campaign is not available in conjunction with any other offer.
- Each new member will receive a weight loss programme which will be available online.
- As part of the online pack there will also be a link to an ASK THE EXPERT area which will be driven by email through to one professional within QHotels. Response time to online emails must be completed within 72 hours. Each club will be sent details from any member of their club that has sent an email asking for advice so individual clubs can follow up.
- The online weight loss programme is also available to your current members if they wish to take part. This is an opportunity to have regular contact with members and should be used as a retention tool.

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.

Member get member – club promotion

Why not set up a referral desk during Friend's Free Friday (or every Friday!) 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.

Incentive to Staff

5 opportunities for you to win a gift from the referral list to the value of £50.

You can win if you have:

1. Most joiners (must meet target)
2. Most admin fees (must be minimum £20 per joiner)
3. Highest admin fee rate
4. Highest % joiners over target (must meet target)
5. Club with members claiming most referral gifts

Targets

Club Name	New Member Sales	
	September Target	October Target
Westerwood	40	35
Aldwark Manor	15	20
Forest Pines	40	35
Tankersley Manor	25	30
Midland	15	15
Park Royal	70	60
Crewe Hall	25	25
Telford	30	30
Stratford Manor	15	15
Nottingham Belfry	25	25
Oxford Belfry	25	25
Cambridge Belfry	40	40
Hampshire Court	60	50
Norton Park	20	15
Ashford Int	55	55
Chesford	15	15
Bridgewood	15	15
Hellidon Lakes	15	15
Chase	30	30

Collateral Examples

**Refer friends to join
and grab yourself an
iPod shuffle or one of
18 other great gifts***

See Leisure reception for further details
or refer a friend online at
www.leisureandspaatQHotels.co.uk
Limited to the first 25 people



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

QHOTELS **AA** Hotel Group of the Year
2008 - 2009

A0 Referral Poster
(To be used as a referral central point
along with gift display)



4
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of free fitness

**Join today and get one
month of fitness for free**

Plus we will throw in a free
weight loss programme
worth £80.
Limited to the first 25 people

Save
up to
£120

Leisure and Spa at
Aldwark Manor
York

01347 833940
www.leisureandspaatQHotels.co.uk


*Terms and conditions apply.

QHOTELS **AA** Hotel Group of the Year
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A2 External Poster

**Grab yourself an
iPod shuffle for free!***

See Leisure reception for more details.



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Referral Wobbler

Collateral Examples

Refer friends to join and grab yourself a great gift*

Refer a friend who joins this month and choose gift from the QHotels Member Referral Collection

To view the full range of gifts click here>>>

4 fabulous weeks of free fitness

Join today and get one month of fitness for free

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

Save up to £120

Limited to the first 85 people

For further information visit www.leisureandspa.qhotels.co.uk

19 QHotels ready and raring to go...

South East & North	Midlands & East Angles	South
<ul style="list-style-type: none">The Westwood Hotel & Golf Resort - 100 GloucesterAlbion House Hotel & Spa Resort - 100 YorkLeisure and Spa at Aldwark Manor - 100 YorkThe Park Royal - 100 LondonThe Park Royal - 100 LondonGreen Hall - 100 London	<ul style="list-style-type: none">Forest Place Hotel & Golf Resort - 100 LincolnshireThe Nottingham Hotel - 100 NottinghamLeisure and Spa at Aldwark Manor - 100 NottinghamLeisure and Spa at Aldwark Manor - 100 NottinghamLeisure and Spa at Aldwark Manor - 100 NottinghamLeisure and Spa at Aldwark Manor - 100 Nottingham	<ul style="list-style-type: none">The Grosvenor Hotel - 100 GloucestershireThe Grosvenor Hotel - 100 GloucestershireThe Grosvenor Hotel - 100 GloucestershireThe Grosvenor Hotel - 100 GloucestershireThe Grosvenor Hotel - 100 GloucestershireThe Grosvenor Hotel - 100 Gloucestershire

Referral/General email HTML templates

4 fabulous weeks of free fitness

Save up to £120

Join today and get one month of fitness for free

Plus a free weight loss programme worth £80.

Leisure and Spa at Aldwark Manor
York

01347 833940

www.leisureandspa.qhotels.co.uk

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External banner

Collateral Examples



DL Tentcard



A4 Referral POS Poster



Mirror Sticker

Additional Campaign Materials



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- | 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

Press Advert

(To be ordered separately on request)