



2010

fantastic fitness
giveaway

QHotels fitness campaign '09 Collateral Guide

November - December 2009

Standard Support Material Provided

Provided as standard	Quantities
A0 Referral Poster (internal use)	1
A2 Referral Poster (internal use)	2
A4 POS Referral Poster* (internal use)	4
External banner (external use)	1
A2 Posters (external use)	2
HTML email (prospect use)	1
HTML email (referral)	1
Tent cards (internal use)	25
Wobblers (internal use)	25
Mirror stickers (internal use)	6

Hotels 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: 26th October 2009

Expected Delivery Date: 27th October 2009

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

This November and December we are running an external and internal campaign. The campaign focuses on 'join now and get the rest of the year 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 in January 2010. 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, pop up banners, postcards etc).

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

Promotional Material

This campaign will operate through both November and December. All collateral will be dispatched to your hotel by October 26th with estimated delivery being October 27th. 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 will be charged to your hotel in P12 and the cross charge will be £473

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.

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.

Targets

Incentives for campaign is to be a cumulative total for both November and December for the cash incentive, however we will put on weekly spot prizes.

Overall team with the largest number of joiners % V's target will win £250

Club in remaining regions with largest number of joiners % V's target will win £100

Club Name	Target November	Target December
Westerwood	35	25
Aldwark Manor	30	15
Forest Pines	50	30
Tankersley Manor	35	20
Midland	20	10
Park Royal	75	55
Crewe Hall	40	30
Telford	45	40
Stratford Manor	10	5
Nottingham Belfry	30	20
Oxford Belfry	30	25
Cambridge Belfry	35	30
Hampshire Court	65	45
Norton Park	15	10
Ashford Int	70	35
Chesford	15	10
Bridgewood	20	15
Hellidon Lakes	20	15
Chase	35	25

Collateral Examples

19
great gifts to
grab before
they're gone

Refer friends to join and grab
yourself six bottles of wine or
one of 18 other great gifts*

See Leisure reception for further
details or refer a friend online at
www.leisureandspaatQHotels.co.uk



QHOTELS Hotel Group of the Year
2008 - 2009

Referral Poster

2010
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giveaway



Save
up to
£XX

Join today & get the
rest of the year free

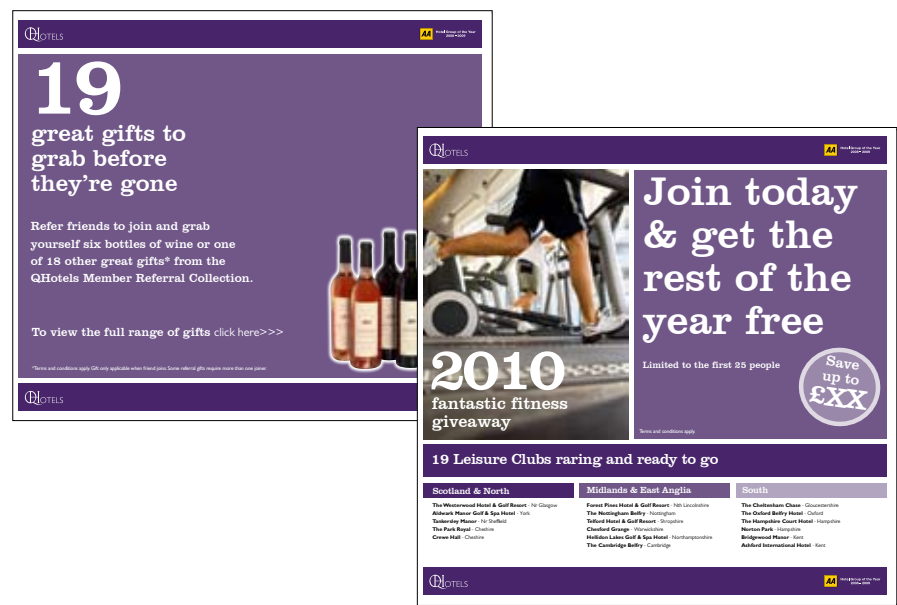
Leisure and Spa at
Hotel Name
Location

000000 00000
www.leisureandspaatQHotels.co.uk

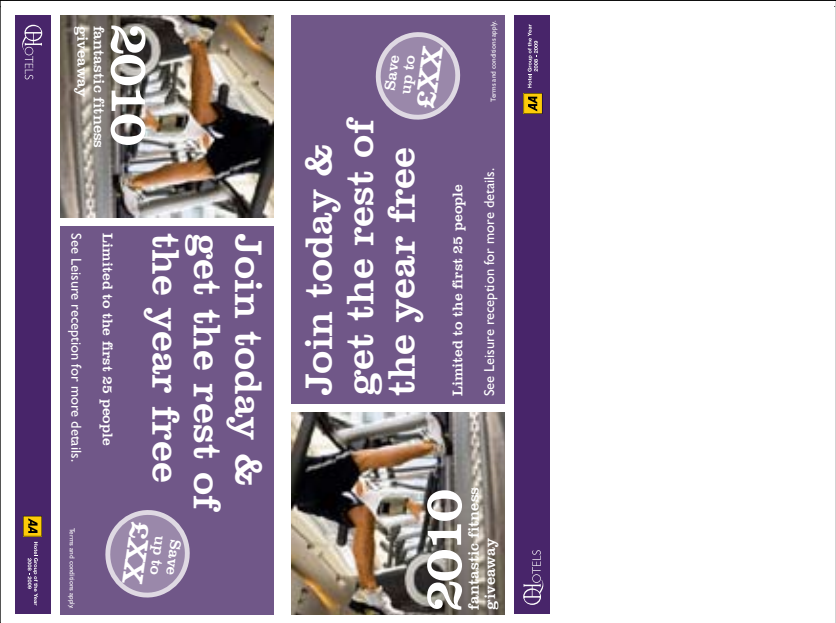
QHOTELS Hotel Group of the Year
2008 - 2009

External Poster

Collateral Examples



email HTML template



Tent cards

Collateral Examples



Referral Mirror stickers & wobblers



External banner

Additional Campaign Materials



- HTML Email
- Press Advert
- External Banner
- A5 Flyer 200gsm
- A5 Postcard 350gsm
- DL Postcard 350gsm
- Posters (A4, A3 & A2)
- Lapsed member mailer
- Pop up Banner

Pop up banner

(To be ordered separately on request)