



QHotels Marketing Campaign Guide September - October 2012

Join today and receive one free month of leisure membership



21 Four Star, **Individual** Hotels



Standard Support Material Provided

Provided as standard	Quantities
External Banner	As requested
A5 Flyers	Minimum of 500
A4 External Posters	2
A3 External Posters	1
Generic Tent Card	10
A6 Referral Cards	Minimum of 100
HTML email (General)	1

Expected Dispatch Date: XXXXX

Expected Delivery Date: XXXXX

Campaign Brief

From 1st September through to the end of October 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 today and receive one free month of leisure membership on signing a 12 month membership contract. The campaign has been created to drive new members into our clubs with the external element of the campaign focusing on 'receiving one free month of leisure membership'.

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.

Instructions

Point of Sale Referrals

For every new sale, ensure that you ask for 3 referrals and utilise the application form to collect the referral details.

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).

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.

FIRST MONTH FREE – THE JOINING PROCESS

Any new member joining on this campaign must sign a 12 month membership contract and 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. If a new member joins they must pay an admin fee, pro rata fee for September 14th to September 30th and then their free month will be October with the direct debit starting November 1st.

Targets

	Joiners		Admin Fee	
	P9	P10	P9	P10
Aldwark	38	43	400	400
Ashford In	68	45	1,500	900
Bridgewood	18	20	300	300
Cambridge	44	49	900	1,000
Chesford	12	6	100	100
Crewe Hall	34	42	300	400
Forest Pines	83	79	1,300	1,300
Hampshire Court	80	80	700	700
Hellidon	18	13	0	0
Midland	9	8	200	200
Norton Park	17	12	200	100
Nottingham Belfry	20	25	200	200
Oxford Belfry	20	35	200	400
Park Royal	75	61	800	900
Stratford Manor	12	12	100	100
Tankersley Manor	37	37	600	400
Telford	30	25	400	300
The Chase	35	34	400	400
Westerwood	57	51	600	800

Collateral Examples



Aldwark Manor Golf & Spa Hotel
York

Join today and receive
one free month of
leisure membership

01347 833941
www.QHotelsgyms.co.uk

Offer limited to the first 25 people

QHOTELS
21 Four Star, Individual Hotels

fia approved code of practice

Terms and conditions apply

The poster features a large image of a swimmer in a pool at the top. Below the headline, there are two small inset images: one of a couple in a gym and another of a person receiving a massage. The bottom section contains logos for FIA, QHotels, and a 'code of practice' seal.

A3/A4 Poster



Join today and receive
one free month of
leisure membership

Schedule some 'Q' time and commit to
get fit this autumn...

We're an understanding bunch at QHotels and we know the onset of autumn means minimum motivation. So that's why we're offering you an amazing **ONE MONTH FREE** if you join your local QHotels Leisure and Spa Club today.

Our fully equipped gym is a workout paradise crammed full of the latest gym equipment and technology. Furthermore, our dedicated team of fitness experts is on hand and onsite to ensure you meet – and beat – your fitness goals.

Plunge into our luxurious swimming pool for the ideal cool-off - if you're feeling virtuous after all that hardcore hard work. Alternatively, sit back, relax, and enjoy a host of scrumptious treatments, including massages, facials, manicures and pedicures in our sumptuous spa. And then finish your ideal 'Q' time with a tempting treat in our beautiful restaurant. There's something to suit all tastes: from the healthy to the naughty, we're sure you'll love our superb Q-style hospitality.

So if that's temptation enough to commit to get fit this autumn, why not join your local QHotels Leisure and Spa Club today. And you too could enjoy maximum motivation as well as an amazing **ONE MONTH FREE!**

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The flyer is a smaller version of the poster, containing all the same text and images. It includes a map showing the location of Aldwark Manor Golf & Spa Hotel in York, near the A10 and A64 roads. The layout is more compact, with the text and images arranged to fit the A5 format.

A5 Flyer

Collateral Examples

Refer friends to join this month and choose from 17 great free gifts when they join*.

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:

Friend's Name: Friend's Contact:

Friend's Email:

Alternatively to refer your friends online simply visit www.QHotelsgyms.co.uk

*Terms and conditions apply. Gift only applicable when friend joins. Some referral gifts may be subject to availability.



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Refer friends to join this month and choose from 17 great free gifts when they join*.

Level 1



Level 2



Level 3





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A6 Referral Card

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21 Four Star Individual Hotels




Aldwark Manor Golf & Spa Hotel
York






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External Banner




21 Four Star Individual Hotels








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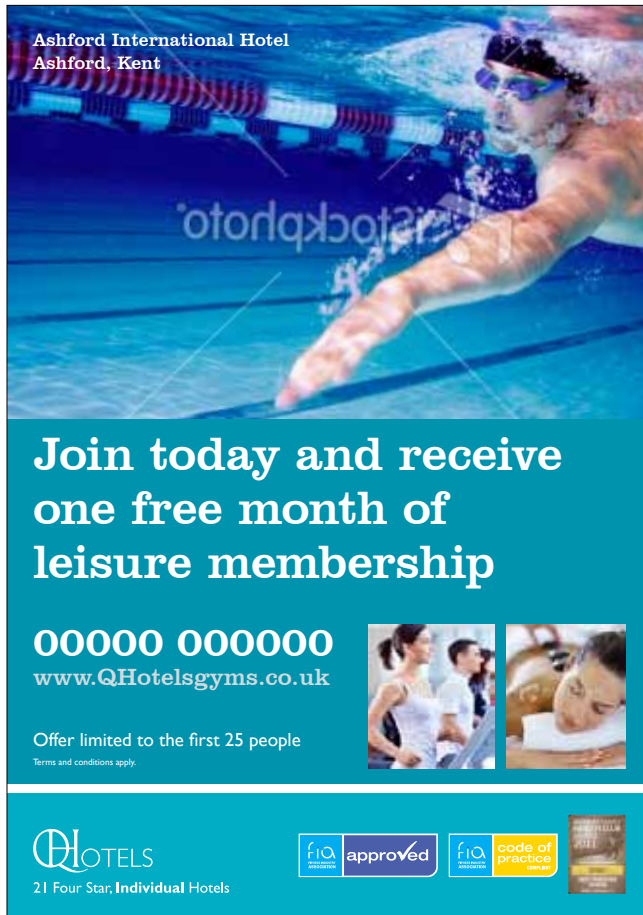
21 Four Star Individual Hotels





Tent Card

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.

Step to it - Gym Challenge

We're aiming to cover a whopping 15,000km across the entire QHotels group. Encourage your members to participate & together we can achieve the 15,000km!


Please note all clubs participating in the gym challenge must report to Phil Lake at plake@qhotels.co.uk every Monday with their total distance that has been completed.

Clubs Participating:

The Park Royal
Forest Pines Hotel and Golf Resort
The Hampshire Court Hotel
The Westerwood Hotel and Golf Resort
The Cheltenham Chase Hotel
Hellidon Lakes Golf and Spa Hotel
Ashford International Hotel
The Cambridge Belfry
Aldwark Manor Golf and Spa Hotel
The Oxford Belfry
Telford Hotel and Golf Resort
The Midland
The Nottingham Belfry
Tankersley Manor
Crewe Hall

[illegible]

Scoresheet



Step to it

Gym Challenge

Come on: Step to it... and look lively!

If you're in need of a little motivational help, why not join in your local QHotels 'Step to it' challenge. We're aiming to cover a whopping 15,000km across the entire QHotels group, and we'd love you to take part by contributing to your club's input.

And, of course, it gets even better! That's because in the process of helping your local QHotels club meet its goal, you'll be getting super-streamlined, super-fit and super-toned.


With a fully equipped fitness suite offering the latest gym equipment and technology, and a dedicated team of fitness experts on hand to offer support, advice and assistance, you've never had a better opportunity to step to it... jump to it... stride to it... and commit to get fit this autumn.

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fia **code of practice**



A3/A4 Poster