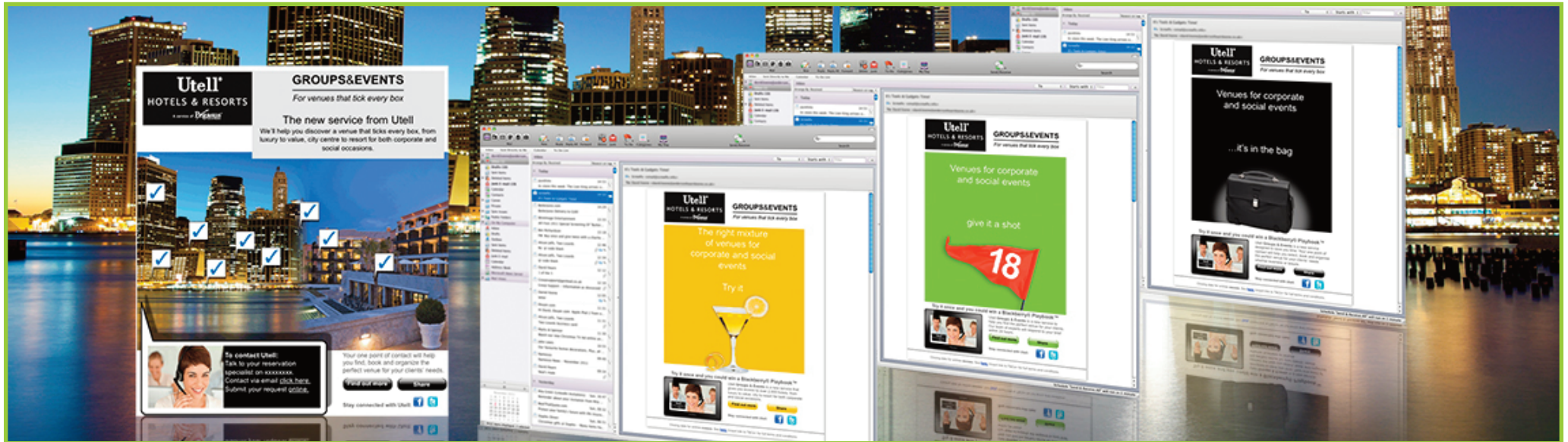


showcase | utell groups and events | [download](#)

Successful relaunch for Utell Groups & Events

AHK called in for some fresh creative thinking.

ahk
andersonhearnkeene
intelligent marketing



AHK helped increase booking volumes by 50% for the Groups&Events reservation service from Utell Hotels & Resorts, the world's largest hotel representation service run by Pegasus Solutions.

The Story

As part of Utell Hotels & Resorts strategy to increase multiple reservations, it launched a new enhanced Groups & Events service to the global travel trade. AHK's brief was to create a suite of eye-catching communications to raise awareness of the dedicated service, generate online bookings and deliver leads for their team of telephone reservations agents.

Solution

We started by identifying the core benefits of the service to travel agents and distilled that into a creative proposition to cover the global launch and ongoing marketing activity across EMEA, Americas and Aspac regions. Amongst the material created were specific launch emails that dramatised the breadth of venues available and took the agents directly to their dedicated part of the Utell website.

The end result was a successful marriage of eye-catching visuals with high email deliverability. The emails were broadcast in multiple languages worldwide, with supporting landing pages, banner ads and sales material.

Result

The launch has transformed the level of business for the Group Reservations Team, increasing volume by around 50%.

Client: Utell Hotel & Resorts

Skills: Creative concept, data analysis, email, landing pages, proposition and messaging, sales collateral, translation, web content, banner ads.

Find out more

To talk about how AHK can help you resolve your own marketing challenge, David Hearn on 020 8541 4222 or david.hearn@andersonhearnkeene.co.uk.

© AHK: please do not reproduce without permission of Anderson Hearn Keene Ltd