

Couples Resorts

The All-Inclusive Refined, Re-defined

Integrated Brand Strategy Case Study

Primary Objective: To establish a leadership role in expanding the global market for the all-inclusive vacation category while building preference for Couples Resorts' by positioning Couples as the brand of choice for refined and sophisticated travelers. Couples Resorts currently owns and operates three upscale all-inclusive resorts for couples-only in Negril and Ocho Rios Jamaica. Growth plans include the current expansion of Couples Swept Away along with the opening of two additional resorts in the Western Caribbean by November 2006.

Key Strategies:

1. Position Couples Resorts as a smart, sophisticated and refined vacation brand via an integrated campaign designed around the core platform of “ **Couples Resorts -The All-Inclusive Refined, Re-defined**”.
Creative elements included:
 - ❑ Lifestyle-focused collateral materials
 - ❑ Image-oriented consumer print ads
 - ❑ Network specific :30 and :60 television spots
 - ❑ Radio remote promotions
 - ❑ Web-site design and navigation
 - ❑ Travel trade CD-ROM marketing kit
 - ❑ Consumer DVD presentation
 - ❑ Loyalty and e-marketing communications
2. Expand the target audience for Couples Resorts, and the entire all-inclusive vacation category, by appealing to trend-oriented lifestyle segments while continuing to connect with Couples' loyal guests. Strategy included placement of Couples Resorts ads in new media such as In-Style Magazine and BBC America, along with outdoor advertising in NYC and high profile event sponsorships.
3. Expand Couples Resorts advertising budget and reach through marketing promotions and strategic alliances with selected media partners, auto brands and fashion retailers targeting similar lifestyle segments. Current partners include Discovery Communications and the Perry Ellis Portfolio.

Key Results for 2003/04:

1. 12% increase in revenue yield and 10% increase in year-over-year average occupancy levels.
2. 17.5% surge in advance bookings as of Q1 2004.
3. Market share increase from 4.62% to 5.30% of visitor arrivals to Jamaica from North America.
4. \$3.2 Million in public relations value for calendar year 2003.