



Connecting With Core Audiences

DISCOVERY 

How we developed a campaign that improved engagement online and around the world.

DISCOVERY is loyalty program that represents 32 independent luxury hotel brands and more than 500 global properties. Hotels and resorts within the DISCOVERY alliance offer anything but cookie-cutter travel experiences. Designed for the modern global explorer, properties in the DISCOVERY loyalty program are filled with character — featuring accommodations, services and amenities that reflect the culture and traditions of their locations.

When guests stay at one DISCOVERY property, they earn privileges and benefits at the other destinations in the global alliance. Unlike traditional hotel loyalty programs that hand out points to guests, DISCOVERY rewards travelers with something entirely different —

Local Experiences. With DISCOVERY, you're able to earn once-in-a-life experiences during your hotel stay, like sunset cocktails in the Serengeti, afternoon tea at Toronto's grandest hotel, or a private tour of Great Wall of China. The rewards immerse you into the destination and enrich your overall travel experience.

Since its launch in 2004, the DISCOVERY loyalty program had achieved tremendous success, adding more luxury hotel brands to its alliance, expanding its reach around the globe and welcoming millions of members to the program. Throughout those years, AvreaFoster has enabled DISCOVERY to continually evolve its marketing outreach and strengthen its global brand.

32
GLOBAL BRANDS

500+
HOTELS AND
RESORTS

78
COUNTRIES

10M+
MEMBERS

THE CHALLENGE: BREAKING THROUGH THE ONLINE CLUTTER

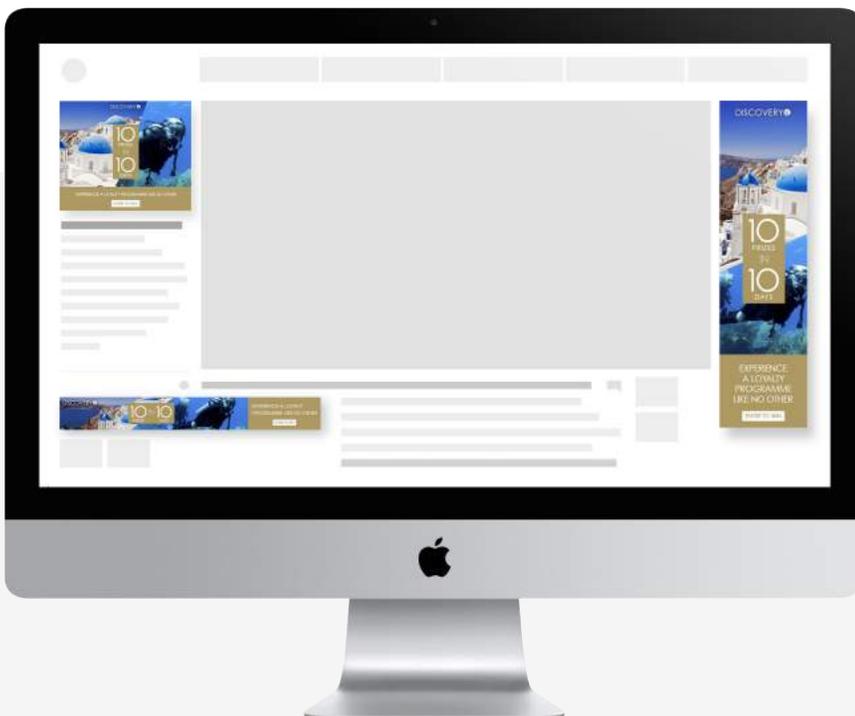
In 2017, the DISCOVERY program reached an important milestone: welcoming its 10 millionth member. DISCOVERY needed a promotional campaign that celebrated this occasion and thanked its membership, while also increasing online engagement with current members and new prospects.

When building the outreach plan for this milestone campaign, DISCOVERY's internal marketing team realized more than traditional tactics were needed to promote this historic occasion. So they relied on their strategic team at AvreaFoster to develop a communication plan that extended across multiple channels.

THE PROCESS: CREATING A COMMUNICATIONS ROAD MAP

While DISCOVERY had embarked on membership promotions in the past, the team had never taken on a campaign of this magnitude — one that involved DISCOVERY-owned channels, hotel-branded channels and outside paid media.

As part of the strategic planning process, AvreaFoster conducted an analysis of potential outreach channels and developed a communications road map. The strategy outlined the paths for existing members as well as new prospects — with clear customer journeys that extended across paid media as well as the program's email, web and social channels,



WE DELIVERED

- Promotional emails
- Website promos
- Social media assets
- Landing pages
- Display advertisements



including Facebook, Instagram and Twitter. Each customer journey also outlined a different call to action based on potential audiences. In addition, AvreaFoster played a crucial role in defining the promotion strategy by creating contest themes, outlining a prize structure and defining timing and launch dates.

THE RESULTS: REACHING NEW MILESTONES

The 10-in-10 promotion is DISCOVERY’s most successful campaign to date with 64,000 contest entries over the 10-day period — more than any other promotion. Traffic to the DISCOVERY website increase by 214% over the previous year with a remarkable 33% increase in bookings.

DISCOVERY reached new travelers through paid display and Facebook ads, which garnered 3 million impressions and nearly 500 new enrollments in the program. The campaign also spurred engagement across all of DISCOVERY’s digital channels with current members and new prospects. The campaign’s promotional emails achieved an 8.6% open rate, with a staggering 13% open rate for typically inactive users. Plus, nearly 3,000 members downloaded the DISCOVERY app. And Facebook traffic increase by 514%, with a 41% increase in followers.

The campaign’s success, which was built on a clearly defined communications plan and a smartly executed promotional strategy, resulted in higher engagement, increased web traffic and trackable revenue for this increasingly popular global loyalty program.

