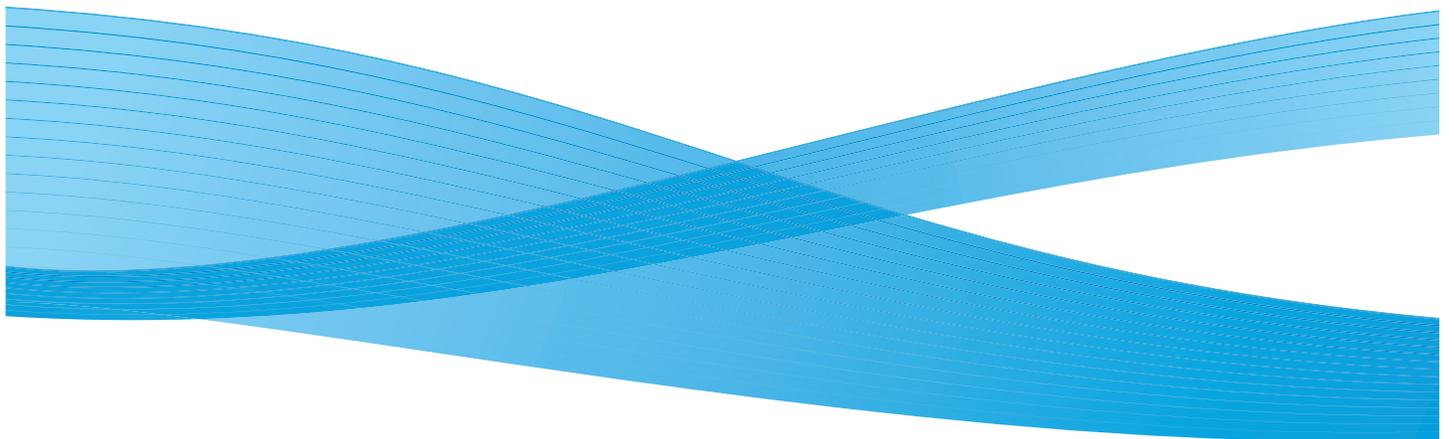


InterContinental Hotels Group opens its doors to Xerox digital printing.



Case Study



InterContinental Hotels Group

InterContinental Hotels Group is the world's first truly global hotel brand and the world's largest hotel group by number of rooms. IHG franchises, leases, manages or owns, through various subsidiaries, over 4,500 hotels and more than 650,000 guest rooms in 100 countries and territories around the world. The Group owns a portfolio of well recognized and respected hotel brands and manages the world's largest hotel loyalty program, Priority Club® Rewards, with 52 million members worldwide.

On the web:
www.InterContinental.com

The challenge

With more than 650,000 guest rooms worldwide, the InterContinental Hotels Group (IHG) depends on a robust, aggressive sales plan for adding new franchise locations. Printing high quality brochures that can be shared with prospective investors/franchise owners is a key component of their marketing and critical to their success.

In the past, they purchased preprinted brochures in bulk—1,500 to 4,000 at a time—and stored them in closets and empty offices until they were needed for sales presentations. For example, a Holiday Inn Express brochure would be printed offset with a UV coating, separate offline covers, plus internal folders, which were collated and stitched into the job offline. In addition, separate components, including floor hotel plans, were placed in the brochures when necessary. The cost per brochure for printing and collating all the different components totaled \$10.00 a unit. Since the audience of potential hotel owners is limited, there was a great deal of obsolescence and waste.

The solution

Xerox invited IHG's franchise sales department to their Webster, NY, campus during a Direct Marketing Thought Leadership Conference. There they had the opportunity to load their Holiday Inn Express brochure file into a Xerox® Color 1000 Press featuring clear dry ink. At that time, they also met with the XMPie® team to learn more about the one-to-one variable data, images, graphics and message opportunities available using XMPie®, so they could create location-specific collateral versions.

With a few minor design changes to their marketing materials, they knew they could cut costs and waste and have localized, highly effective marketing materials at their fingertips.

The benefits

As a result of their experience in Webster, InterContinental Hotels Group installed a Xerox® Color 1000 Press in their Atlanta print facility in late June. The quality of materials produced on the 1000 was immediately apparent ... and the clear dry ink became an excellent substitute for UV coating. In addition to providing more work to their in-plant facility, the Xerox® Color 1000 has enabled IHG to cut the cost of their Holiday Inn Express brochure in half, with no sacrifice in quality. Following this success, they are now migrating other brochures from offset to digital printing.

In addition, IHG has signed a contract for a hosted XMPie uStore® solution so they can personalize other franchise sales kits to specific markets, such as current investor/new investor, property type, urban and rural resort, hotel types and floor plans. The franchise sales teams now have the ability to go into uStore, make selections from a drop-down menu and order customized collateral materials specifically whenever they need them. It's a highly flexible and accommodating system for an organization that understands the value of personalized service.

