

## D&AD New Blood Awards 2017

Brief set by:  
IHG Hotels

In Collaboration With:  
J. Walter Thompson

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Transform Crowne Plaza hotels to suit  
the needs of the next generation of  
business travellers



**CROWNE PLAZA®**  
HOTELS & RESORTS

### Additional Prizes

The chance to receive exclusive  
behind-the-scenes tours of the design  
and innovation process, and IHG  
Rewards Club membership points.

### Related Disciplines

Branding  
Digital Design & Communications  
Service Design  
Experiential  
Wayfinding & Environmental Design  
Graphic Design

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### Background

The face of business is changing. We are embracing a world of work that's fundamentally different from that of previous generations. We are more collaborative, more entrepreneurial and more prone to seek out flexibility, both in our working hours and our working environments.

Why then, when it comes to travel, do the leading business hotels still look and feel exactly the same?

As one of the big names in the category, Crowne Plaza recognises that the age of trouser presses, tiny kettles, beige box meeting spaces and tired business centres has had its day. It is now on a mission to challenge the corporate conventions of most business hotels, and offer an accommodation experience that speaks to the new generation of business travellers.

### The Challenge

Reposition Crowne Plaza from a corporate hotel into a brand that appeals to the young modern business traveler and the way they view and approach their work.

Although the new wave of peer-to-peer or flexible membership-based accommodation services (like Airbnb, misterb&b, Roomorama, WeLive) have some clear advantages, Crowne Plaza doesn't play in this space. A hotel can offer 24/7 check-in, no nonsense check-out, local knowledge from concierges, and consistent quality across the world.

How can Crowne Plaza embrace a **challenger brand** mindset in order to combine the inherent benefits of hotels with the traveler's desire for a more authentic, individual and flexible travel experience? Deliver a brand identity, and digital and physical activations, that bring the best of these together to transform the business travel category.

### Who is it for?

Look ahead to the next generation of business travelers. This brand needs to be relevant to young, urban professionals who are enjoying their first or second job after graduation. They're entering a world of business that is fundamentally changed: a far more flexible world where the boundaries between work, life and play are blurred. Crowne Plaza needs to capture those with a globally curious mindset who seek fresh perspectives from the world around them.

### What to Consider

- Crowne Plaza has always specialised in catering for those travelling for work, with locations in major urban centres and gateway cities all around the globe. The brand does a lot of things really well, but it doesn't talk the same language as today's 25 year-old business traveller. Your solution needs to force a reappraisal from an audience who currently don't consider Crowne Plaza when travelling. It will need to be inventive and progressive, whilst tapping into the brand's established equity where useful.
- If Crowne Plaza truly wants to disrupt the business travel world, it can't just talk the talk: it must walk the walk. Its challenger brand mentality has to go beyond communications and be clearly felt across the guest experience. Think about how the brand behaves and interacts with people across the complete customer journey. From booking on your smartphone to checking in at the hotel, from a coffee in the hotel open space to departure, how will the brand talk, behave, look and feel? Hotels are three-dimensional spaces and a brand doesn't only live as a logo on an advert.

- Consider all expressions of the brand identity, from logo, colour, typography, tone of voice, to how it will come to life at different customer touchpoints, from booking to staff interactions and the on-property experience. Will your solution bring in new hotel products and features? Staff training and service gestures? Innovative partnerships, new ways of booking, or a refreshed design across the guest experience? The only sacred cow is the Crowne Plaza name: that can't change.

### What's Essential

Reinvent the Crowne Plaza brand and transform how it is experienced. Show:

- The key elements of your solution
- Brand activations at digital and physical touchpoints across the user journey
- How you made your creative decisions

### What and How to Submit

Read **Preparing Your Entries** before you get started for full format guidelines – we won't accept work that doesn't meet these specs.

**Main** (essential):

Either a presentation **video** (max. 2 min)  
OR **JPEG** slides (max. 8), showcasing your identity, activations and development.

**Optional** (judges *may* view this if they wish):

You can also submit prototypes, execution mockups, etc as: **interactive** work (brand websites, apps etc); **physical** supporting material; if your main deliverable is JPEGs, you can also submit **video** (max. 1 min total); if your main piece is video, you can also submit **JPEGs** (max. 4).

