

## Client: Holiday Inn Hotel - Washington, D.C.

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**Client Brief** – client was looking to create a creative way to increase rack revenue at two client owned properties in the Washington DC area. The client had targeted the students at American University as a broad, diverse target audience.

**Objective:** Client was interested in increasing rack revenue by \$27,000.00 in the first month by targeting a specific group and was looking at a vehicle to accomplish this goal.

**Execution & Strategy:** A letter and plastic custom, personalized membership card was sent to the parents of entire incoming freshman class at American University. The letter stated that the parents were enrolled “free of charge” to the “Eagle Club” (*the eagle was A.U.’s mascot*) which entitled them to stay at one of two properties at discounted rates, free special offers and a room gift upon their arrival when dropping off their child or children to the University. Over one thousand cards and welcome letters were sent globally with outstanding results.

**Overall Results:** the mailer generated an amazing 127,000.00 in rack revenue in the first 29 days, the rate of response, surpassed their goals by nearly 400%. The program was so successful that it was repeated for over 6 subsequent years.