

## InterContinental Hotels Group: Brand Experience



### Background

IHG is a global hotel company whose goal is to create 'Great Hotels Guests Love'. IHG has more guest rooms than any other hotel company in the world; more than 676,000 rooms in over 4,600 hotels across 100 countries and territories around the world.

### Need

In 2010 IHG set its sights on becoming one of the world's greatest companies, building on the power and reputation of its brands. IHG engaged just add water to help shift the business from being operationally led to becoming brand led. The campaign was titled 'Becoming BrandHearted' with a mission to create great brands that inspire employees and delight guests, and do it consistently to build 'Great Hotels Guests Love'.

### Our role

Our initial task for IHG was to create a compelling and engaging running order and structure for the first BrandHearted Leadership meeting - bringing an interactive and brand led focus to the proceedings and embedding the concept of 'storytelling' into the heart of the experience. From this point on we worked on delivering every aspect of the event including facilitation, creative and logistics. Subsequently we have run similar events across three key regions - EMEA, Asia Pacific and Greater China. We also worked closely with the Brand teams to help shape their communication and build 'story' into their outputs - creating and producing seven brand films with a BrandHearted focus.

### Outcome

By re-focusing its business to put people, both guests and employees, at the heart of everything it does, IHG has increased its share price and profitability whilst strengthening its employee engagement. In addition it has created two new brands; Even Hotels ('the first mainstream hotel brand focused on wellness and fulfilling the demand for healthier travel') and Hualuxe ('the first international hotel brand designed with the Chinese traveller in mind'). Since our initial work with IHG, our involvement has increased significantly, most notably with programmes that unlock leadership teams' potential and plan for their future development.



'I just wanted to thank you both again for helping to make last week such a success. It was a bit of a risk all round since, as you know, we have never held a meeting like this before. The feedback and response we have had so far from the attendees has been overwhelmingly positive. The success was in no small part due to you guys'

Richard Solomons  
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