



ACCOR HOTELS

Feel Welcome

STUDIO360 – the story factory by AccorHotels

RAFFLES
25h
twenty five hours hotels

ORIENT  EXPRESS
Art Series

BANYAN TREE
GRAND MERCURE

SO F I T E L
LEGEND
PEPPERS

Fairmont
THE SEBEL

SO
mantra

mantis
NOVOTEL

S O F I T E L
Mercure

onefineStay
adagio

RIXOS
MAMA
SHELTER

BreakFree



PULLMAN
ibis

ibis
STYLES

ibis
budget

JOE
30C

swissôtel
ANGSANA
hotel F1

1

Who we are...



Who is AccorHotels?

FROM HOTEL OWNER TO AUGMENTED HOSPITALITY



2

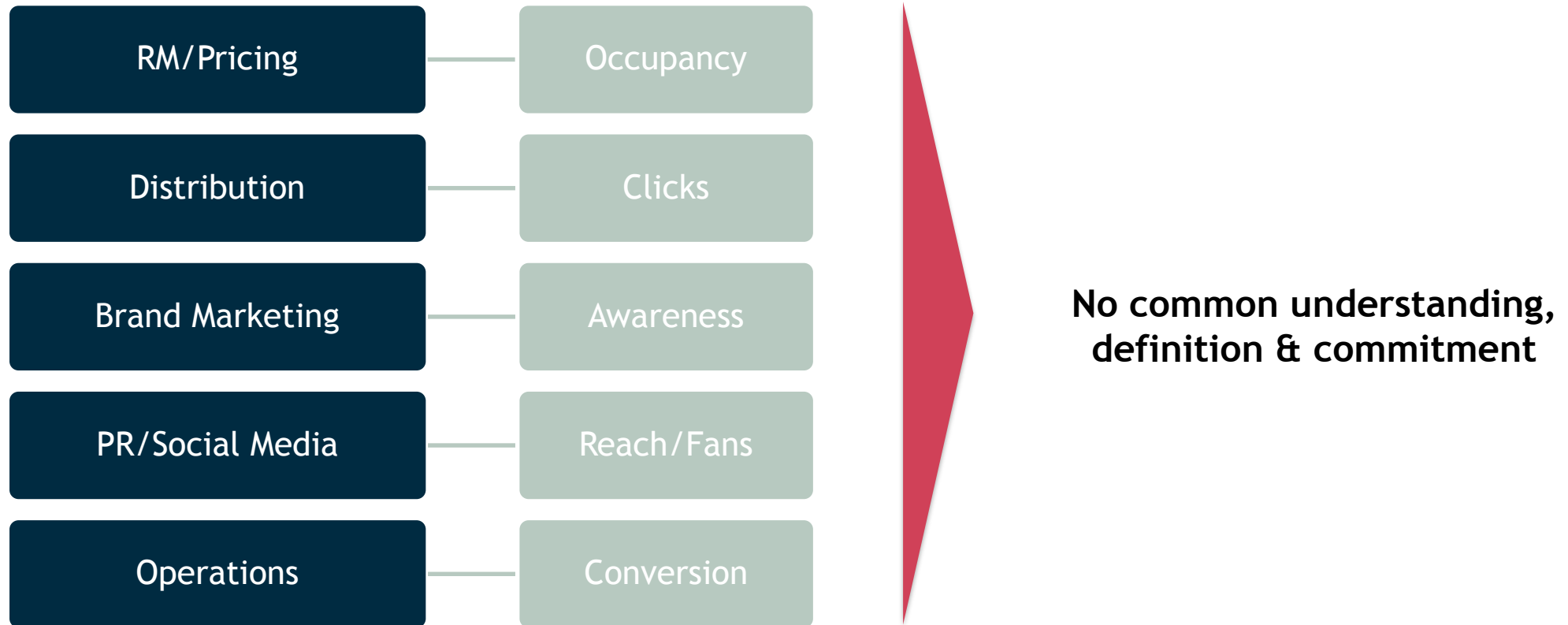
Where we come from...



World of Content @ AccorHotels



World of KPIs @ AccorHotels



3

What we did...



First Step

A NEW APPROACH FOR COMMUNICATIONS



Cross-departmental

Creativity

Simple and agile

Focus on inhouse expertise

Clear responsibilities

Service and targets first, hierarchy second



Second Step

A FULL 360 DEGREE APPROACH - CONTENT FIRST, CHANNEL SECOND



Second Step

A FULL 360 DEGREE APPROACH - CONTENT FIRST, CHANNEL SECOND



Active
LISTENING



Daily
EDITORIAL
MEETING



Weekly
GATHERING



Brand
Stories
UPDATE



Story
CARD



Story
PLANNING



4

Our work in progress...



OUR VISION:

BE THE LEADER IN BOTH EXTERNAL AND INTERNAL
COMMUNICATIONS, INNOVATION
AND INSPIRATION WITHIN THE HOSPITALITY BUSINESS
TOWARDS OUR CUSTOMERS AND ACCORHOTELS.



OUR MISSION:

GIVE EACH BRAND A FACE,
FOR WHAT A BRAND REPRESENTS -
POSITIONING.

TALK EVERY DAY ABOUT THE STORIES
OF OUR BRANDS - STORYTELLING.

BE A GREAT SERVICE PROVIDER
FOR OUR PARTNERS AND HOTELS -
COLLABORATION.



Head of STUDIO360

- Overall lead for Marketing & Communications/all brands
- Direct Sharepoint entry point
 - STUDIO360 strategy
- Topline Budget & Controlling

Assistant

Communications & PR Hub

- Spokesperson for AccorHotels and the brands
- Communications strategy
- Partner and Internal Communications
- Crisis communication

Content & Engagement Hub

- Development and implementation of content strategy
- Internal and external contact and channel expertise (social media, influencer, fairs and events)
- Coordination and implementation of 360° campaigns

Corporate Marketing Hub

- Corporate Marketing incl. marketing for AccorHotels as umbrella brand
- B2B Marketing
- CSR & Planet 21
- T&C Marketing

Luxury & Upscale Brands Hub

- Brand strategy
- Product management
- Brand, product promotion
- F&B concepts

Midscale & Economy Brands Hub

- Brand strategy
- Product management
- Brand, product promotion
- F&B, MICE concepts
- Brand quality management



LEAD STUDIO360

BRAND STRATEGY
Product Management

CONCEPTION
Coordination

**CREATION/
PRODUCTION**

DISTRIBUTION

CONTENT & ENGAGEMENT

CORPORATE

**BRAND CONTENT
MGMT CORPORATE**

**MIDSCALE &
ECONOMY**

**BRAND CONTENT
MGMT MIDSCALE &
ECONOMY**

LUXURY & UPSCALE

**BRAND CONTENT
MGMT
LUXURY & UPSCALE**

EVENTS

DIGITAL CHANNELS
(SOCIAL MEDIA, BLOGGER
RELATIONS, WEB, APP, MAIL)

CONTENT DISTRIBUTION

COMMUNICATIONS & PR





RELAX

STUDIO
thestoryfactory

aroma
THE KUPST DRS WÜRDENS

#DEAD
★ LINE
CRASHER

RAFFLES 25h twenty five hours hotels ORIENT EXPRESS BANYAN TREE SOFITEL LEGEND Fairmont SO- mantis SOFITEL onefinestay RIXOS petilmann swissôtel ANGSAHA
Art Series GRAND MERCURE PEPPERS THE SEBEL mantra NOVOTEL Mercure adagio MAMA SHELTER BreakFree ibis ibis styles ibis budget JOE BOE hotel F1

