

# Sovereign Hotel Group



**ADVERTISER:**  
Sovereign Hotel Group

**INDUSTRY:**  
Entertainment / Miscellaneous

**CAMPAIGN PURPOSE:**  
Awareness / Lead Generation

**MEDIA USED:**  
Direct Mail (Impact Mail)

## Background

Sovereign Hotels recently acquired a group of properties at Federation Square in Melbourne including Taxi, Transport, Transit and Upper/Lower House and were looking to more effectively promote the function facilities during peak function periods (eg. Spring Racing Carnival, Christmas, etc) at these properties.

## Strategy

With limited promotion of the function facilities in the past, awareness of both the venues – and their function facilities was low. It was felt there would be limited un-promoted booking of the facilities even for key event periods.

The target was key decision makers in medium & large business as well as the 'gatekeepers' - their PA's in the Melbourne CBD area.

The function facilities were promoted as a premium high end offer that are second to none in the CBD. An incentive of a \$100 voucher for use at the Group's Upper House restaurant was provided to anyone who made and confirmed a booking by the specified cut-off date. A drink voucher was provided to all those that toured the Lower House bar to encourage visitation as this was the property with the lowest awareness.

## Creative solution

The creative represented the premium nature of the function facilities with a high end look and feel. Impact Mail in the shape of two baubles was used to give recipients a sense of the festive season. This served as an envelope that contained the detailed insert/brochure. The design of the piece allowed Sovereign Hotel Group to convey the Christmas period and provide images of the facilities.

## Results

The mail piece had an immediate impact. From day one function enquiries increased five-fold. Sovereign Hotel Group put this increase down to the mail out as two of the properties listed had never promoted functions under the contact number provided.

An initial enquiry response rate of 3.8% was achieved and of these 63% were converted into sales providing a whopping 1673% return on investment.

## The role of direct mail

This campaign was such a success because Sovereign Hotel Group utilised a targeted list, provided an offer that appealed to that target and timed the mailing perfectly in time for the Christmas function period.

Using Impact Mail allowed Sovereign Hotel Group to use the bauble shape which tied in well with the Christmas period.

Impact Mail is a delivery service provided by Australia Post that allows mail to be almost any shape. For information about how you can use Impact Mail in your campaigns please visit [www.auspost.com.au/impactmail](http://www.auspost.com.au/impactmail)