

OUTBRAIN TRUE ENGAGEMENT:

InterContinental Hotels & Resorts increase brand consideration & preference with Outbrain

Photo: InterContinental Singapore Robertson Quay

Results:

- Increase in Brand Consideration
- Increase in Brand Preference
- Increase in Luxury Brand Association

Products:

- Story Sequencing
- True Engagement® Brand Lift

Overview

InterContinental Hotels & Resorts ran a content-led campaign across Australia, Saudi Arabia, UAE, Singapore, and Japan. The goal was to drive consideration, preference and luxury association with the luxury hotel brand, particularly among frequent affluent travelers. As part of the strategy, Outbrain Discovery was used and a the 'True Engagement' Brand Study was run with Nielsen to measure the impact of promoted content on perception and intended behavior through exposure.

How it Works

Step #1

InterContinental Hotels & Resorts created and promoted valuable, relevant and consistent content to create emotional engagement with affluent experienced travelers and ultimately drive profitable consumer actions. Outbrain's network was used to achieve that.

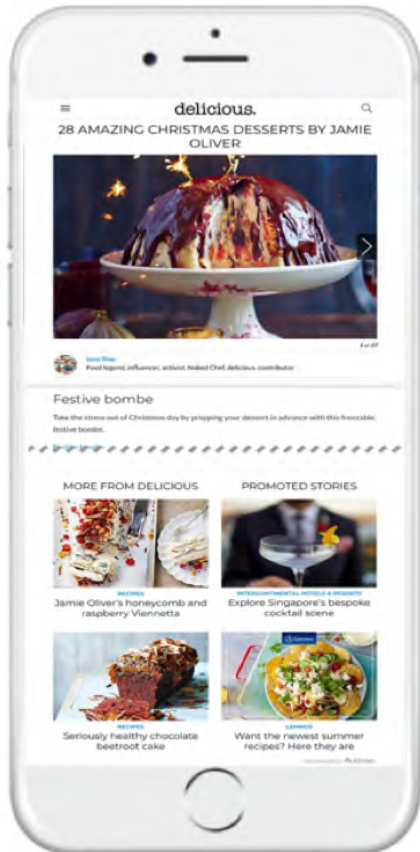
Step #2

Two groups were received - those who engaged with the content and those who did not. Both receive a survey questionnaire.

Step #3

Questionnaire results were analysed and validated by Nielsen, illustrating lifts in key brand metrics with content exposure.

Results



AUSTRALIA

+28%

Brand Lift among those that travel 1-2 x/year

+21%

Lift in 'Luxury' association among total

SINGAPORE

+26%

Brand Lift among frequent travelers

+28%

Lift in 'Luxury' association among total

UAE & SAUDI ARABIA

+12%

Brand Lift among frequent travelers

+24%

Lift in 'Luxury' association among total

JAPAN

+14%

Brand Lift among frequent travelers

About the Results

"Outbrain's native recommendations across premium publishers' sites delivered a substantial brand uplift among our target audience - affluent experienced travelers, who travel frequently for business and leisure. Association with attributes such as 'Luxury' and 'High Quality' showed also a great improvement in brand perception and further confirmed the efficacy of native advertising."

Indre Riley, Brand Director, Luxury Brands, InterContinental Hotels Group

"The InterContinental Hotels and Resorts always-on content campaign was extremely unique in that it customised stories in a way that leveraged market-specific insights from five very different travel markets. As a result the campaign was extremely successful in moving the needle on brand consideration, with the power of discovery and cost-per-click buying model enabling this to be achieved among the holy grail of travel audiences - frequent travellers."

Helena Gamvros, Head of Brands & Agencies, Outbrain

About the Study

True Engagement© Brand Lift by Outbrain, in collaboration with Nielsen, measures the direct impact that content has on awareness and perceptions around brands and products. The study measures key metrics including Brand Awareness, Favourability and Attributes. 4,854 Internet users were surveyed globally between December 2017-February 2018.

About Outbrain

Outbrain is the world's leading premium discovery platform, bringing personalized, relevant online, mobile and video recommendations to audiences while helping publishers understand their audiences through data. Outbrain serves more than 275 billion personalized recommendations, reaching nearly one billion users every month across the globe. Top-tier premium publishers that currently leverage the Outbrain platform include: CNN, ESPN, Time Inc., Fox News, The Guardian, The Telegraph, New York Post, Sky News, Bild, Spiegel Online, Focus Online, Orange, and L'Equipe.



Photo: InterContinental Dubai Festival City