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Young Lions
Submission

Katie Price & Caroline
Zapatero

JOB TO BE DONE

Raise Awareness of CureSearch and onboard corporate partners to hit the goal of generating \$2M in new revenue for CureSearch over the next 18 months.

THE PROBLEM

**IMMEDIATE
FUNDING NEED**

**RELIANCE ON
LONG TERM
CORPORATE
PARTNERSHIPS IN
ABSENCE OF
FEDERAL FUNDING**

OUR TARGET/ INSIGHT

TARGET

Acquisition Managers at Hotels

Booking.com has a unique connection to a global ecosystem of Hotel Partners due to our position as an Online Travel Agent. Hotel Partners include Hotels, B&Bs, Resorts, and Motels that choose to list their properties on Booking.com to capture additional demand.

INSIGHT

An overload of partner proposals, difficulty differentiating charities, and layers of stakeholder approval make it difficult for Corporate CSR Managers and decision-makers at Hotels to choose and onboard charitable giving initiatives in a short timeframe.

STRATEGY

**Hack hotel demand
channels and internal
communications to fuel
immediate funding and
inspire long term
partnership**

CAMPAIGN

**Book for a
Cure**

THE SOLUTION/ HOW IT WORKS

To drive immediate funding for CureSearch to funnel into high priority research and trials, we will circumvent the lengthy corporate CSR decision-making process by utilizing our existing relationships between our Partner Managers and Acquisition Managers at individual properties to sell in a promotion that both drives increased bookings of their properties and enables seamless donation to CureSearch.

If a partner opts in, Booking.com will take an additional 1% commission on the Hotel's revenue that we will donate to CureSearch, removing the need for each Hotel to go through the steps to set up a standalone partnership. In exchange, their opted-in listings will be highlighted as "Book for a Cure" property and receive priority placement in search results, driving increased conversion. If a user selects our customized filter in their search, only opted-in listings will appear. Hotels will also reap the benefits of our consumer-facing cause marketing campaign aimed at educating consumers on CureSearch and encouraging them to book the opted-in accommodations.

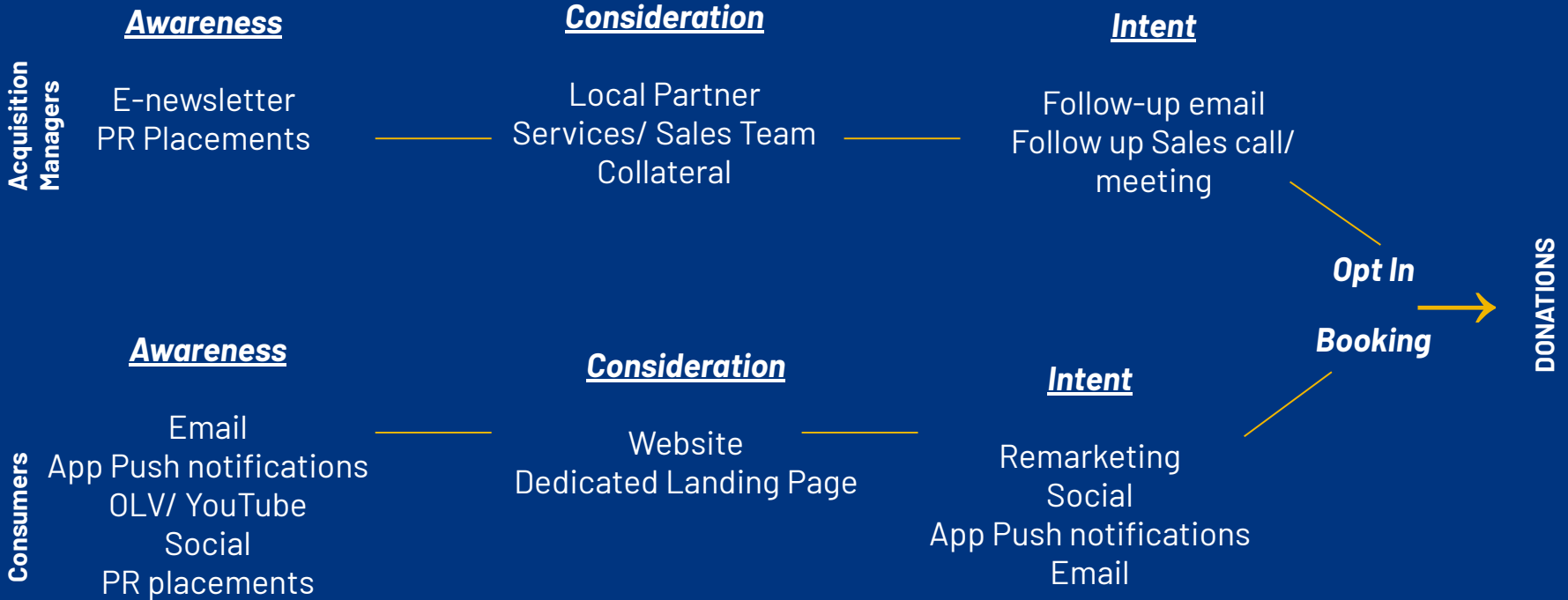
To fuel retention of hotel partners throughout the program, Acquisition Managers will be provided information on the progress of the research they've funded, keeping them engaged and aware of the impact of CureSearch's unique model. After 18 months, each Acquisition Manager will receive a customized "Book for a Cure" report/case study summarizing their impact and business results. Our Partner Managers will encourage Acquisition Managers to facilitate internal conversation with executives and CSR managers to give them the extra push to commit to a long term partnership with CureSearch.

ROLE OF CHANNELS & KEY MESSAGES

LEAD TASK	CHANNEL	ROLE
PARTNERS: ADOPTION Shine a light on the urgent needs of CureSearch and show the power of philanthropy to drive demand	Partner Newsletter <i>Email</i>	Drive Awareness and educate partners on CureSearch’s mission and “Book for a Cure” solution Key Messages: Childhood cancer research is underfunded and CureSearch funds research with results, Booking.com enables Partners to support this cause
	PR <i>Press Release/ Media Placement</i>	Drive Awareness of CureSearch Mission & ‘Book for a Cure’ Program to fuel booking and encourage partner adoption Key Messages: Childhood cancer research is underfunded and CureSearch funds research with results, Booking.com is enabling Partners to support this cause
	Local Partner Services Collateral <i>Sales Materials</i>	Convert awareness to sign ups for ‘Book for a Cure’ Program by demonstrating business impact with clear CTA Key Message: Opting in is easy and will positively impact your property’s bookings on Booking.com’s platform in addition to funding important research
CONSUMER: DEMAND Educate on the subject to raise awareness and encourage consumers to book properties participating in the partnership	Email	Educate current users about CureSearch’s mission and ‘Book for a cure program’ Key Message: Childhood Cancer research is underfunded and CureSearch funds research with results, Booking.com is enabling travelers to support this cause
	Website	Highlight ‘Book for a cure program’ partner hotels and drive bookings Key Message: Book hotels that support results-driven childhood cancer research
	App	Drive Awareness of the program and stress urgency to app users through push notifications to drive bookings Key Message: Childhood cancer research needs urgent funding – book now to donate
	OLV/ Youtube :15	Educate Potential Travelers of CureSearch’s mission and encourage them to learn more about “Book for a Cure” Key Message: Childhood Cancer research is underfunded and CureSearch funds research with results – Booking.com is supporting this cause
	Social	Drive consideration and conversion of “Book for a Cure” properties Key Message: It’s easy to support childhood cancer research on Booking.com

COMMUNICATIONS FLOW

Awareness → Partnership & Conversion → Donation



HOW IT ADDS UP

We estimate that we can reach CureSearch's goal of raising \$2M in 18 months by reaching at minimum 10% of our most-booked Hotel Inventory opted in to the program

Gross Bookings 18 months	50,000,000	→	Expected bookings within the 18 month period
Opted-in Bookings (10%)	5,000,000	→	Minimum opted-in bookings
Bookings after cancellation (60%)	3,000,000	→	Opted-in Stayed Bookings
Net Average Total Transaction Value	\$75	→	Avg. TTV per booking before Booking.com commission
Partner Revenue (Avg. TTV x Bookings)	\$225,000,000	→	Expected revenue generated for Hotel Partners
1% increase in commission to fund donation	\$2,250,000	→	Donations generated for CureSearch based on +1% increase in Booking.com commission

**Estimates for presentation purposes only; unable to share Booking.com proprietary data*

MEASURING SUCCESS

Metric	Definition
Opt-in Rate <i>To track success of direct marketing efforts</i>	Properties opted in / Eligible Properties
Total Donations Raised <i>To track progress to \$2M minimum goal</i>	1% * Hotel revenue (pre-commission) of all Bookings with opted-in listings
Bookings Uplift on “Book the Cure” listings <i>To prove results to opted-in partners for retention and drive additional opt-ins</i>	Increase in share of total bookings made with “Book the Cure” properties compared to pre-campaign

EXPLANATION AND BUDGET

1. **Creative idea/insights-** To uncover our insight, we reviewed research on how corporations make their CSR decisions. We found that the main challenges are too much choice, lack of differentiation, and competing internal agendas. If one is selected, onboarding can take months, which we know we do not have. Using CureSearch's mindset and Booking.com's business model, we identified partners that would drive quick and impactful results - Acquisition Managers at hotels. They are responsible for driving demand and bookings and have a direct relationship with Booking.com. To appeal to them, we knew we would have to bring them new customers, so we researched consumer behavior. We found that 80% of US consumers would switch brands to one that supports a cause (Cone 2010 Cause Evolution Study). Using this information we developed "Book for a Cure" a simple CTA for consumers to get behind and action on.
2. **Target Audience Approach-** We will kick off the campaign by sending educational information via a newsletter to Hotel Acquisition Managers and send out a press release to generate industry awareness. Booking.com Partner Managers will further introduce the "Book for a Cure" program to Acquisition Managers, acting as salespeople for CureSearch. We will arm them with phone call scripts and sales decks with the goals of 1. educating partners of CureSearch's unique approach to cancer research and the urgent need for funding, 2. explaining the details of the "Book for a Cure" program including donation requirements & product flow, and 3. convincing them of the uplift they'll see in bookings from our platform due to on-site promotion and the effect of cause marketing on purchase decisions, backed by customer research.
3. **Budget-** \$5M for our consumer cause marketing campaign, \$0 for direct sales tactics with Acquisition Managers