

TRAVEL AND HOSPITALITY

IHG eyes tailor-made experiences in new joyful campaign

August 8, 2022



An image from an IHG hotel room. Image credit: IHG Hotels

By AMIAH TAYLOR

Hospitality group InterContinental Hotels Group is elevating unique vacation experiences with its "Guest How You Guest" campaign.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The campaign centers around how guests can autonomously define and personalize their stays at IHG Hotels, whose portfolio includes luxury options like the Intercontinental Hotels and Resorts. The digital series also debuts a new guest benefit, IHG One Rewards.

"When you look around, it's hard not to notice that travelers are increasingly left to fend for themselves, and that's simply not what being a guest should feel like," said Claire Bennett, global chief customer officer for IHG, in a statement.

"We have a mantra we say at IHG we're real people taking care of real people, and Guest How You Guest embodies that," she said. "The images and content are engaging and beautiful, but they are also authentic and send a message that you don't always have to do everything."

Tailored experiences

IHG's "Guest How You Guest," campaign film has a cheery and appropriately optimistic song, "Best Life," by KOYOTIE as the soundtrack. As the video vignette begins, a flight attendant with red lipstick and monochromatic red stewardess uniforms falls in slow motion onto a crisp, white bed.

A mother with three young girls outfitted in sparkly costumes, presumably for competitive cheerleading or gymnastics, leads the smiling children through the hotel lobby. A hotel guest with a penchant for pancakes waits with gleeful anticipation for his breakfast to be ready.

The IHG Hotel & Resort campaign film, "Guest How You Guest with the all-new IHG One Rewards"

A table loaded with sandwiches and charcuterie boards appears in the next scene and a group of young adults take in the world through virtual headsets. "Play How You Play," appears on the screen in a stylized white font.

The campaign film ends with a group of men enthusiastically cheering as they watch a sports game in multicolored jerseys. The omniscient narrator explains how IHG One Rewards, following 17 brands and 6,000 global destinations, is a program that helps guests curate advantages based on their own enjoyments.

When IHG created its most recent campaign, the British multinational hospitality company invited guests to reimagine their hotel stay through the lens of personally calibrated joy.



A scene from IHG's "Guest How You Guest" campaign film.

This strategic endorsement of personalization can potentially improve customer outcomes. Companies that expand quicker drive 40 percent more of their revenue from personalization than their more glacial counterparts, citing a report from [McKinsey & Company](#).

Personalization matters more than ever in luxury marketing. Seventy one percent of consumers expect it from the brands they choose and 76 percent of consumers get agitated when they don't find it, per the report.

With customer loyalty becoming increasingly dependent on personalization, businesses must adapt to meet the demands of their buyers. Buyer expectations include tailored messaging, relevant product recommendations and milestone celebrations.

Personalize or perish

As competition intensifies for customers, luxury brands are pushing to understand their shoppers and stay relevant to them ([see story](#)). One timely way that the luxury industry is shifting, is offering increased accessibility through flexible payment plans ([see story](#)).

Younger consumers, in particular, lack the brand loyalty of older generations and will discontinue the use of a product over a single poor experience ([see story](#)). This means personalized human-oriented retail and digital experiences are the new standard for the industry.

"I think [the IHG campaign] will resonate with the younger generation who value individuality more than ever and love their creature comforts at home," said Christos Joannides, founder/creative director of [Flat 6 Concepts](#), Beverly Hills, CA.

"Not sure how it will appeal to an older, more affluent clientele that prefers a little more exclusivity and new experiences."