



## Initiative

10/16/2012

# Ibis.com: a completely new portal to win the booking race

With the **ibis**, **ibis Styles** and **ibis budget** worldwide advertising campaign in full swing, the **ibis** family introduces yet another innovation with a web portal common to the three brands, online since **September 26**.

Red, green, blue: the "tricolor" website aims to become the e-commerce benchmark for the economy hotel sector. **The four-entrance portal** (*ibis.com*, *ibishotel.com*, *ibisstyles.com*, *ibisbudget.com*) had to meet three challenges: **accommodate the buying habits** of cyber-consumers accustomed to using the **ibis**, **etap** and all seasons sites, give franchisees **a special showcase site for each brand**, and create a powerful online tool to retain the loyalty of existing customers while also **letting them discover the other brands**. And, of course, attracting and winning new customers by offering them a bird's eye view of the strength of a network with 1,600 hotels in 55 countries.

### One family, three personalities, four sites in one

The portal offers web users a bird's eye view of the **ibis** family at a single glance, allowing them to understand the positioning of each brand by highlighting the key promise of each: the 15-minute satisfaction guarantee for **ibis**, an all-inclusive price (*Wi-Fi*, *breakfast*, etc.) for **ibis Styles** and affordable rates for rooms catering for up to three people for **ibis budget**. The portal has a dual purpose - it is both an e-commerce site and a showcase for the world of the mighty **ibis** family.

Perfectly informed about the different and complementary accommodation possibilities on offer, the customer can then make a booking - from the home page - by selecting one, two or three family brands for a given destination.



### A clear, friendly tone and a very colorful design

The choice of a deliberately colorful design perfectly conveys the brands' new values - modernity, simplicity and well-being

**Simplicity** in its editorial presentation, choice of words and clearly defined offers

**Modernity** in its design and ergonomic features

**Well-being** by highlighting customer services and offering a seamless, convivial experience

An animated central area on the home page also draws attention to recent **key events** in the network: new bedding, special offers - central or local, review of the latest openings worldwide. The tone creates a feeling of intimacy and closeness, with the same warmth that the customer is entitled to expect when he or she walks into a hotel.

We even devised a page dedicated to the **new bedding** to present in detail the three new beds now being rolled out in the network.

### Winning the web battle

A real innovation: a cross-family booking engine is located in the central area, occupying the whole width of the page - a very original function designed to tempt users to book rapidly, while preserving a balance between booking visibility and brand communication.

While the three "mono-brand" websites pulled in a total of seven million overnight stays in 2011 and together attract over 50 million visits, the new common portal should generate **a sharp hike in direct sales** for the **ibis** family. The stakes are high today, given fierce competition from online travel agencies.

[www.ibis.com](http://www.ibis.com)