



Case Study

Pitch Support to a Leading Creative Agency

About the Client

- The client is a leading global creative agency

Business Objective

- The client's US agency was pitching for the advertising account of a major hotel chain in the US. They had reached out to RocSearch to partner with their pitch building team and support them with valuable insights
- They had a very short turnaround time of 5 days. To back their pitch, they wanted to provide their creative teams with an in-depth knowledge of the global hospitality industry and specific information on the US-based brands
- The client wanted a detailed analysis of the target's brand and key insights on the business and communication strategies of its competitors. They also wanted consumer insights to boost their pitch and strategy

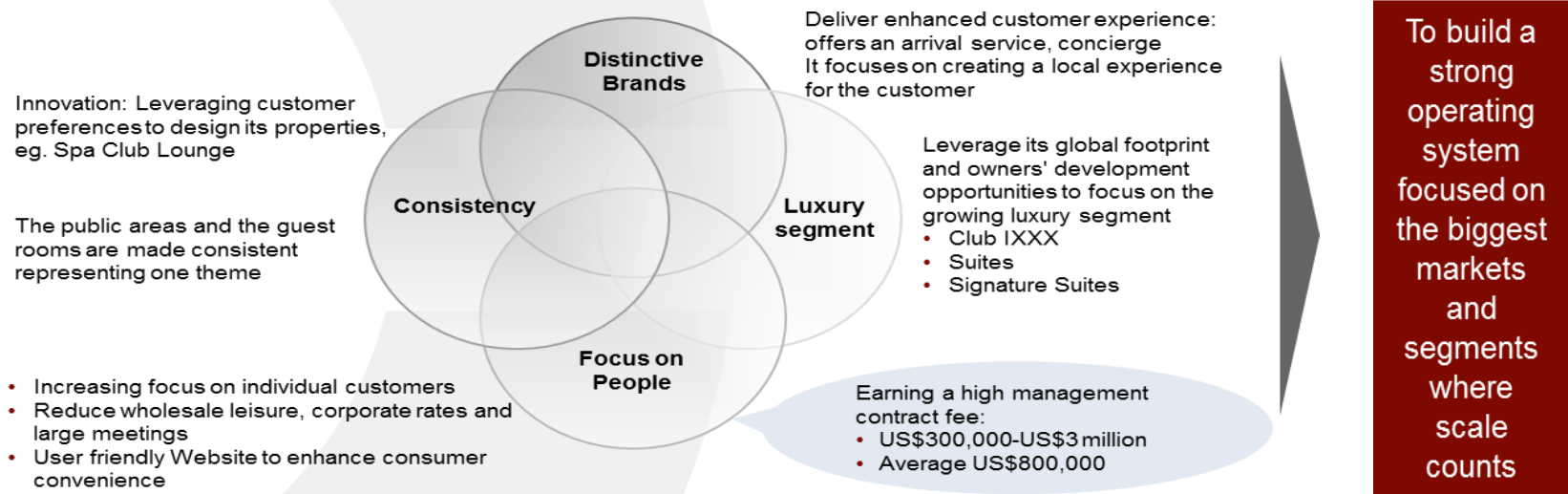
Results & Value Add

- Through this rapid turnaround project, the client was able to prepare a winning bid within the challenging timeframe
- The relationship evolved into an FTE engagement using dedicated analysts on similar work assignments

Research Methodology and Approach

The team came up with a structured approach to the assignment focusing on the areas that best served the client's end purpose:

- We initiated the study by reviewing the market and the overall hospitality industry performance covering global market revenues and growth figures, and recovery rates at various segments and locations
- We, then, analysed trends in this category and their impact on investments, pricing, consumer experience and customer loyalty program
- For consumer preferences, we covered areas like key purchasing criteria, importance of brands, loyalty programs, etc.
- Finally, we gave our client detailed insights into the competition by analysing key brands and their strategies





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