

# Wiz Werx

Interactive | Print | Technology | Consultancy

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## A Website Dedicated to Everyday Heroes

### Client Brief

What better way to make guests feel special than asking them to share their life experiences? At the Holiday Inn, an online campaign to celebrate the dedication that ordinary people put into their work is *the* way to recognise the everyday heroes that walk in and out of their hotels.

### Objectives

- To celebrate the Everyday Hero
- To build mailing list database

### What we did

Wiz Werx successfully executed this meaningful campaign featuring real stories, from real people. An email broadcast was sent out to more than 500 people, most of them guests of the Holiday Inn hotels, asking for story submissions. Stories had to be inspiring and motivational, describing the length that people would go to for their work. These stories were then posted onto the Everyday Hero website and people could visit the website and award medals for their favourite story. To add interest and excitement to this campaign, the person with the most medals at the end of the campaign would win a free vacation for two, to any Holiday Inn in Asia Pacific.

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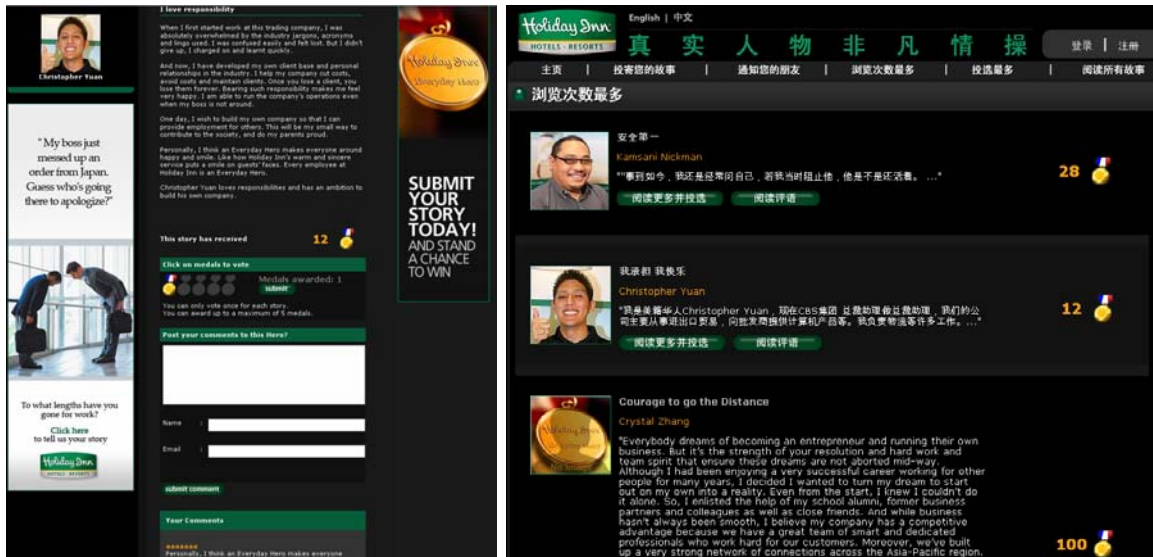
A point that Wiz Werx had to keep in mind was that client requested for a Web 2.0 style for the Everyday Hero website. Given that no one can exactly pin point what Web 2.0 really meant or looked like, Wiz Werx had to work her magic. And wielded the magic wand we did. The client was pleased with what the home page looked like, with a moving filmstrip of pictures scrolling across the page, and flash banners adding visual interest to the website.

There is also a Chinese language version of the website aimed at users in China and Hong Kong, as this was a regional campaign. One of the challenges of this project was to maintain content parity between the English and Chinese website. For example, Wiz Werx had to monitor and make certain the submitted English stories were translated to Chinese versions within a given time frame.

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Wiz Werx also understands that for a successful online campaign, the website has to be visible to the public online. Hence, for search engine optimization, Wiz Werx ensured that the website was designed to be effectively spidered by search engines.

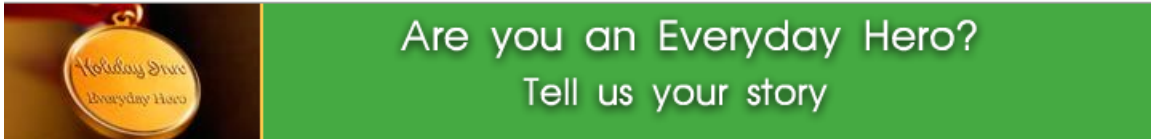
To further promote this campaign, Wiz Werx launched a series of online banners mid-campaign. These were placed on widely-used search engines such as Yahoo! and Google, and popular web portals like Qunar and Sina. Wiz Werx ensured that the call-to-action, asking for story submissions, was prominently featured on the banners.

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Yahoo Super ( 728 x 90 )



Google Inline Rectangle ( 300 x 250 )



Google Inline Rectangle ( 300 x 250 )



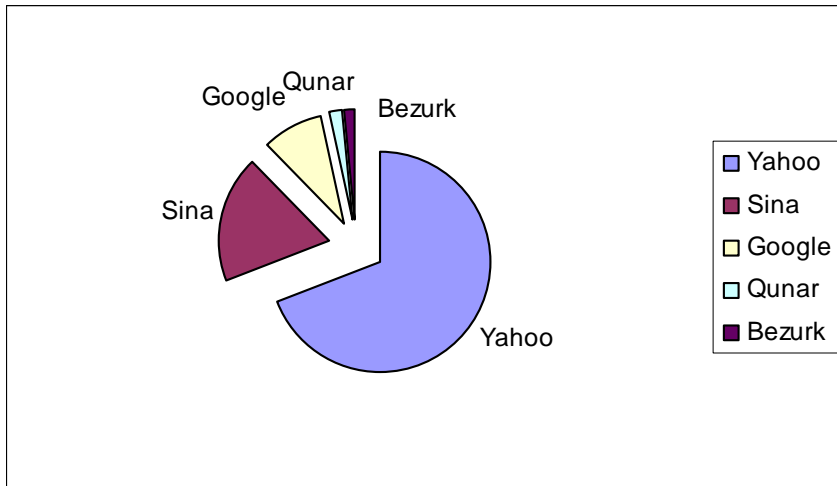
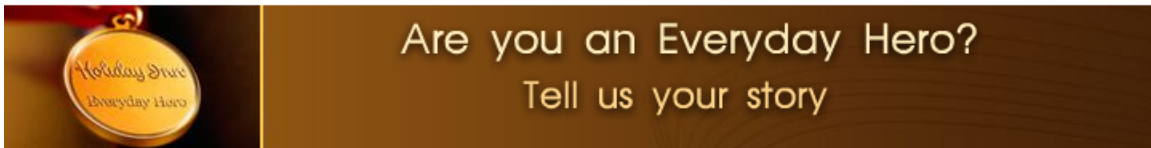
( 180 x 150 )

" My boss just messed up an order from Japan. Guess who's going there to apologize?"

( 180 x 150 )



( 728 x 90 )



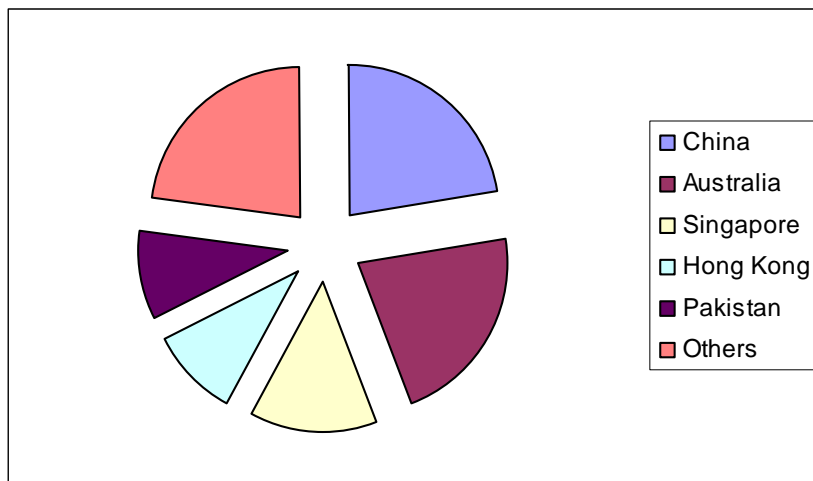
Total Clicks by Website	Website	Total Clicks
Yahoo!	30689	
Sina:	8302	
Google	3948	
Qunar:		832
Bezurk:	610	

Offline efforts to promote this campaign came in the form of print ads on The Sunday Times and Today publication, and radio ads on Class 95FM. As this was a regional campaign, print ads were also placed on other countries' popular media platforms.

### Outcomes

These proved to be effective, as there were a total of 36,395 clicks on these banners within 4 weeks and page views of the website increased tremendously after the launch.

The Everyday Hero campaign ended on the 31<sup>st</sup> January 2008, with 217 stories submitted, 3,779 votes cast and 4,641 people registered with the website. At the peak of the campaign, the website had an average of more than 16,000 page views in a week.



Overall, we see the most visitors from China with (22.44%). Australia comes in second with 21.71%. This is followed by Singapore (13.63%), Hong Kong(9.85%), Pakistan(9.34%) and others (23.03%). Some of the countries classified under others are United States, Malaysia and Thailand.

To round off the campaign, the winners' names will be posted on website on the 14<sup>th</sup> February 2008.

**Holiday Inn** English | 中文  
HOTELS - RESORTS **Real people with extraordinary passion**

Thank you for all the support you have provided for the Holiday Inn Everyday Heroes contest. Your contribution has made this campaign a success.

Based on the popularity of stories, the winners have been chosen:

**Grand Winner**  
Lu Keehong  
Win a pair of return airfare tickets to any Holiday Inn destination of choice within the Asia Pacific region and accommodation for two in a Holiday Inn's deluxe room.\*  
[view story](#)

**Runner-Ups**  
Each wins a two night's accommodation in a deluxe room for two of their choice in the Asia Pacific region.\*

Amous Lee [view story](#) Crystal Zhang [view story](#) Christine [view story](#)

Congratulation to all the winners. You will be contacted by SMS or mobile phone or email.

**Read More**

**Courage to go the Distance**

"Everybody dreams of becoming an entrepreneur and running their own business, but it's the strength of your resolution and hard work and team spirit that ensure these dreams are not aborted midway.

Although I had been enjoying a very successful career working for other people for many years, I decided I wanted to turn my dream to start out on my own into a reality. Even from the start, I knew I couldn't do it alone. So, I enlisted the help of my school alumni, former business partners and colleagues as well as close friends.

And while business hasn't always been smooth, I believe my company has a competitive advantage because we have a great team of smart and dedicated professionals who work hard for our customers. Moreover, we've built up a very strong network of connections across the Asia-Pacific region.

Going into this, I was prepared to put in long hours and face endless challenges, but some days, I'd still feel completely overwhelmed. Fortunately, I'm a great team whose invaluable contributions continue to steer the business to greater success; and even if I see difficulties ahead, I feel confident that together, we can come up with great solutions that overcome all hurdles.

Before starting her own company, Crystal Zang enjoyed a successful career in Shanghai, Hong Kong, Singapore and New York. Today she is the Managing Partner of Asia Connect Consultants, a Singapore-registered financial and IT consulting firm that provides risk management advice and operational performance improvement services to companies.

www.holidayinn.com

To view the Everyday Hero website, click on [www.holidayinneverdayheroes.com](http://www.holidayinneverdayheroes.com)