

CASE STUDY #4: **HOTELSCOM**



peppermint

CAMPAIGN DESIGN LOCALIZATION

Hotels.com is one of the major Online Travel Agency
e-commerce platform selling hotel rooms



*LOCALIZATION OF EVERY SINGLE
ELEMENT OF A CHRISTMAS
CAMPAIGN DESIGN
IN ORDER TO BETTER
CONNECT AND ENGAGE
WITH HOTELS.COM'S USERS
CRAFTING A FULLY COMPREHENSIVE
AND COMPELLING MESSAGE.*

RATIONALE

- Hotels.com website supports 34 languages, which means that when creating a promotion campaign design it is very important to take into consideration all the language, religious, climatic and cultural peculiarity specific to each Country covered by the website.

SCENARIO

- The Global Marketing team needed to craft a concept for Christmas Campaign.
- The task was to reproduce the Advent Calendar mechanism, providing the users with 12 “gifts” (discounts, deals, value adds...), one for each day until Christmas.
- The campaign was global, meaning that was going to run on every website in US, EMEA, LATAM and APAC markets.

ACTION

- in order to better connect and engage with the users worldwide, and to make sure the message conveyed in the Campaign was comprehensive and compelling, every single element of the design was not only translated in the specific languages, but also localized to fully adapt to each Country’s culture, religion and climate.

EXAMPLES

Changing the “snow flakes” element to “stars” to adapt the design to countries where Christmas season falls during summer



The original design, with SNOW FLAKES



EXAMPLES

Avoiding to mention “Christmas” in some Countries due to religious reasons



EXAMPLES

Translation in various versions of Spanish



Argentinian Spanish



Mexican Spanish



Columbian Spanish



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