

BACKGROUND

Szallas.hu is the biggest accommodation booking site in Hungary with 85% brand recognition, and 750.000+ yearly bookings, and 4.1 billion HUF yearly revenue. We have two sub-brands with separate websites: the quickly growing Szallasguru.hu, where you can book discounted accommodations and the slower growing Konferenciahotelek.hu for conference venue booking, focusing on B2B market.

THE PROBLEM

Konferenciahotelek.hu has an almost non-existent brand awareness, despite the rising conference tourism. Companies and event organizers are not aware that they can choose their best-suited event venues from hundreds of hotels with plenty of filtering options, trusted customers reviews and with the help of specialized customer support professionals.

BUSINESS OBJECTIVE

Online B2B travel market is highly price sensitive, where it is hard to stand out from the crowd. The current bottleneck is lack of brand awareness, and our goal is to acquire new long-term customers. The customer satisfaction and life time value is high, so the first sale is the hardest.

COMMUNICATION OBJECTIVE

1. Build awareness for Konferenciahotelek.hu by making a difference.
2. Position Konferenciahotelek.hu as a progressive, socially responsible trusted partner/advisor, who cares and solves its customers' problems.

TARGET GROUP

Who: Decision makers of companies, company managers, team leaders.

Their problems: They are responsible for their TEAMS' results. They put the time and effort into building multitasking, multifaceted teams, and have daily problems like managing relationships, creating culture, keeping employees (low churn rate), motivating people, all to reach high team performance.

INSIGHT

Nobody is talking about workplace bullying, despite its high occurrence. Workplace bullying is destructive to company culture; it causes a higher churn rate and lower performance. There are no easy solutions.

Supporting facts

1. High penetration:
 - 19% of employees are targeted to bullying.
 - Munkahelyiterror.blog.hu has 192.000 yearly visits.
2. No easy solutions:
 - 90% percent of bullying stops **only** when the target or the perpetrator leaves the company.
 - Punishment or policies are not sufficient.
3. Besides lower performance and a higher churn rate, there are other strong consequences: bullying can be a significant factor of an estimated 250-300 suicides in Hungary every year.

(Sources: [1](#), [2](#), [3](#), [4](#))

THE IDEA

New service: ***The All-Inclusive Theater Team Training***

Start a social conversation about workplace bullying and offer an effective, entertaining, easy, affordable solution with a new service developed by Szallas.hu and M asz nh z. **2-day offsite treatment in a conference hotel with a full day Inclusive Theater Team Training in a country-side hotel.**

Why Inclusive Theater?

Inclusive Theater is a proven method to reduce unconscious bias, *bullying in the workplace* and disability equality.

Collaboration

M asz nh z brings the know-how, the programme itself and gets new customers.

Konferenciahotelek.hu brings the sales platform (website), sales team and media budget, and gets new customers and important social issue to talk about.

CAMPAIGN EXECUTION (Total budget: 22.500.000 HUF + VAT)

The task

Create a platform that can be the center of an ongoing conversation about workplace bullying.

Budget: 5.000.000 HUF + VAT

Campaign details

Preparation - 30 days - 2.500.000 HUF + VAT

In-depth research about workplace bullying in Hungary

Launch campaign - 90 days - 10.000.000 HUF+VAT media budget

Start the conversation and build awareness

Direct response messages to sell the All-Inclusive Theater Team Training

Ongoing conversation - 5.000.000 HUF + VAT yearly budget

Maintain the platform and keep the conversation up

Timing

Preparation starts on 1st Aug 2019.

Launch Campaign starts 1st Sept 2019, ends 30th November 2019 (high season in team building events).

Possible marketing tools

- PR articles based on the findings of the research
- targeted online and offline advertising (eg. LinkedIn ads, trade magazines)
- sponsorship: munkahelyterror.blog.hu
- video series with professionals and victims, who openly talk about workplace bullying
- establish support groups for bullied coworkers
- Szallas.hu's marketing channels (Facebook with 600k+ followers, newsletter)

KPI for the first 3 months- Konferenciahotelek.hu

1. Brand awareness in the target group.
Goal: 25% unaided brand awareness of decision makers at the end of the launch campaign
2. Brand mentions by media outlets. Goal: 150 mentions
3. New partners who made at least one purchase on Konferenciahotelek.hu.
Goal: 250 new partners
4. Online engagement (comments, shares, Google searches) of workplace bullying topic.
Goal: 300.000 people