

## **HSMAI Adrian Awards - Marina Bay Sands – OTA Switch-off Campaign**

### Situation Analysis

<CONFIDENTIAL - Today, hotels are facing challenges in an increasingly competitive market where majority of customers are now booking their hotel stays through online travel agents (OTA). This phenomena not only reduces brand awareness and loyalty, it also raises challenges for a brand to inform its customers of direct-booking privileges and exclusive hotel packages to encourage repeat visitation in the long run.

As we witness strong demand for our hotel rooms, we need to ensure that bookings are coming through our own direct channels instead of third-parties, in order to drive profit and brand awareness. Consumers lack the awareness that Marina Bay Sands actually offers lower rates and a suite of guest privileges which are not available if a guest books through a third-party. Therefore, the challenge is to drive conversions for direct bookings through the IR's websites, especially in key APAC markets including China, Japan and Korea.>

### Marketing Objectives

<CONFIDENTIAL - To increase incremental room nights through share shift from the OTAs leading to an increase in channel share at a greater profitability.

An always on search strategy was conceived to raise brand visibility for Marina Bay Sands and to educate consumers that MBS in fact offers lower rates and exclusive privileges on its website. The goal was to change perceptions and ultimately drive direct bookings.>

### Target Audience

<CONFIDENTIAL - Key markets include Singapore, Japan, South Korea, China, Australia, United States, Hong Kong, Taiwan, Indonesia etc.>

### Research, Planning and Implementation

<CONFIDENTIAL

#### **Local Engine Expansion for Markets Like China, Korea & Japan**

Assigned priority budgets towards growing & retaining brand keywords exposure across all search engines including Google, Yahoo! Japan, Baidu, 360, Sogou, Shenma, Naver & Daum.

#### **Leverage Enhanced Ad Formats & Extensions**

Utilised all extensions possible including: sitelinks, promotion, structured snippets, location and callouts, and leveraged audience lists via remarketing list for search ads and in-market audiences (users who have shown interest in specific categories in the last 24 hours). Both audience lists gave us more control on our targeting to ensure that we improve efficiency while still maintaining exposure.

We introduced the use of premium search ad formats such as:

- Yahoo Premium Sponsored Display
- 360 Brandzone

These are great in improving CTRs due to the much bigger ads real estate, hence, pushing other advertisers (OTAs especially) ads down the Search Engine Results Page.>

### Message

<CONFIDENTIAL - We enhanced messaging that focused on highlighting key differentiators in booking direct with Marina Bay Sands. Examples of such messaging included: “lowest rate compared to other online travel sites”, “rates you can’t find elsewhere”, “exclusive rates only on official site” etc.

\*Refer to Appendix B for Creative / Messaging Screenshots>

### Results

<CONFIDENTIAL - This ‘always on’ PPC campaign has led to significant improvements year-on-year across key performance marketing metrics.

Overall YoY results (H1 2017 vs H1 2018):

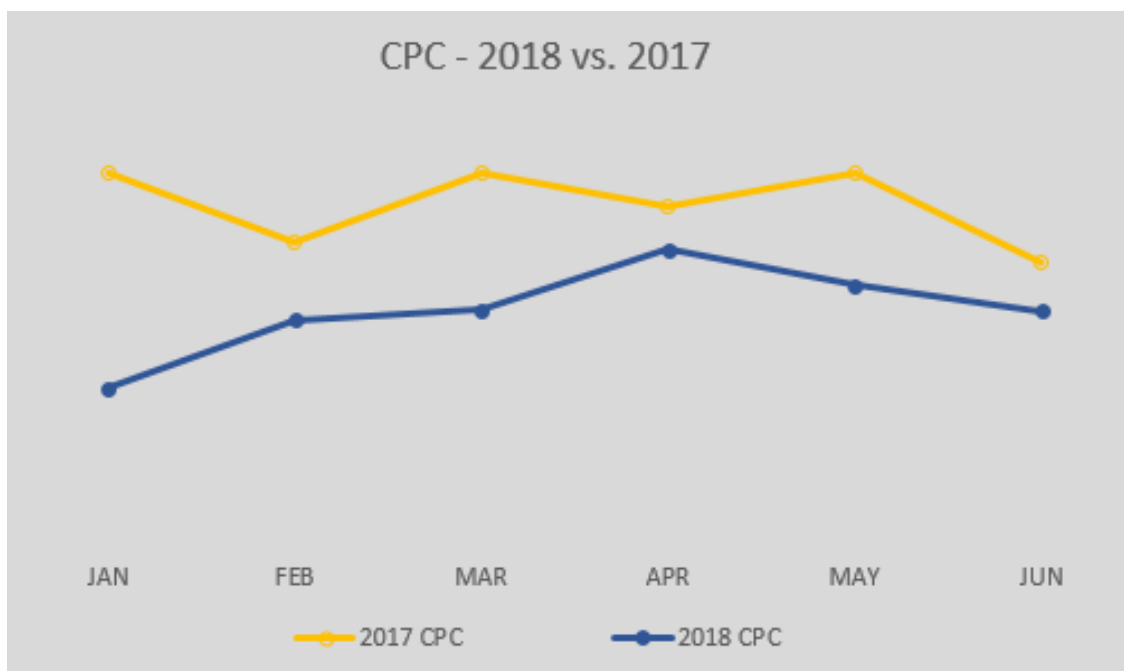
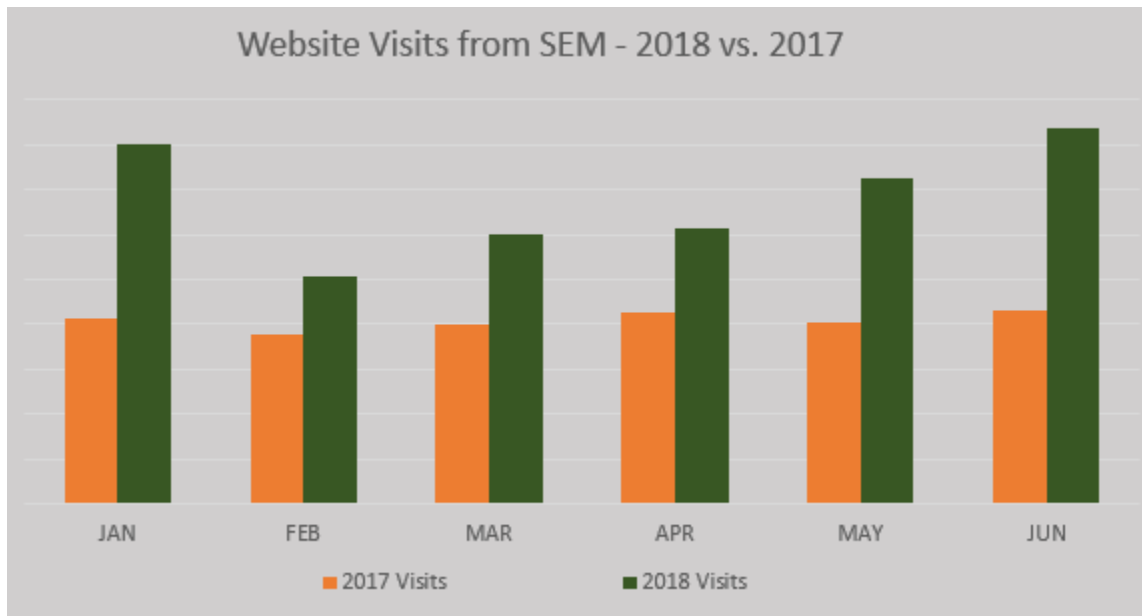
- Website Visits +60%
- Cost Per Click -3%
- Transactions +16%
- Revenue +26%
- Cost of Sales -10%

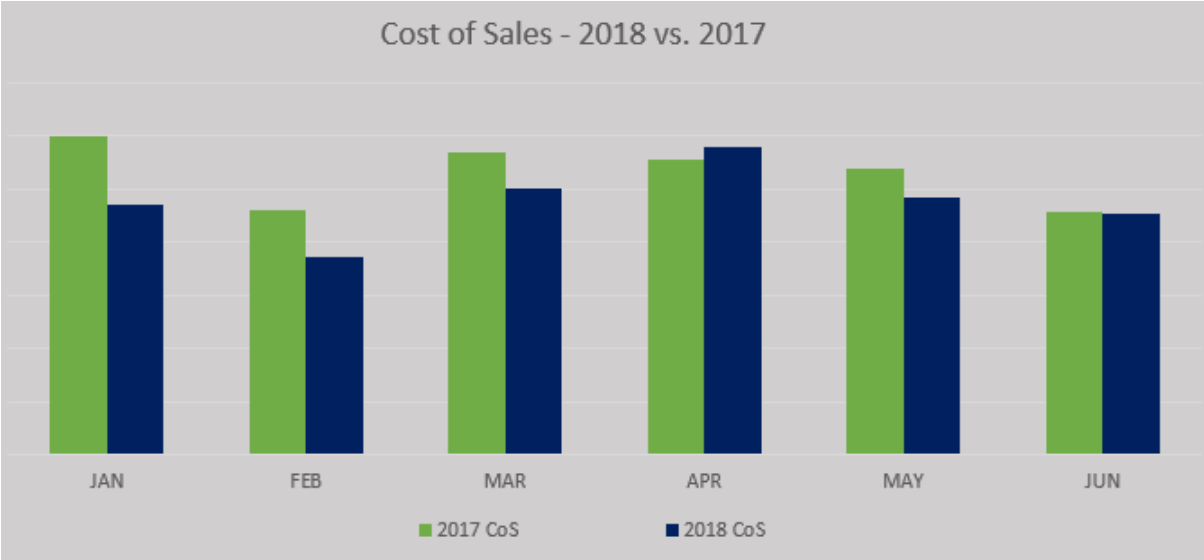
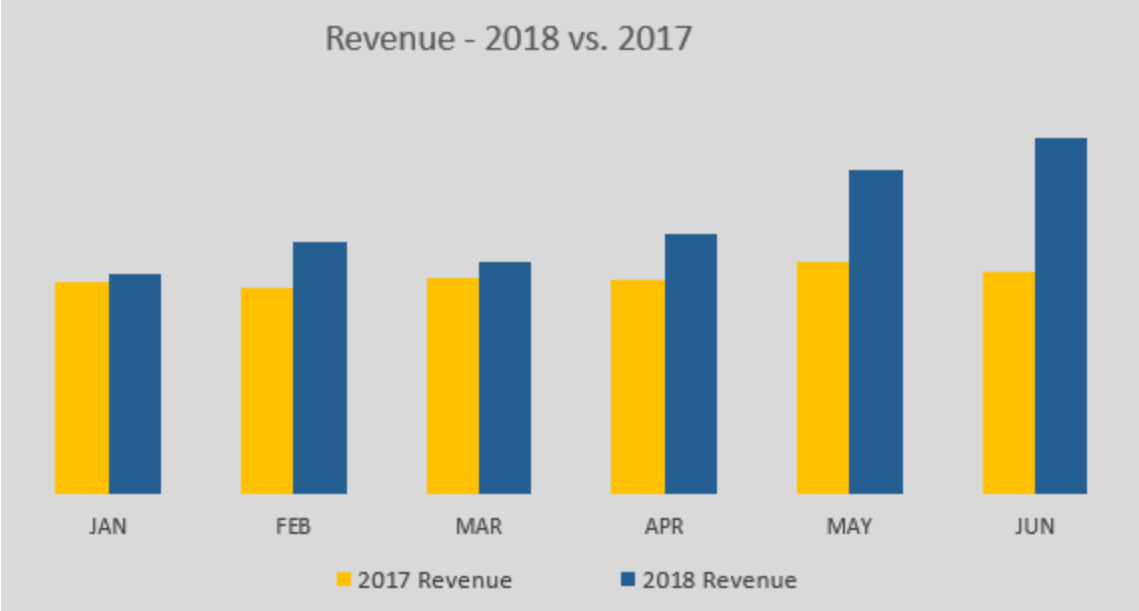
\* Refer to Appendix A for Performance Illustration>

### Budget

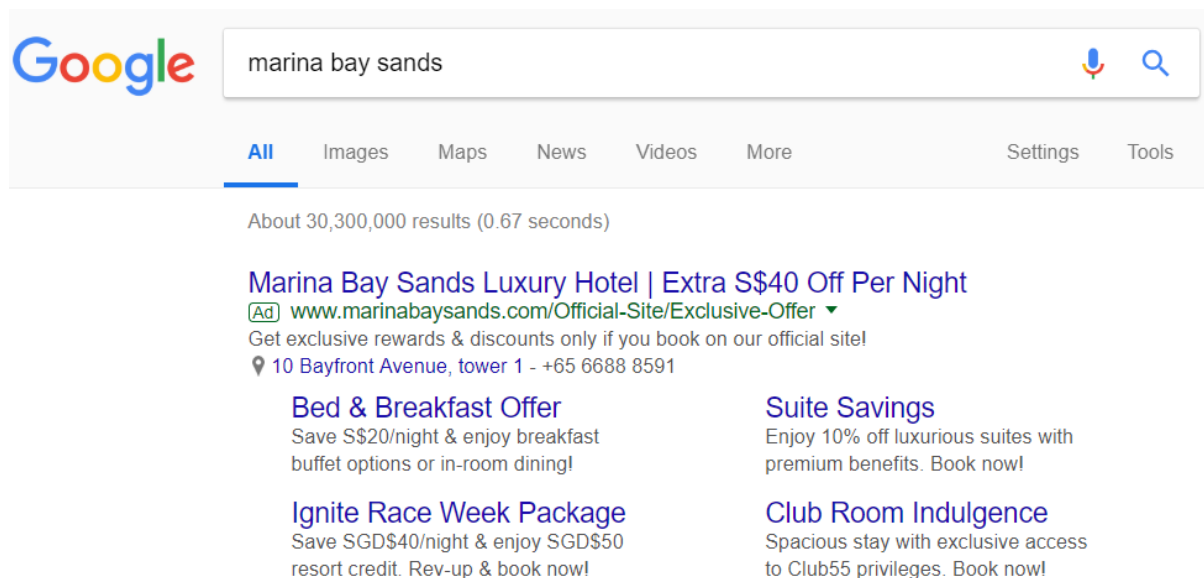
<CONFIDENTIAL - Spend increased by 13% YOY, delivering an increase of +16% in bookings and +26% increase in revenue. Revenue delivered was 5% higher than target.>

## APPENDIX A – Campaign Performance





## APPENDIX B – Creative / Messaging Screenshots



Google search results for "marina bay sands". The search bar shows "marina bay sands" with a microphone and search icon. Below the search bar are tabs for "All", "Images", "Maps", "News", "Videos", "More", "Settings", and "Tools". The results show "About 30,300,000 results (0.67 seconds)". The first result is "Marina Bay Sands Luxury Hotel | Extra S\$40 Off Per Night" with a link to [www.marinabaysands.com/Official-Site/Exclusive-Offer](http://www.marinabaysands.com/Official-Site/Exclusive-Offer). Below the link is a location pin icon and the address "10 Bayfront Avenue, tower 1 - +65 6688 8591". There are four promotional cards below the link: "Bed & Breakfast Offer" (Save S\$20/night & enjoy breakfast buffet options or in-room dining!), "Suite Savings" (Enjoy 10% off luxurious suites with premium benefits. Book now!), "Ignite Race Week Package" (Save SGD\$40/night & enjoy SGD\$50 resort credit. Rev-up & book now!), and "Club Room Indulgence" (Spacious stay with exclusive access to Club55 privileges. Book now!).

Google

marina bay sands

All Images Maps News Videos More Settings Tools

About 30,300,000 results (0.67 seconds)

**Marina Bay Sands Luxury Hotel | Extra S\$40 Off Per Night**

[www.marinabaysands.com/Official-Site/Exclusive-Offer](http://www.marinabaysands.com/Official-Site/Exclusive-Offer)

Get exclusive rewards & discounts only if you book on our official site!

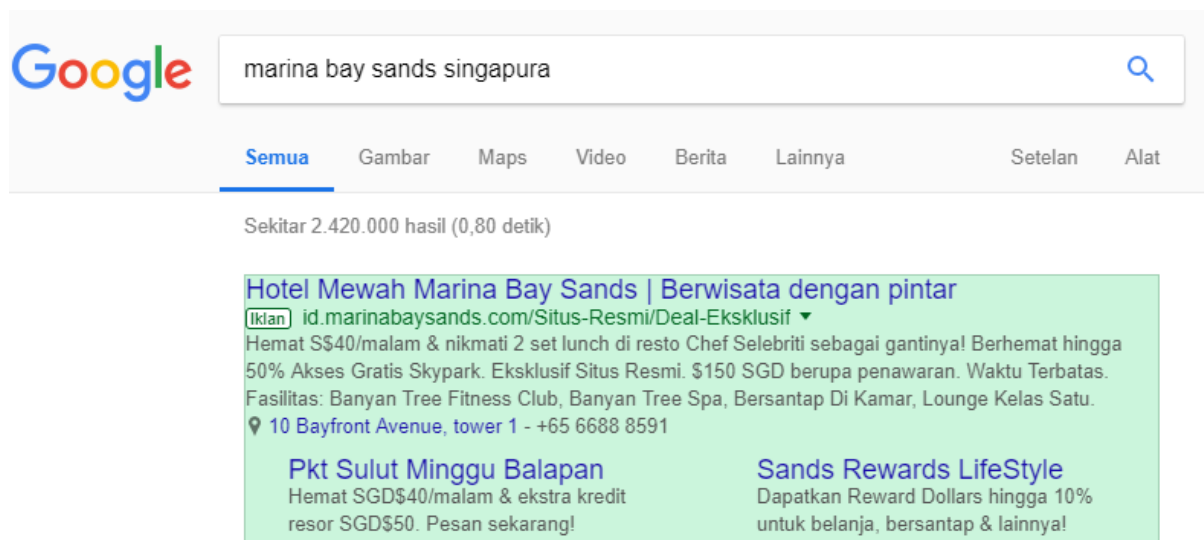
📍 10 Bayfront Avenue, tower 1 - +65 6688 8591

**Bed & Breakfast Offer**  
Save S\$20/night & enjoy breakfast buffet options or in-room dining!

**Suite Savings**  
Enjoy 10% off luxurious suites with premium benefits. Book now!

**Ignite Race Week Package**  
Save SGD\$40/night & enjoy SGD\$50 resort credit. Rev-up & book now!

**Club Room Indulgence**  
Spacious stay with exclusive access to Club55 privileges. Book now!



Google search results for "marina bay sands singapura". The search bar shows "marina bay sands singapura" with a search icon. Below the search bar are tabs for "Semua", "Gambar", "Maps", "Video", "Berita", "Lainnya", "Setelan", and "Alat". The results show "Sekitar 2.420.000 hasil (0,80 detik)". The first result is "Hotel Mewah Marina Bay Sands | Berwisata dengan pintar" with a link to [id.marinabaysands.com/Situs-Resmi/Deal-Eksklusif](http://id.marinabaysands.com/Situs-Resmi/Deal-Eksklusif). Below the link is a location pin icon and the address "10 Bayfront Avenue, tower 1 - +65 6688 8591". There are two promotional cards below the link: "Pkt Sulut Minggu Balapan" (Hemat SGD\$40/malam & ekstra kredit resor SGD\$50. Pesan sekarang!) and "Sands Rewards LifeStyle" (Dapatkan Reward Dollars hingga 10% untuk belanja, bersantap & lainnya!).

Google

marina bay sands singapura

Semua Gambar Maps Video Berita Lainnya Setelan Alat

Sekitar 2.420.000 hasil (0,80 detik)

**Hotel Mewah Marina Bay Sands | Berwisata dengan pintar**

[id.marinabaysands.com/Situs-Resmi/Deal-Eksklusif](http://id.marinabaysands.com/Situs-Resmi/Deal-Eksklusif)

Hemat S\$40/malam & nikmati 2 set lunch di resto Chef Selebriti sebagai gantinya! Berhemat hingga 50% Akses Gratis Skypark. Eksklusif Situs Resmi. \$150 SGD berupa penawaran. Waktu Terbatas. Fasilitas: Banyan Tree Fitness Club, Banyan Tree Spa, Bersantap Di Kamar, Lounge Kelas Satu.

📍 10 Bayfront Avenue, tower 1 - +65 6688 8591

**Pkt Sulut Minggu Balapan**  
Hemat SGD\$40/malam & ekstra kredit resor SGD\$50. Pesan sekarang!

**Sands Rewards LifeStyle**  
Dapatkan Reward Dollars hingga 10% untuk belanja, bersantap & lainnya!



濱海灣金沙 酒店



登入

全部 圖片 地圖 新聞 影片 更多

設定 工具

約 264,000 項搜尋結果 (0.75 秒)

### 新加坡濱海灣金沙豪華酒店 | 精明旅客的明智之選

(廣告) [hk.marinabaysands.com/Official-Site/Exclusive-Offer](https://hk.marinabaysands.com/Official-Site/Exclusive-Offer)

以每晚最低房價額外省下的新幣40元，換來2次名廚餐廳的非凡午餐美食體驗！ 限時獨家優惠，

#### 賽車週套裝行程優惠

每晚省新幣40元並免費享新幣50元度假村折扣優惠。整裝待發，立即預訂！

#### 暢享俱樂部客房

寬敞舒適客房及55空中俱樂部豪華設施與極致都市景觀。立即預訂！

### 澳門金沙假日酒店 預訂中心 | IHG®旗下酒店 假日酒店®官方網站

(廣告) [www.ihg.com/HolidayInn/OfficialSite](https://www.ihg.com/HolidayInn/OfficialSite)

官網提前2天預訂更優惠，兒童食宿全包，即刻預訂！ IHG®旗下飯店，提前預訂享優惠，IHG®優悅會專享價，全球5000家飯店，設施：健身中心，兒童食宿全食，免費高速網路，

澳門金沙城中心假日酒店 · 澳門假日酒店 · 澳門特區假日酒店

## 濱海灣金沙酒店



濱海灣金沙是位於新加坡的一座面向濱海灣的綜合度假村，由拉斯維加斯金沙集團所開發，被譽為是世界上最貴的獨立賭場建物，包括土地成本在內的建造成本在美元五十七億元。濱海灣金沙酒店坐落於15.5公頃的土地，總樓地板面積共有581,000平方米。

[維基百科](#)

房間數：2,561



marina bay sands



All Images Videos News | My saves

4,080,000 Results

## Marina Bay Sands Luxury Hotel - Extra S\$40 Off Per Night

[www.marinabaysands.com/Official-Site/Exclusive-Offer](https://www.marinabaysands.com/Official-Site/Exclusive-Offer)

(Ad) Get exclusive rewards & discounts only if you book on our official site!

Up to 50% Savings · Limited-Time Only · SGD\$150 Welcome Offers

Amenities: Banyan Tree Fitness Club, Banyan Tree Spa, In-Room Dining

### Sands Rewards LifeStyle

Get up to 10% Instant Reward  
Dollars on shopping, dining & more!

### Bed & Breakfast Offer

Save S\$20/night & enjoy breakfast  
buffet options or in-room dining!

### Suite Savings

Enjoy 10% off luxurious suites with  
premium benefits. Book now!

### Club Room Indulgence

Spacious stay with exclusive access  
to Club55 privileges. Book now!



为您推荐 | 反馈: [滨海湾金沙大酒店](#) [新加坡酒店排名](#) [新加坡酒店](#) [新加坡滨海湾金沙酒店](#)

### [新加坡滨海湾金沙酒店中国官网 - 五星级综合度假村](#) [官网](#)



新加坡滨海湾金沙酒店致力于缔造奢华非凡礼遇与提供至尊服务, 打造赏心悦目下榻装潢, 宾客于[空中花园](#)与[无边泳池](#)中俯瞰狮城之美, 于[艺术科学博物馆](#)享受视觉盛宴, 更有[光影水舞秀](#)与娱乐演出带来近距离震撼体验。 [官网预订](#)尊享精致客房会员礼遇!

<http://zh.marinabaysands.com> 2018-08 - [品牌广告](#)

[客房与优惠](#)[空中花园与泳池](#)[美食与购物](#)[娱乐和演出](#)

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感受震撼视觉奇幻光影水舞秀, 品味经典卓越百老汇歌剧, 众多演出活动异彩纷呈。。

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### [新加坡滨海湾金沙酒店官网-夏日焕新乐享每晚立减200元](#)



全网低价时再享官网每晚减200元优惠, 并获赠125元美食消费金, 一站式限时惊喜折扣! 免费打卡地标性200米高空无边泳池, 餐饮景点休闲

[减200元](#) - [早餐优惠](#) - [套房优惠](#) - [Club套餐](#)

[zh.marinabaysan...](#) - 2018-08-02 - 广告



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狮城美景尽收眼底



[光影水舞秀](#)  
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## 연관검색어

싱가포르 마리나베이 마리나베이샌즈 레스토랑 마리나베이샌즈호텔 가격  
싱가포르 마리나베이샌즈 레스토랑... 싱가포르 마리나베이

신고

X

더보기

브랜드 검색 '마리나베이샌즈' 관련 광고입니다.



마리나베이샌즈, 공식사이트

## 싱가포르 마리나베이 샌즈 호텔 공식 홈페이지

오직 공식 홈페이지에서만 예약 가능한 기간 한정 패키지,  
온라인 최저가에서 1박당 약 32,000원 추가 할인!

부가정보 아트사이언스 뮤지엄 | 여행정보 | 스페셜 오퍼  
부대시설 유명 레스토랑 | 스카이프าร์ค | 더 샵 쇼핑몰



객실 예약



반얀트리스파



인피니티 풀

파워링크 '마리나베이샌즈' 관련 광고입니다. ⓘ

등록 안내 &gt;

[마리나 베이 샌즈 공식사이트](https://ko.marinabaysands.com/) ko.marinabaysands.com/

오직 공식 홈페이지에서만 예약 가능한 기간 한정 패키지, 놓치지 마세요!

[싱가폴 호텔예약은 트립닷컴](https://kr.trip.com/) kr.trip.com/ **N Pay**

싱가폴 호텔예약은 트립닷컴! 이중환전수수료 0원, 무이자할부+네이버페이포인트까지!

[마리나베이샌즈, 호텔스컴바인](https://www.hotelscombined.co.kr) www.hotelscombined.co.kr **N 로그인**

최저가 호텔, 싱가포르 여행에서도 즐기자! 한 번의 비교로 최고의 예약 호텔

[호텔패스 마리나베이샌즈](https://www.hotelpass.com) www.hotelpass.com **N Pay**

8월 이달의 쿠폰 이벤트! 추천특가호텔 리스트부터 최대 10% 할인쿠폰까지

[현대카드 PRIMA 여행](https://Priviatravel.com) Priviatravel.com **N 로그인**

최대 7% 할인+M포인트 10% 사용 한번에 비교하고 **마리나베이샌즈** 예약하자

## 뉴스



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2016



마리나베이샌즈



로그인



통합검색

쇼핑

백과사전

블로그

카페

이미지

뉴스

사이트

더보기

기간전체

다음검색 리워드



제안 ? 마리나베이샌즈 호텔 숙박비 마리나베이샌즈 조식 마리나베이샌즈호텔 예약

마리나베이샌즈호텔 가격 싱가포르 마리나베이샌즈 호텔 싱가포르 마리나베이샌즈 마리나베이샌즈 호

브랜드검색 '마리나베이샌즈' 관련 광고입니다.



## 싱가포르 마리나베이샌즈 호텔 공식홈페이지

오직 공식홈페이지에서만 예약 가능한 기간한정 패키지 온라인 최저가에서 1박당 32,000원 추가 할인!

유지업 여행정보 스페셜 오퍼



객실 예약



반얀트리스파



인피니티 풀

프리미엄링크 '마리나베이샌즈' 관련 광고입니다. ①

신청하기

마리나 베이 샌즈 공식사이트 ko.marinabaysands.com

오직 공식 홈페이지에서만 예약 가능한 기간 한정 패키지, 놓치지 마세요!

싱가폴 호텔예약은 트립닷컴 kr.trip.com

싱가폴 호텔 예약, 할인코드, 이중환전수수료 0원까지! 호텔예약은 트립닷컴!

전세계호텔초특가 인터파크투어 hotel.interpark.com

마리나베이샌즈 최대 11%할인! 카드사별 혜택, 10+1박 무료, 아이폰X 증정.

G마켓 해외숙박 www.gmarket.co.kr

가족과 여행하기 좋은 싱가포르! G마켓이 엄선한 인기호텔 최대 20% 즉시할인! 해외호텔

호텔패스 마리나베이샌즈 www.hotelpass.com 문의

29년 전통 한국대표 호텔예약서비스! 놓치면 아까운 할인쿠폰까지! 마리나베이샌즈.

## 실시간 이슈검색어

08.02 12:22

1 90년대 인기가수	↑ 88	6 현마	↑ 40
2 이던	↑ 59	7 지성	↑ 27
3 강기영	↑ 55	8 서른이지만 올일곱입...	NEW
4 고백부부	↑ 50	9 itq	↑ 35
5 김경수	↑ 50	10 정현	↑ 41

## 실시간 뉴스검색어

08.02 12:22

종합	연예	스포츠
1 제천 화재	6 석면	
2 내보털 찾아줌	7 양산	
3 스마트팜 혁신밸리	8 노대래	
4 정청래	9 오징어땅콩볼	
5 김경수 압수수색	10 한화건설	

## 제안검색어 ?

마리나베이샌즈 호텔 숙박비	마리나베이샌즈 조식
마리나베이샌즈호텔 예약	마리나베이샌즈호텔 가격
싱가포르 마리나베이샌즈 호텔	싱가포르 마리나베이샌즈
마리나베이샌즈 호텔	코타키나발루 넥서스 리조트
코타키나발루 상그릴라 라사리아	여수 히든베이호텔
다낭 나만트리트리트	싱가포르 마리나베이샌즈 호텔 ...