



STAR  
*in your own*  
VACATION

**All** ACCOR  
LIVE  
LIMITLESS

Summer Campaign 2022

*Growth vs 2019*

**Bookings**

+111%

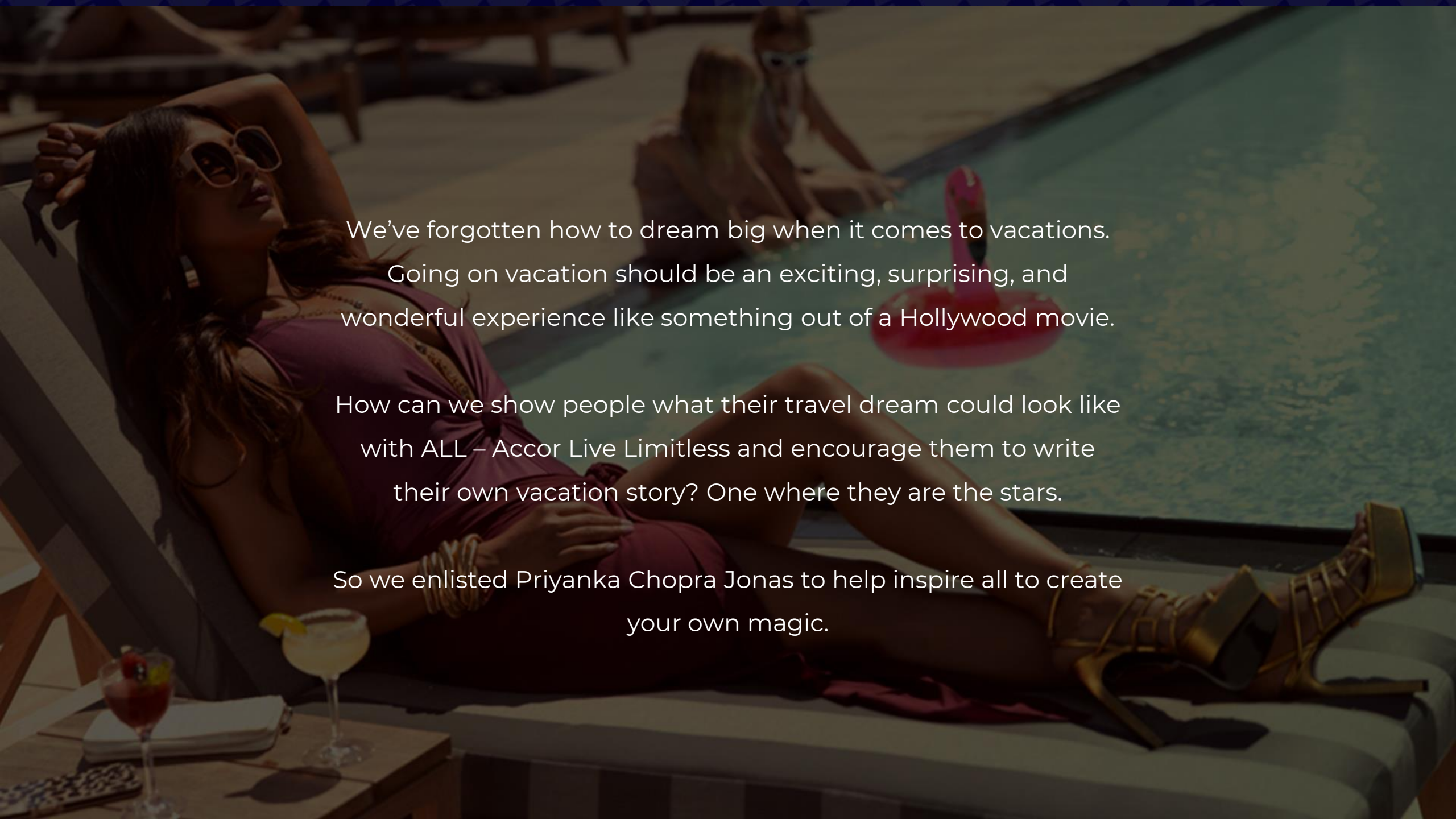
**Room Nights**

+109%

**Revenue**

+164%

**IMPRESSIONS 1.7 Billion**

A woman with long dark hair, wearing a purple dress, sunglasses, and gold high-heeled sandals, is relaxing on a lounge chair by a swimming pool. She has her hand behind her head and is looking towards the sky. In the background, another person is sitting on a lounge chair near the pool. A pink flamingo inflatable ring is floating in the water. A small table next to her has a drink and a menu.

We've forgotten how to dream big when it comes to vacations.  
Going on vacation should be an exciting, surprising, and  
wonderful experience like something out of a Hollywood movie.

How can we show people what their travel dream could look like  
with ALL – Accor Live Limitless and encourage them to write  
their own vacation story? One where they are the stars.

So we enlisted Priyanka Chopra Jonas to help inspire all to create  
your own magic.

# Business Challenge

*Tension* \_\_\_\_\_ Travel has become too transactional.

*Resolution* \_\_\_\_\_ Accor to bring back the romance of travel, the glory and glamour, so people can start taking their trips of their dreams.

*Approach* \_\_\_\_\_ Create a campaign that makes people fall in love with travel again, and that ALL can help you find that love and joy in every trip.

*Takeaway* \_\_\_\_\_ ALL is here to welcome you on your dream vacation



# Strategy Summary

*Grand Ambition* ——— To enrich the lives of our guests and each other, by reigniting the romance of travel.

*Core Truth* ——— Falling in love is personal.  
In order to fall in love with travel we have to remind people of all the ways they can become intimately connected to themselves and those around them over the shared desire to escape reality and experience something bigger than a vacation.

*Meaningful Role* ——— Bring back the romance and magic of traveling that elevates our senses and gives us feelings that can't be replicated.

Accor is in the business of creating the environment and the experience where their guests feel like they can be the best version of themselves.



# Strategy Summary

*Get* \_\_\_\_\_ North American affluent travelers 40+ who can't wait to enjoy luxury escapes / moments.

*To* \_\_\_\_\_ Be aware of exclusive offers and book a trip on one of our properties. Secondary, build equity for ALL.

*By* \_\_\_\_\_ Capitalizing on the partnership with Priyanka Chopra to drive excitement around creating your own blockbuster dream vacation.

*How* \_\_\_\_\_ An integrated campaign jumping off a Hollywood star vacation calling out guests to create their own though exclusive offers.



Creative





# LAUNCH FILM





ACCOR  
LIVE  
LIMITLESS

PRESENTS

# PRIYANKA'S VACAY

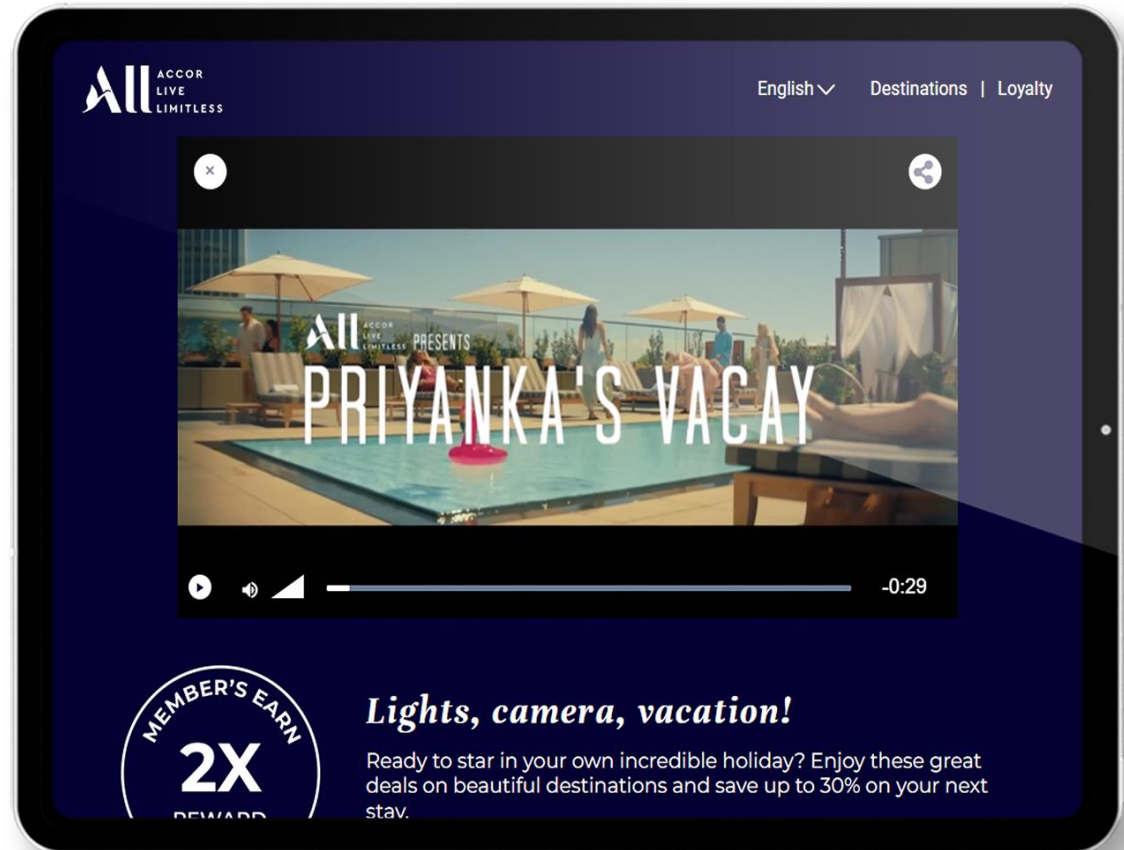



# Online Experience


At [experienceall.com](http://experienceall.com), visitors will find the launch video as inspiration for you to star your next vacation, and are invited into Priyanka Chopra Director's Commentary of her own vacation tips.

The website also features eight articles about blockbuster destinations, where guests find links to hotels at those locations.

These articles are also featured in emails being sent to the entire Accor guest base.




English ▾ Destinations | Loyalty



MEMBER'S EARN  
**2X**

## Lights, camera, vacation!

Ready to star in your own incredible holiday? Enjoy these great deals on beautiful destinations and save up to 30% on your next stay.

Book your stay


# It's All Possible


Whether you're chasing adventure, rekindling a romance, or searching for inspiration - your next trip should feel like something out of a Hollywood movie.

PRIYANKA'S VACATION : DIRECTOR'S COMMENTARY

COCKTAILS   SPA   DINING   LOUNGING




English ▾ Destinations | Loyalty



MEMBER'S EARN  
**2X**

## Lights, camera, vacation!

Ready to star in your own incredible holiday? Enjoy these great deals on beautiful destinations and save up to 30% on your next stay.

Book your stay


English ▾ Destinations | Loyalty



**Lights, camera, vacation!**  
Ready to star in your own incredible holiday? Enjoy these great deals on beautiful destinations and save up to 30% on your next stay.

Book your stay

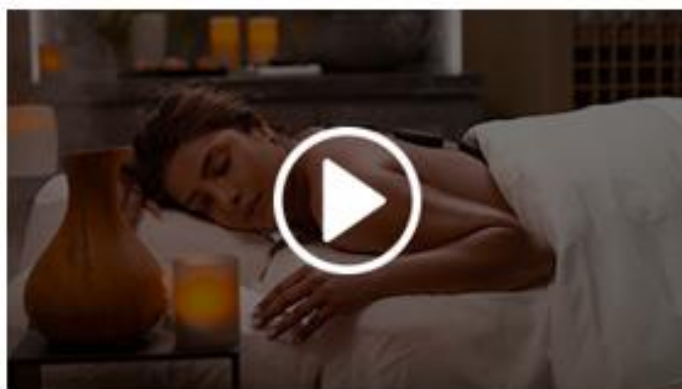
MEMBER'S EARN  
**2X**

# Online Experience

Every 2 weeks we unlocked a new Director's Commentary:



*Cocktails*



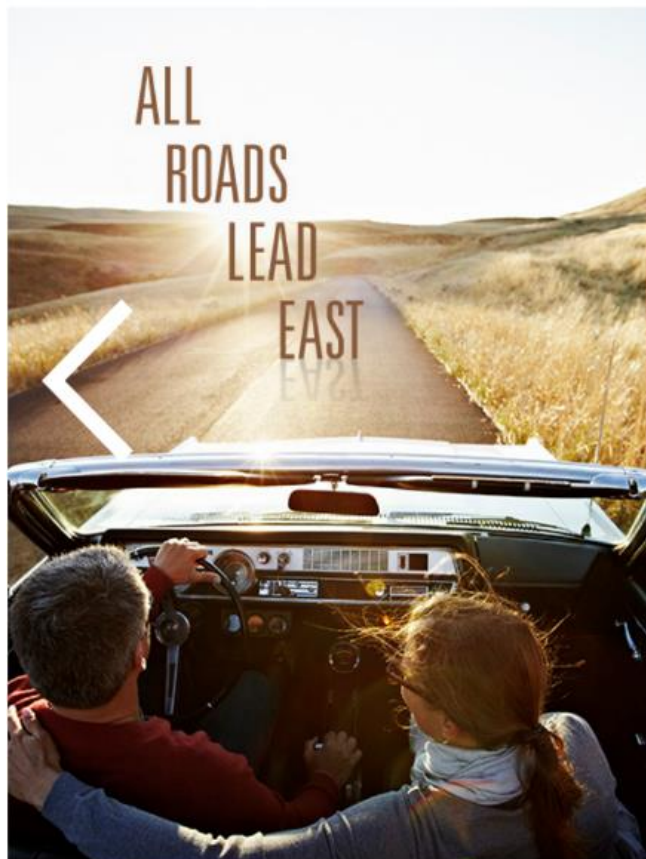
*Spa*



*Dining*



*Lounging*



There's never been a better time to pack up the car and head out for an adventure on the open road.

[Read more »](#)



The City That Never Sleeps may be best known as a hard-charging center of global commerce, but it offers plenty of romance for couples looking to connect.

[Read more »](#)



Hunter Thompson wrote, "There is something fresh and crisp about the first hours of a Caribbean day, a happy anticipation that something is about to happen ..."

[Read more »](#)



Summer is time to celebrate, and there's no better place for a summer escape than Scottsdale, Arizona.

[Read more »](#)

# Social Content

 **Priyanka Chopra** ✓ with ALL - Accor Live Limitless (US, MX, CA, ...). Sponsored · 🌐

Loved shooting this campaign at the gorgeous Accor hotels. For your next vacay, choose a place that treats you like the star ...See more



experienceall.com  
**It's ALL Possible**  
Ready to star in your own ...

[Learn more](#)

 **ALL - Accor Live Limitless (US, MX, CA, ...)** ✓ Sponsored · 🌐

You don't have to be a movie star to feel like one with ALL – Accor Live Limitless. #ExperienceALL



experienceall.com  
**Lights, Camera, Vacation!**  
Ready to star in your own ...

[Learn more](#)

 priyankachopra Sponsored



[Learn more](#)

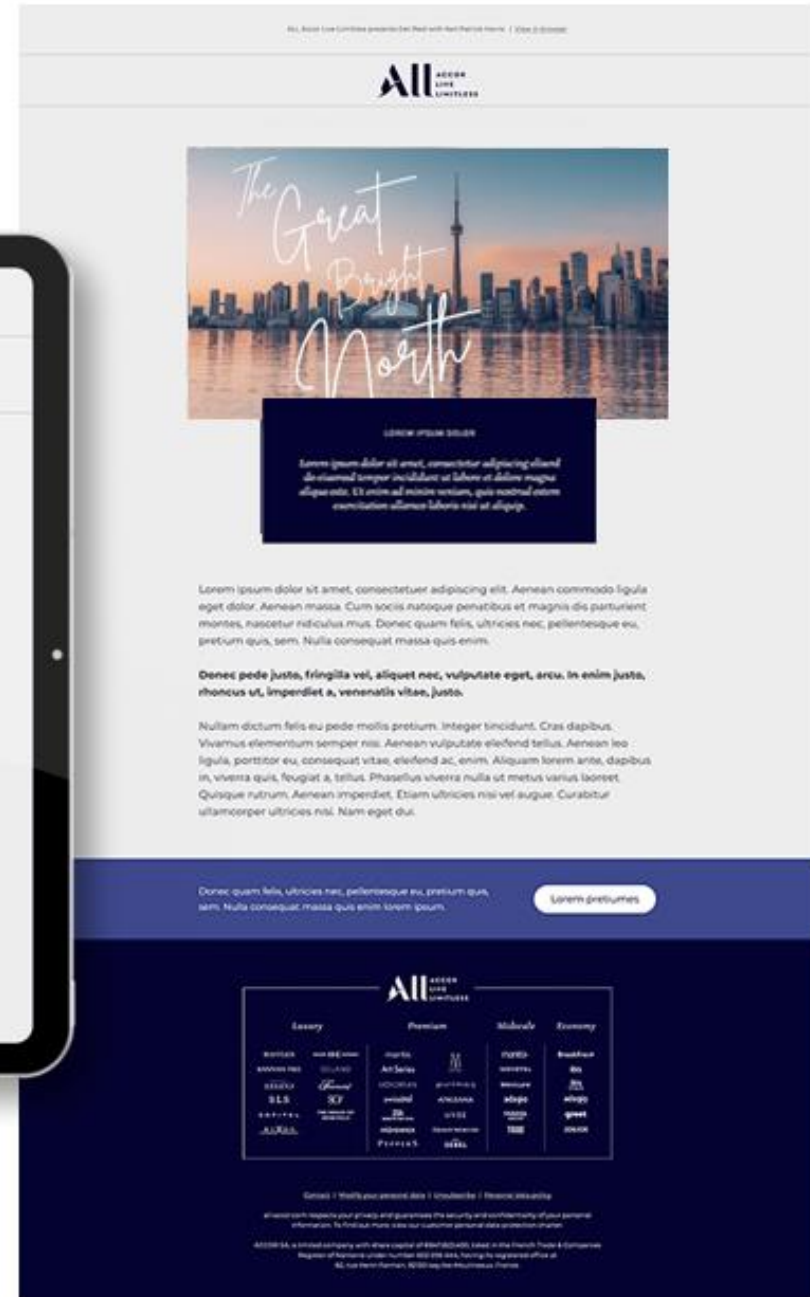
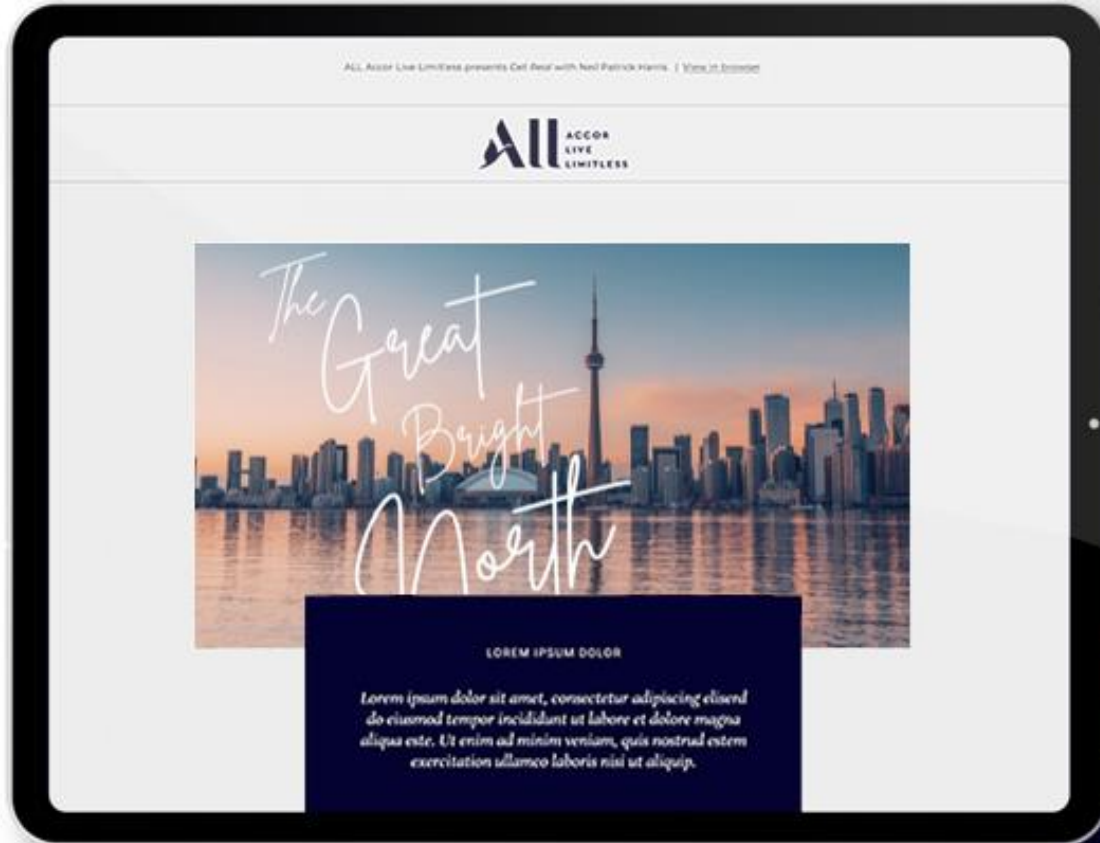


Paid partnership with all\_northamerica  
priyankachopra Savor the flavors of an exquisite culinary adventure with ALL – Accor Live Limitless. 🌟 ... more





# Email - Articles





# Lower Funnel Banners

LIGHTS  
CAMERA  
VACATION

CREATE YOUR OWN  
MAGIC IN  
NEW YORK

SAVE UP TO  
**15%**

BOOK NOW

*It's All Possible*

SAVE UP TO  
**15%**

BOOK NOW

**All** ACCOR  
LIVE  
LIMITLESS

SOFITEL  
NEW YORK

LIGHTS  
CAMERA  
VACATION

CREATE YOUR OWN MAGIC  
IN MIAMI

SAVE UP TO 20%

BOOK NOW

**All** ACCOR  
LIVE  
LIMITLESS

NOVOTEL  
HOTELS & RESORTS  
MIAMI BRICKELL

CREATE YOUR OWN MAGIC  
IN MIAMI

SAVE UP TO 20%

BOOK NOW

**All** ACCOR  
LIVE  
LIMITLESS

NOVOTEL  
HOTELS & RESORTS  
MIAMI BRICKELL