Web Marketing & Digital Advertising
Accor Hotel

A.Y. 2019-2020
Costanza Nosi
Form groups (I recommend that the groups are formed by the same students who will work on the final case assignment)

Read the case

Read the following questions (following slides)

Provide answers and motivate them

OUTPUT: (PPT OR SIMILAR) PRESENTATION

MAX 12 SLIDES

DEADLINE THURSDAY 16 DECEMBER AT MIDNIGHT BY E-MAIL
ACCOR CASE ASSIGNMENT

- Use the horizontal layout
- You may use tables, graphs, exhibits, matrices, etc.

- Evaluation criteria:
  - Appropriateness of the answers
  - Clarity of expression
  - Ability to synthetize
  - Aesthetics of the presentation
FIRST QUESTIONS ... INDUSTRY CHANGES

- What factors and trends are disrupting the hoteling industry?
- What challenges is AccorHotels facing?
- How is customer behaviour changing?
- Do other industries experience similar challenges and change in competitive landscape?
- How is customer behaviour changing in these industries?
What are the different types of online content in the hoteling industry (i.e., the main reasons why people post content, as well as the purposes the posts serve in guiding customers)?

Where do reviews come from (i.e., which source?)

What does the typical Accor customer journey look like and how does content, in its various forms, affect the various stages of the customer journey?
CONTENT SHARING

- How can Accor collect information about what the customer is saying about AccorHotels?

- Should it continue to rely on client cards either filled in at the front desk or feedback cards in the room?

- How can Accor encourage and motivate customers to share their experiences and views?