



Case Study: TOWNE PARK

TURNING THE BRAND INSIDE OUT

Challenge

Towne Park is a hospitality company that focuses on high-quality customer service for hotel front-end services including valet, bell, front desk, and parking. Its competitors are other hospitality services and hotels that feel their own staff can do as well or better than hiring an outside vendor/partner – as well as similar industry competitors. ADG's longtime partnership with Towne Park covers two distinct, yet united missions; convey Towne Park's value proposition to their customers by showing that better service is more profitable since it creates a more memorable experience with the guest; and recruit, train, and retain new talent for Towne Park's team of hospitality and business professionals.

Solution

To generate awareness of Towne Park's exceptional services, ADG's campaign started with a national photo shoot of TP personnel to create images that reflected the well-polished service professionals and the hotels where they serve. All subsequent materials leveraged the imagery and "customer-centric" narrative that stated Towne Park's business proposition and emphasized the many success stories that have come through the organization's partnerships with the hospitality industry. Materials, including corporate capability brochures and postcards were sent to high-end properties to build service awareness. ADG also produced several interactive marketing pieces that Towne Park has used in a multitude of ways, including national sales meetings, recruitment efforts, training sessions in their Corporate University, and presentations for prospective customers.

To build the brand internally, ADG partnered with Towne Park's national marketing manager to conceive and create a campaign entitled "Climb to 95". The goal was to encourage staff to "Climb the Mountain of Service Perfection" and explore the heights of their potential -- as well as realize company goals based around the concept of "95." For example, in the first two years, the goal was to achieve 95% "service satisfaction" based on a balance scorecard assessment; in year 3, Towne Park's goal was to grow to 95 sites nationally, and year 5 established the goal of \$95 million in annual revenue.

Each week across all regions, teams in the field engaged in a "meeting at base camp" (their staff meeting), where awards and prizes were given to the "climber of the week." With each week and with each fiscal quarter, the rewards (which were parceled as care packages as one would expect from an arduous expedition) grew in value. The prizes started with items like trail mix and compasses, and increased to premium items such as Oakley sunglasses and North Face apparel. The grand prize each quarter for the lead climbers in each region was a climbing weekend with Towne Park's CEO. ADG recommended the "climber of the year" prize be a trip to Mount Everest – Towne Park thought that we had our head in the clouds ;-). Employees were able to map their progress with a chart that visualized their goals with the level of difficulty of mountain climbing.

Result

The "Climb to 95" was an instant success and challenged TP team members to rise above in an approach that fostered healthy competition and provided rewards for those who achieved greatness. The company is on track to achieve many of their stated goals, and the employees still find the challenge exciting. The innovative program was used later as a recruitment tool to represent the kind of service and commitment Towne Park expects, as well as exemplifying Towne Park's culture and focus to their employees. As an added bonus, the internal performance improvement campaign is used for recruiting and sales, tangibly demonstrating Towne Park's commitment to having "The Best People... Guaranteed."