

IAC THE ORIGINALS AWARDS CASE STUDY

# The Originals' IAC Marketing Victory

*Amadeus Partnership Leads to Video Advertising Success*

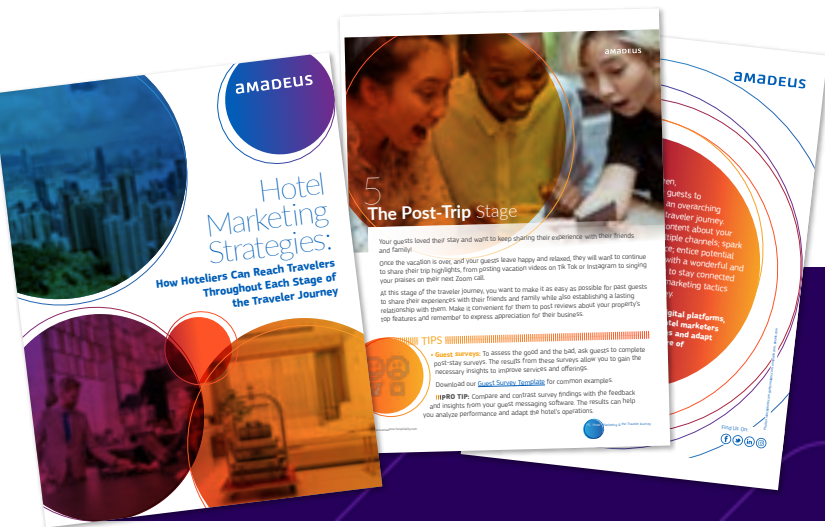
## Setting the scene

The Originals, Human Hotels & Resorts, a distinguished French hotel chain, hosts 317 charming properties across six distinct categories. Celebrated for their unique character and warm hospitality, each hotel makes every stay a memorable experience for its guests.

## The Challenge

The Originals Hotels group, with its attractive properties and strong social media, recognized a key shortcoming in its marketing approach. The group was interested in extending its influence and boosting brand recognition through an upper-funnel YouTube video campaign that could enhance visibility and attract guests.

Collaborating with Amadeus Media Solutions, The Originals aimed to address this issue using strategic video campaigns at the top of the sales funnel to support its social prospecting activities.



Discover our eBook with [10 Tips for Hoteliers on How to Elevate Video Strategy with Engaging Content and Storytelling](#)

## The Strategy

Amadeus Media Campaign Strategists aimed to reach a diverse audience that included luxury travelers seeking premium experiences, family vacationers desiring child-friendly hotels, and beach-focused tourists interested in seaside resorts in France. The campaign targeted these groups using In-Market audiences to capture users in the consideration phase of its travel planning.



### The campaign utilized YouTube Prospecting with two distinct video focuses:

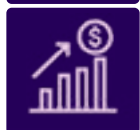
- **Generic Video:** To appeal to a wide range of travelers, a generic video displayed the diversity and quality of The Originals Hotels. Highlighting the brand's values of authenticity, simplicity, and human connection, the video covered several types of hotels, from budget to luxury, urban to rural, and historic to modern. The goal was to convey that The Originals Hotels chain has something for everyone, whether one is traveling for business or pleasure, alone or with family, or seeking cultural experiences or natural beauty.
- **Business Traveler Video:** To target business travelers needing convenient and comfortable accommodations, a business traveler video emphasized the benefits of staying at The Originals Hotels. Featuring traveler testimonials, the video highlighted friendly service, cozy atmospheres, reliable Wi-Fi, and a rewarding loyalty program. The aim was to persuade potential guests that The Originals Hotels was the best choice for professional trips and meetings.

## The Results

### The campaign yielded outstanding results:



- **Return on Ad Spend (ROAS):** The campaign achieved a **5.5 ROAS for YouTube** and an **overall 23.5 ROAS**, indicating a highly profitable and successful investment.



- **Bookings and Revenue Increase:** The campaigns led to a **54% increase in bookings** and a **58.5% increase in revenue**, highlighting their effectiveness in driving sales and growth.



- **Brand Search Queries and Conversions:** A **9.4% year-over-year increase in brand search queries** and a **22% increase in brand search conversions** indicated boosted brand visibility and engagement.



- **Audience Reach and Engagement:** Targeting specific audience segments and increasing the target audience through brand awareness were key indicators of the campaign's reach and impact.



- **Award Recognition:** The campaign's success was recognized with two Online Video Campaign awards from the **Web Marketing Association in 2024**, a testament to its innovative approach and strategic execution.



By leveraging the power of video marketing, The Originals Hotels effectively showcased its unique value proposition, inspiring travelers and driving impressive results. The campaign led to increased website traffic, higher booking conversions, and a significant boost in revenue. Additionally, it enhanced brand recall and preference among its target audience. **This case study highlights how strategic video marketing can give hospitality brands a competitive edge and build a loyal customer base.**

“We are very pleased with the results of the video campaign. It helped us to communicate our brand identity and values to our potential customers and to increase our online visibility and bookings. We are grateful to Amadeus for its support and expertise in this project.”

**Sandrine Millierat,**  
Social Media & Influence Project  
Manager chez The Originals,  
Human Hotels & Resorts



“This campaign was a great example of how video marketing can enhance the customer journey and drive business outcomes for hospitality brands. We are proud to partner with The Originals Hotels and to provide the tools and insights needed to reach and engage the right audience. We look forward to continuing this collaboration and to creating more innovative and impactful video campaigns in the future.”

**Paloma Lopez,**  
Digital Media Performance  
Strategist, Amadeus



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