



## CASE STUDY : Hilton Grand Vacations

**Challenge:** Hilton Grand Vacations wanted to up level their current luggage tags and provide additional benefits for their VIP customers.

**Solution:** For more or less the same cost as the tags they were currently buying, they could switch to ReturnMe **and** receive the benefit of a lost and found recovery system that their current supplier of luggage tags couldn't offer - all with stunning full color photo finish printing.



**Benefits:** Benefits included full color decoration, full color packaging, and lost and found service.

**Results:** Hilton Grand Vacation members received gorgeous luggage tags with lost and found capabilities, some of which led to members gleefully retrieving lost luggage with ease.

Hilton Grand Vacations is a worldwide entity and fiercely protective of their outstanding reputation and their brand. When they wanted to up level the current luggage tags they were providing to their VIP customers, they investigated ReturnMe's offerings. They quickly discovered that for more or less the same cost as the tags they were currently buying, they could switch to ReturnMe **and** receive the benefit of a lost and found recovery system that their current supplier of luggage tags couldn't offer. They also discovered that ReturnMe's decorating capabilities greatly outclassed the competition with stunning full-colour photo finish printing, at no additional upcharge.

During the prototype period of the order, Hilton Grand Vacations marveled at the quality of the ReturnMe products and found it hard to believe that they would also benefit from the lost and found service. As such, they began with a trial of a few thousand units and tested the market. Reviews and activation rates were so spectacular that they went ahead and ordered 30,000 more units to satisfy the needs of their elite corps of vacationers.

The set they chose to give their customers included two luggage tags in a beautifully custom decorated card (a la Hallmark), and all put together in a poly bag. One of the inherent benefits in selecting this gift was the ease of shipping a flat and lightweight gift, which also helped to minimize freight costs. And what was unique about this promotion was that the gifts were sent to vacationers **before** they left for vacation. In this manner, Hilton was able to see firsthand whether or not the luggage tags would be used and appreciated by their customers. As it turned out, their customers began arriving at their resorts all around the world, with the beautifully decorated luggage tags attached to their luggage. The campaign was a significant win for everyone and provided an additional level of care that was previously unattainable, using the old luggage tag supplier. Talk about adding value! This ultimately led to a reorder, a mere matter of months after the initial order, in addition to another order from a different division within Hilton Grand Vacations - the Elite Member Division.

The beauty of ReturnMe's products is that they work around the globe. If your luggage is lost in Korea, Australia, or South America, for example, then ReturnMe's agents will facilitate the return from anywhere on the planet. How grateful do you think Hilton's customers were knowing that their new luggage tags provided a peace of mind that should their most precious luggage be lost in transit, then ReturnMe would jump to the rescue and help get those bags returned? We'd venture to guess that they were pretty darn grateful given that within the first three months of the campaign, over a dozen lost bags were retrieved and returned, compliments of ReturnMe.

Have a look at some of the testimonials below and at the actual images of the gift. If it's creativity and practicality you're looking for, please contact our Customer Care team so that we can provide you with spec samples and idea decks that will astonish your customers and provide a truly unique experience that will generate long lasting goodwill and appreciation from your customers.

