

Hotel Zero Degrees Case Study



Case Study

Hotel Zero Degrees

Industry

Leisure and Hospitality, Hotels,
Event management

Employees

100 and growing

Locations

Multiple properties across Connecticut

Communications impact:

- Brand strategy
- Targeted Messaging
- Corporate identity
- Sales Collateral and Employee Manual
- Messaging platform
- Corporate website design
- E-Commerce Integration
- Signage
- Search Engine Optimization

Hotel Zero Degrees Revitalizes Brand Platform and Tools to Communicate Unique Propositions and Expand Clients, and Industries with JB Design.

Situation

Hotel Zero Degrees is a rising group of boutique hotels that faced a variety of communications issues affecting its ability to grow and succeed. These included an outdated and difficult to use website and booking system, business-limiting SEO, and inconsistencies across print collateral, ads and online campaigns.

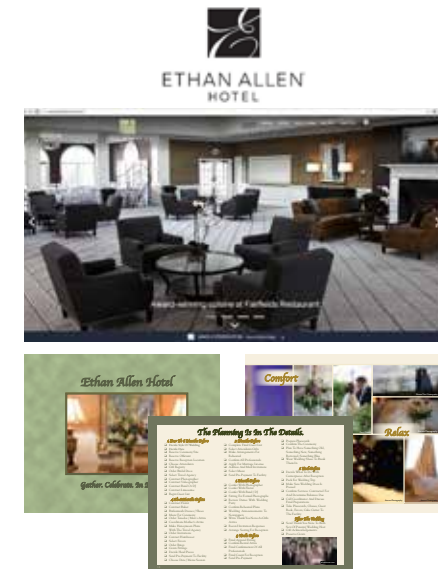
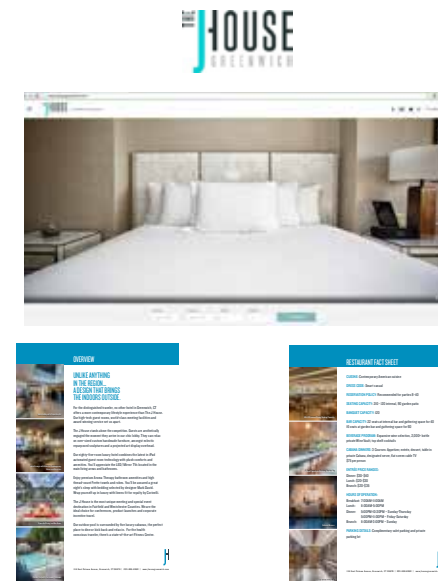
It was clear a brand revitalization was needed to captivate and attract new audiences while highlighting the modern, boutique experience they offer.

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Hotel Zero Degrees

Redefining the Story of Zero
Starting with competitive analysis and customer research, we worked with Hotel Zero Degrees marketing and management teams to refine their brand story and develop targeted messaging to address the needs of their diverse clients.

Competitive Research



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Finding Our Voice

"We have a heart and a soul—we are not a cookie-cutter hotel. Everyone here, at every level, is committed to creating memorable and exceptional experiences."

– Randy Salvatore President, Hotel Zero Degrees Group

Hotel Zero Degrees hotels offers accommodations events

our story | blog | gallery | contact us

a **unique** collection of hotels in the Northeast

Select Hotel 6/10/16 6/12/16 2 Adults, 0 Children, 1 Room Promo Code book now >



Accommodations Count

Enjoy sophisticated style and supreme comfort in one of our 96 spacious guest rooms at Hotel Zero Degrees Norwalk. Our modern, upscale rooms have been designed to work how you live. There are

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0° Hotel Zero Degrees

Taking the Next Step

We further revitalized the brand by creating an updated logo, collateral and sales materials, along with a new employee manual and – all of which united the Hotel Zero Degrees experience across its growing portfolio of properties.

We created new collateral for the hotel to use across its properties. Each hotel location has materials that speaks to its offerings and the unique experience it provides. The system is designed to be modular, so the contents of the enclosure can be mixed and matched depending on needs.



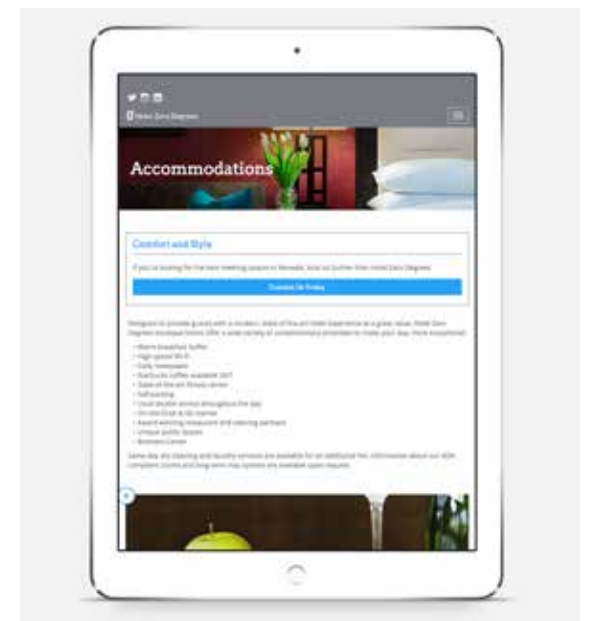
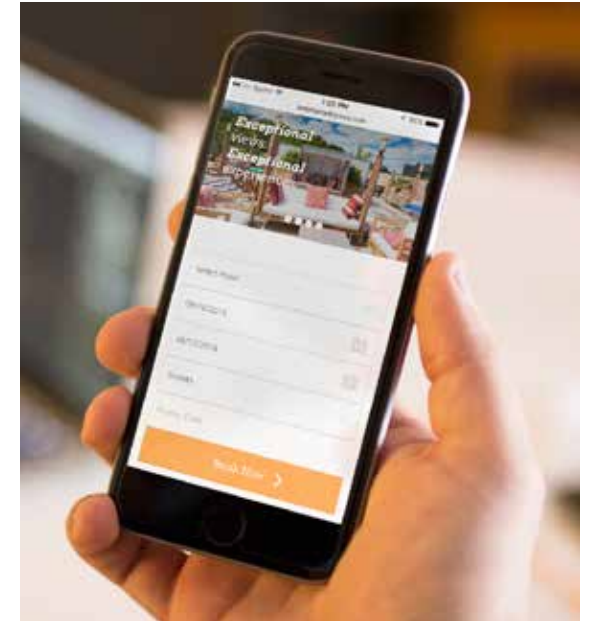
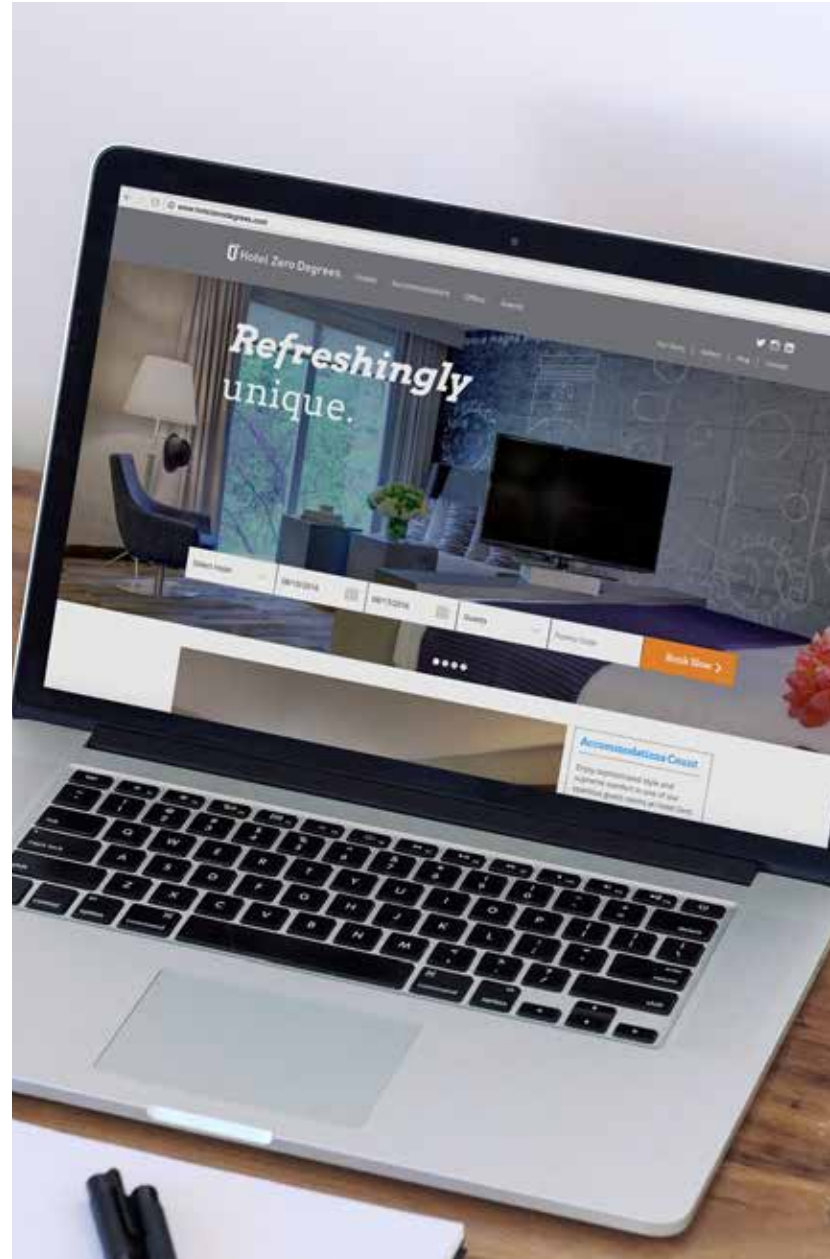
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Making it easier to communicate with us

A big part of the project was the creation of a modern, easy-to-use web site that offered a preview of the Hotel Zero Degrees experience and increased customer engagement.

The information needed to be easy to access and simple to find. Importantly, the new web site became fully responsive across all devices, including mobile technology, which represents clients' preferred media.



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Making it Real

High visibility items such as client shuttle buses and large-scale popups at events were emblazoned with the new identity, leading to a surge of interest and increased presence within the Connecticut communities Hotel Zero Degrees serves.



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Unforgettable Experiences

“JB Design helped us to implement a system this is flexible, yet helps our people deliver the same unique brand experience in all our properties.”

– Stephanie Sambeat Odenath,
Marketing Manager, Hotel Zero
Degrees

As Hotel Zero Degrees prepares to launch its newest property, it has the tools to continue providing exceptionally personalized service, creating unforgettable experiences for its treasured guests everywhere.





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