



Case Study

Client

Hilton has had a long association with F1 and has been a long standing corporate partner of the McLaren Formula 1 team since 2005, a partnership that has been extended until 2021.

The Hilton Racing proposition was defined as the www.HiltonRacing.com website, the fast track to Hilton HHonor Gold status and the extended Hilton Racing member benefits on third party promotional companies' products and services.

Brief:

To undertake a segmentation and profiling project for their Hilton HHonors Racing Membership scheme.

To gain a more detailed understanding of the Hilton Racing Membership scheme. Undertake research into both the makeup and behaviour of existing members to provide the sponsorship team with greater insight into how to improve both the effectiveness of marketing spend and the development of the membership programme.

Outcomes

The project was delivered in 12 weeks and involved the demographic analysis of more than 15,000 UK members to provide a picture of their lifestyles, characteristics and behaviours.

This data was fed into a report which enabled Hilton Racing to develop a segmentation strategy, to more accurately target new members and refine its offer to existing members, with the ultimate aim of improving the ROI of its marketing spend.