An upscale hotel chain catering to business and MICE travellers, Crowne Plaza worked with BBC StoryWorks to create persuasive content around their new positioning, ‘We're all business, mostly’, to travellers in India, Australia and the United Arab Emirates.

Inspired by insight

To demonstrate that Crowne Plaza understands modern travellers and has evolved its hospitality concepts to meet their needs, BBC StoryWorks came up with ‘The New Business Traveller’ theme.

Engaging content appealed to high-achievers seeking to maintain a healthy business/leisure balance.

Multiple engagements

This holistic campaign included:
• Content hub
• Bespoke animated explainer video
• Listicle about avoiding travel burnout
• Business leader interview with Shradha Sharma
• Specific article on redefining business travel
• Set of three city guides with bespoke photography

The bottom line

Audiences embraced the campaign, recording 160,606 video views, 66,370 page views and an average dwell time of over 62 seconds. The Dubai city guide and the explainer video were the top performers. Overall, there were close to 3.4 million total impressions on Facebook and Twitter.