

CASE STUDY: Hotel Room Drops

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A high-end hotel was undergoing a rebranding and wanted to concurrently refresh the scene that greeted guests in to their rooms. Knowing that upon arrival most guests could use a snack to tide them over to their next meal, the hotel sought an exquisite and unique treat that reflected the quality of the hotel's brand.

Working closely with their distributor and Maple Ridge Farms, the hotel selected a custom gift box filled with delectable Dark Chocolate Lemon Creams and featuring their new branding in full color for all guests, while VIP guests were also presented with a charcuterie board they would be able to take home at the end of their stay. The gifts allowed the hotel to enhance their new branding while delighting guests as they settled in.

The response was overwhelmingly positive; guests loved the gourmet options while the hotel created sweet connections with their new branding.



Challenge:

A high-end hotel wanted to bring their new branding into a room drop to greet guests upon their arrival.

Solution:

The hotel selected two delectable food gifts: one for all guests and another for VIP guests.

Result:

Guests appreciated the thoughtful gesture, and the hotel was able to enhance its new branding.