



OTRUM Marketing Module

User Guide

July 2012

OTRUM Product Management

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1. Overview

The OTRUM Marketing Module is a web based tool shaping guest communication for OTRUM customers. Via the OTRUM web portal your chain, hotels, or partners can build Marketing Events based on the profiles of the checked-in guests in all connected hotels. Communication can be tailored to brands, countries, regions, properties and even specific floors and rooms within a property.

The Marketing Events created and planned in the Marketing Module are applied to the Menu pages within the Interactive solution.

The most sophisticated communication tool is the Broadcast Banner which animate onto the screen during TV viewing (never during movies).

2. Access Levels & Account Rights

Access Levels

Access Levels refers to the level within a chain a user has access, such as the chain level , brand level, country level, or individual hotel level. By controlling login keys, and setting unique usernames and passwords for hotel personnel, chains and individual hotels can control Access Levels.

Account Rights

OTRUM has defined four different types of Account Rights: Marketing User, Marketing Publisher, Statistics User (N/A in OTRUM Enterprise), and Administrator.

Marketing Users typically set the details of Marketing Events, within the workflow they will be able to reach the stage 'Set for Approval'. Marketing User is not able to publish information to screens.

Marketing Publishers are responsible for approving and publishing Marketing Events. This may be on an individual hotel level, or within an entire chain.

Administrators have the functionality afforded the three other Account Rights types, and in addition, can create new Accounts for individuals assigning them with Account Rights including Administrator Account Rights.

An individual may have multiple Account Rights, such as Marketing User and Marketing Publisher, enabling the creation, approval, and publication of Marketing Events.

3. Marketing Events

The OTRUM Marketing Module offers two types of Marketing Events – ‘Campaigns’ and ‘Broadcast Banners’. Both types of Marketing Events are fully customizable.

Campaigns



Broadcast Banners

Broadcast Banners animate on top of live TV content, appearing in defined areas of the TV screen.

A guest may press the red button on the remote control to remove a specific banner from being shown in the future. These settings are cleared when the guest checks out of their hotel room.

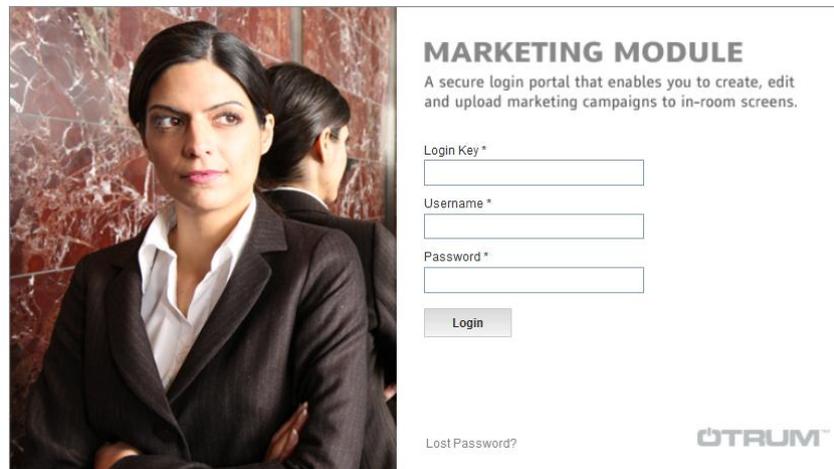
A guest may be prompted by the message in the Broadcast Banner to press the green button on the remote control. Doing so will store the date, time, and room number of the guest for follow-up by hotel staff.



4. Login to OTRUM Marketing Module

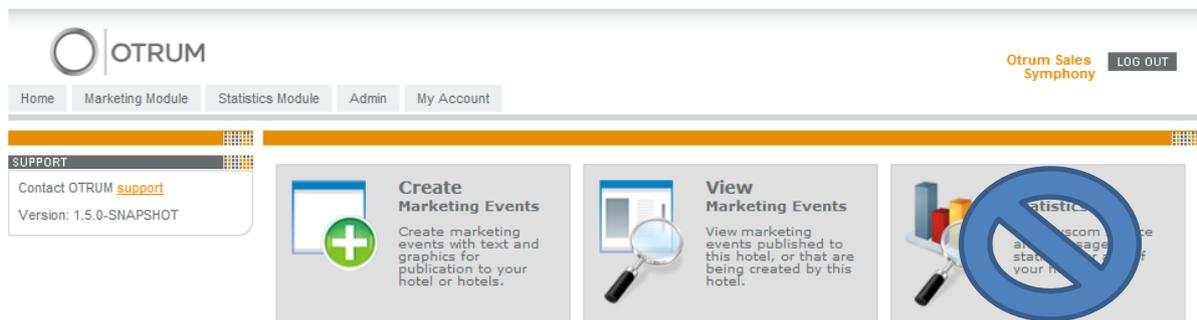
1. Go to the URL: <https://portal.evolution.otrum.net>. You will come to the Login screen below.

Login screen



2. Enter your login key, username, and password in the Login screen. You will then be brought to the homepage.

Homepage



3. On the Homepage, click on the Create Marketing Events button.
4. The orange text bubbles on the following page give step-by-step instructions on how to create a new Marketing Event.

In addition, a YouTube clip is available with an overview of the process:
<http://youtu.be/yq0jlpzsCel?hd=1>

Select between a Continuous rotation throughout the time period, or only Named days of the week. Specify the Named days.

Target options for OTRUM Enterprise based on Business Intelligence

Click Save to continue later, Delete to remove altogether, or Cancel to remove any changes currently made.

Schedule

Start Date: 28.12.2011 End Date: 28.12.2011

Continuous
 Named days

Monday Tuesday Wednesday Thursday Friday Saturday Sunday

24 hours a day
 Time limited

Start Time: 00:00 (hh:mm) End Time: 23:59 (hh:mm)

Target options for Enterprise

Occupancy: Any High Medium Low

Editing Controls

Save Delete Cancel

Workflow

Set as Draft Set for Approval Set as Approved Set as Published

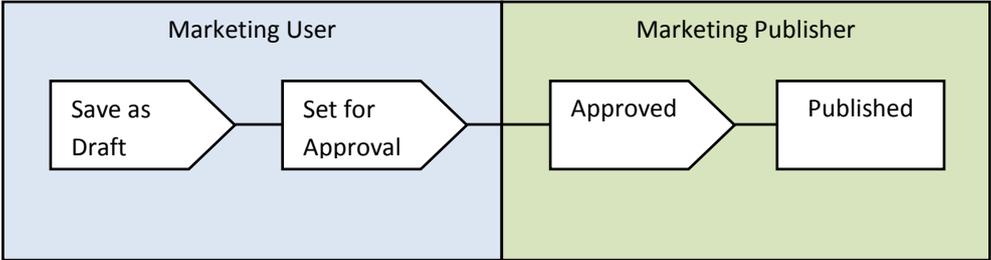
Enter Start Date and End Date, using the calendar function or by overwriting the date field text.

Select a 24 hour rotation throughout the time period, or a Time limited window. Enter Start Time and End Time by overwriting the time field

Clicking Set for Approval will send the Marketing Event to the Marketing Publisher.

6. Marketing Event Workflow

Depending on your Account Rights and your stage of the workflow process, you will be presented with different options within the workflow section. You will have the option to move one stage forward in the workflow process, as well as one stage backward or back to draft status.



7. View and Edit Existing Marketing Events



At anytime you can select 'View Marketing Events' from the left side menu. You can also select 'View Marketing Events' from the Homepage.

Marketing Events
Select the Marketing Event you want to view or change, or create a new event from the menu.

Created	Schedule	Name	Page Category	Owner Department	From	To	Language
2012.05.21	Finished	demo	Broadcast Banner (...)	Symphony	2012.05.21	2012.05.21	All languages
2012.04.23	Running	Club Carlson	Main Menu	Symphony	2012.04.23	2013.04.23	All languages
2012.04.17	Draft	Banner - Free Internet	Broadcast Banner (...)	Symphony	2012.04.17	2013.04.17	All languages
2012.01.17	Finished	Wake Up Carlson LP	Wakeup	Symphony	2012.01.17	2012.01.17	All languages
2012.01.17	Pending	Carlson Loyalty BB	Broadcast Banner (...)	Symphony	2012.01.17	2013.01.25	All languages
2012.01.10	Draft	Promote Loyalty	Broadcast Banner (...)	Symphony	2012.01.10	2012.12.31	English
2011.10.18	Draft	Swimming Pool is opene...	Welcome	Symphony	2011.10.18	2011.10.18	English
2011.08.25	Finished	New Tower Banner (W...	Broadcast Banner (...)	Symphony	2011.08.25	2011.08.25	German
2011.06.08	Finished	Everyday Cocktail	Welcome	Symphony	2011.06.08	2011.12.31	English
2011.01.24	Finished	Sample for Academy	Broadcast Banner (...)	Symphony	2011.01.31	2011.02.04	English
2010.03.05	Finished	Symphony_Benefits	Broadcast Banner (...)	Symphony	2010.03.05	2010.06.30	English
2010.02.25	Finished	Nai-HAR-EN-Demo	Broadcast Banner (...)	Symphony	2010.02.25	2010.02.25	English
2010.02.25	Appro...	SYM_Testing	Broadcast Banner (...)	Symphony	2010.02.25	2010.02.25	English

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Adding a New Property to a Chain

When a new property within a chain is installed with the OTRUM Marketing Module it will be connected to OTRUM's central server, at which point it will become visible in the list of properties within the chain's web portal.

It is likely that several of the already existing Marketing Events run by a chain will be applicable to the newly added property. Rather than recreate a Marketing Event for the newly added property, it is recommended that the already existing Marketing Event be edited to include the newly added property. Doing so will make it easier to track, extend, and edit Marketing Events across all relevant properties.

8. View Accepted Marketing Events

When a guest views a Campaign or Broadcast Banner, they have the opportunity to log their interest by pressing the green button. The date, time, and room number is logged within the OTRUM Marketing Module and can be accessed for further follow-up.



At any time you can select 'View Accepted Marketing Events' from the left side menu.

Accepted Marketing Events

Below is a record of all the Marketing Events selected by guests.

Title	Room Number	Time
<i>A list of all Accepted Marketing Events will appear here.</i>		

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9. Marketing Event Variables

Several variables should be considered when creating a Marketing Event.

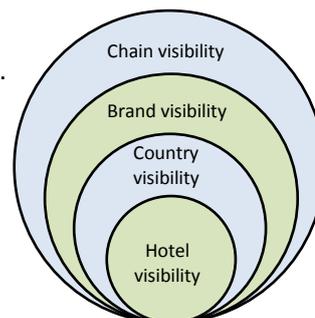
Initiation Level

Initiation Level is the level from which a Marketing Event is run. Depending on the configuration of a chain, the initiation level may be at the chain level, the brand level, the country level, or the individual hotel level.

From any level, Marketing Events can be run on lower levels. For example, if logged in at the Chain level, a user can run Marketing Events on the Chain, Brand, Country, and Hotel levels. If logged in at the Brand level, a user can run Marketing Events on the Brand, Country, and Hotel levels, but not on the Chain level. If logged in at the individual Hotel level, a user can only run Marketing Events on that specific hotel.

Marketing Events initiated at higher levels will be visible in italics when logging in at a lower level. For example, if a user logs in at a brand level, all Marketing Events running at the Chain level for that brand will be visible in italics. Conversely, Marketing Events running at lower levels will not be visible to a user logged in at a higher level.

The result is corporate chain level visibility and control is reduced once access has been granted to hotel personnel.



Distribution

Distribution refers to where within a chain a Marketing Event is run. A Marketing Event can be run throughout an entire chain, a specific hotel, or any subset in between. An internal hotel promotion or advertising deal may be valid cross brand but only within certain cities. In such a case the distribution would be for only a select number of handpicked properties.

Each individual hotel has two designations: the hotel 'Dept' and the hotel as a stand-alone selection. The Dept level allows a Marketing Event to be initiated from anywhere via the web portal.

The hotel as a stand-alone selection requires the Marketing Event to be run from within the hotels firewall which usually requires the Marketing Event to be run from the hotel's server.

Individual rooms (such as Room 100, Room 101, etc.) are only available for selection within the Screen Groups box when logged in within a hotel's firewall.

Refer to the Screen Groups section for more information.

Marketing Event Type

Marketing Events are either Campaigns or Broadcast Banners. Campaigns can be run on the Menu pages while Broadcast Banners run during regular television broadcast.

Campaigns
run on the
Menu pages



Broadcast
Banners run
during regular
TV broadcast.



Language Distribution

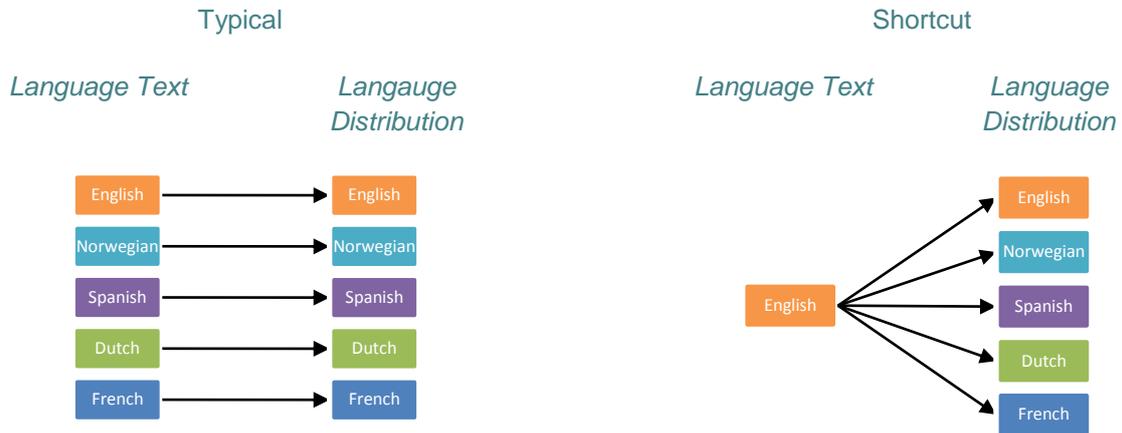
Language Distribution refers to the language any given Marketing Event is targeted towards. The OTRUM Marketing Module support twelve languages today (Danish, Dutch, English, Finnish, French, German, Icelandic, Italian, Norwegian, Portuguese, Spanish, and Swedish).

A single piece of creative may also be targeted at "All Languages"

Language Text

Language Text refers to the language used in the creative material itself. This is relevant because several versions of the same Marketing Event may need to be created in various languages to target the Language Distribution.

To save time, some chains may opt to use English Language Text only regardless of the Language Distribution with the assumption that most guests can read English.



Loyalty Programs

Loyalty Program tiers and other Target Profile parameters only apply if OTRUM has been given access to and allowed to interface with a chain's PMS system containing profile data. Selecting ALL for both Loyalty Programs and Target Profiles ensures Marketing Events are distributed across all designations.

Screen Groups

Screen Groups in the OTRUM Marketing Module correlate to room groups in a hotel. A chain must provide a list of screen groups which are then mapped to specific hotel rooms upon each hotel's installation.

Screen Groups are types of rooms and floor levels. All Screen Groups may be targeted at once.

One challenge is that hotels sometimes change which rooms (screen groups) belong to which categories based on variables like season and guest demand. Another challenge is that sometimes an individual hotel categorizes its rooms differently than the corporate office.

When this happens, Marketing Events targeted at the chain level to specific screen groups will never reach their intended destination. The example below illustrates how, if improperly mapped, Marketing Events can miss entire room groups.



10. Developing Creative Material

Creating a Template in PowerPoint

1. Open PowerPoint
2. Go to Design tab
3. Click on Page Setup. A pop-up Page Setup screen will appear.
4. See the 'Slides sized for' pull-down menu. Select 'Custom' from the pull-down list.
5. For Broadcast Banners specify a Width of 33,87 centimeters a Height of 4,77 centimeters
6. For Menu artwork specify a Width of 6,88 centimeters and a Height of 6,62 centimeters
7. The customized PowerPoint slide serves as a template which can then be saved with the correct pixel resolution (see below)

Creating a Marketing Event in PowerPoint

1. Open the PowerPoint template.
2. Several creative pieces can be generated quickly by duplicating the template.
3. Type text and add images to finish the Broadcast Banner or Campaign.
4. All creative material must be in PNG format. Click 'Save As'. Type a File name. In the 'Save as type:' pull-down, select 'PNG Portable Network Graphics Format.'
5. A dialog box will open asking: Do you want to export every slide in the presentation or only the current slide?
6. Click 'Every Slide' and each slide will be saved as a separate file, converted to the correct PNG format, and placed in a separate folder on your computer.
7. The separate PNG files are the creative material and are ready to be used.

Image Type

Design Size

Main Menu

260 x 250 pixels

Broadcast Banner:

1280 x 180 pixels

For example:

