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Young Lions
Submission
YM-105-009

PEDIATRIC CANCER

#1 Cause Of Death by Disease in

Children in the US ...yet most current treatments were developed
before 1990

JOB TO BE DONE

Raise Awareness of CureSearch and onboard corporate partners to meet the goal of generating \$2M in new revenue for CureSearch over the next 18 months.

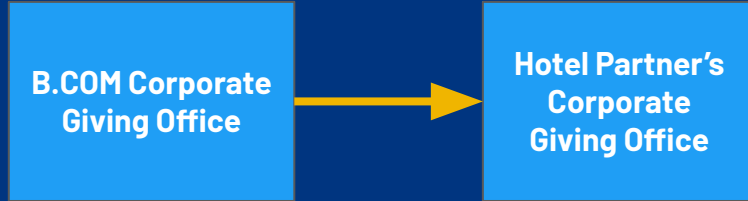
THE CHALLENGES

**Immediate
Funding Need**

**Reliance On Long
Term Corporate
Partnerships**

INSIGHT= TARGET

Traditional Process



Barriers

Overload of Partner Proposals

Difficulty Differentiating between Charities

Layers of stakeholder approval

C-Level Preferred Charities

TARGET

Acquisition Managers at Hotels

STRATEGY

Hack hotel demand
channels and internal
communications to fuel
immediate funding and
inspire long term
partnership

CAMPAIGN

Book for a **Cure**

Book for a Cure

A turn-key solution to **automate corporate giving** for Hotels by leveraging Booking.com's platform as an intermediary, generating **immediate funding** for CureSearch

Hotel Partners (via Acquisition Managers) can easily opt in to donate a small portion of the revenue from bookings made on Booking.com to CureSearch in exchange for:

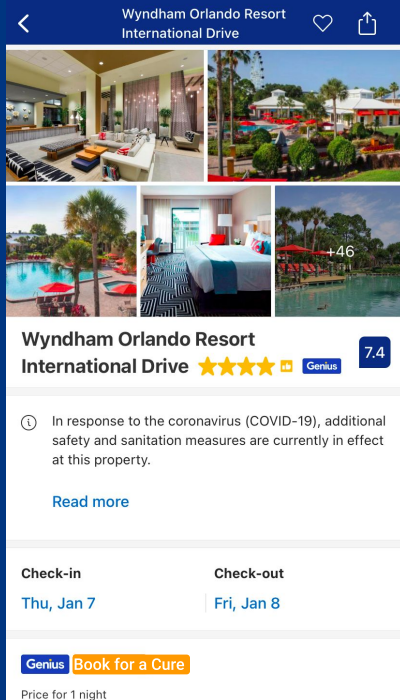
- **Custom badging on listings**
- **Priority placement in search results**
- **The benefits of Booking.com's consumer-facing marketing campaign**

Studies show that **80% of US consumers** would switch brands to one that supports a cause*, increasing the chance that a user will convert on a Book for a Cure listing, leading to an overall increase in revenue for Hotel Partners

HOW IT WORKS

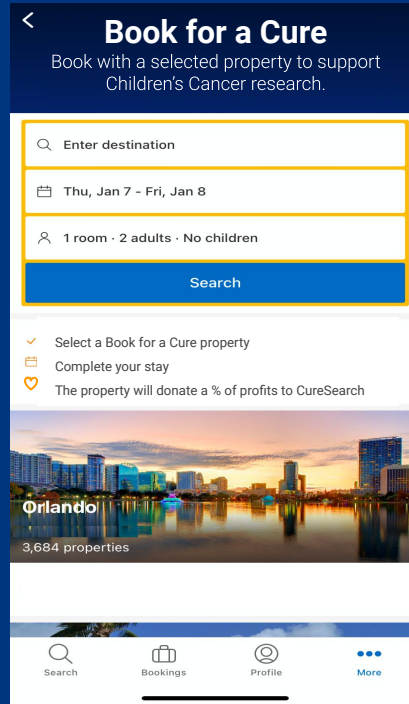
1

Partner opts in to the program and listings receive a “Book for a Cure” badge and priority placement on site and app



2

User books a stay at a “Book for a Cure” accomodation



3

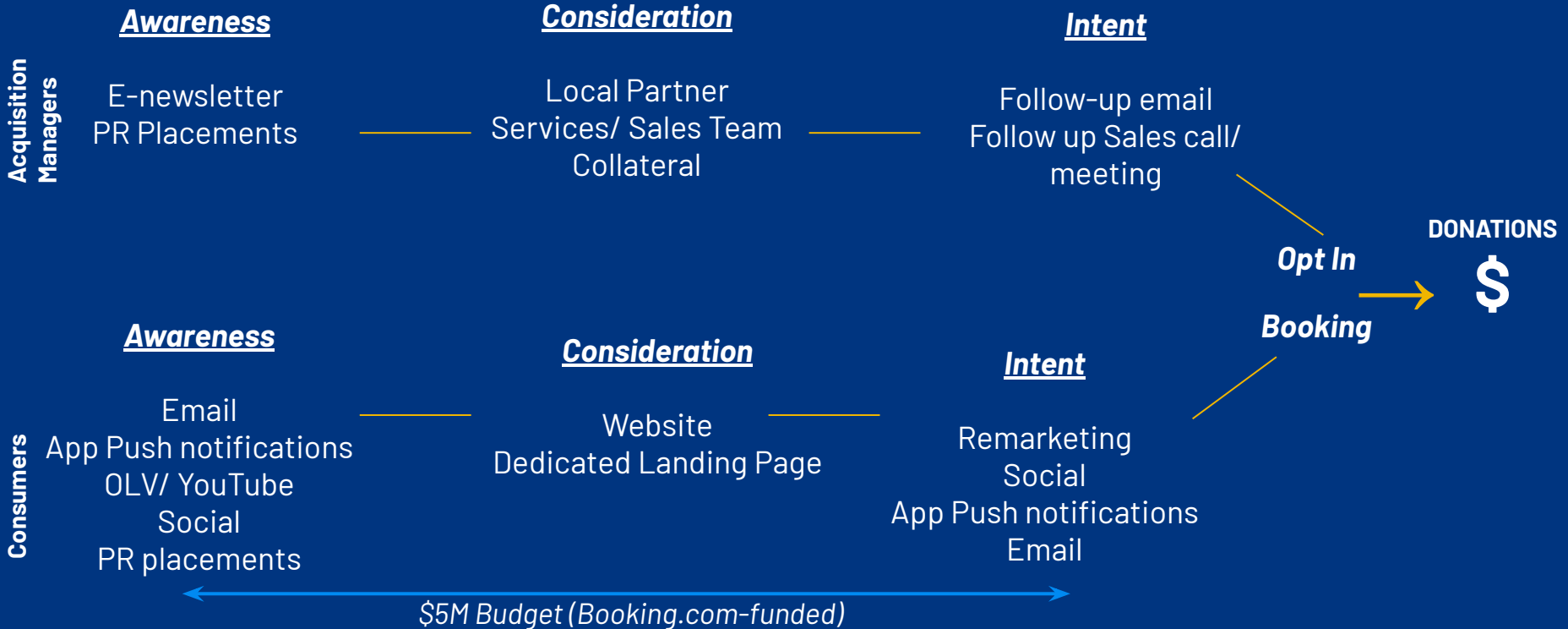
For every stayed booking, Booking.com collects **1% additional commission** from the Hotel to be donated to CureSearch

ROLE OF CHANNELS & KEY MESSAGES

LEAD TASK	CHANNEL	ROLE
PARTNERS: ADOPTION Shine a light on the urgent needs of CureSearch and show the power of philanthropy to drive demand	Partner Newsletter <i>Email</i>	Drive Awareness and educate partners on CureSearch's mission and "Book for a Cure" solution
	PR <i>Press Release/ Media Placement</i>	Drive Awareness of the CureSearch Mission & 'Book for a Cure' Program to fuel booking and encourage partner adoption
	Local Partner Services Collateral <i>Sales Materials</i>	Convert awareness to sign ups for 'Book for a Cure' Program by demonstrating business impact with clear CTA
CONSUMER: DEMAND Educate on the subject to raise awareness and encourage consumers to book properties participating in the partnership	Email	Educate current users about CureSearch's mission and 'Book for a Cure' program
	Website	Highlight 'Book for a cure program' partner hotels and drive bookings
	App	Drive Awareness of the program and stress urgency to app users through push notifications to drive bookings
	OLV/ Youtube :15	Educate Potential Travelers of CureSearch's mission and encourage them to learn more about "Book for a Cure"
	Social	Drive consideration and conversion of "Book for a Cure" properties

COMMUNICATIONS FLOW

Awareness → Partnership & Conversion → Donation



HOW IT ADDS UP

We estimate that we can reach the goal of raising \$2M in 18 months by reaching at minimum 10% of our most-booked Hotel inventory opted-in to the program

Projected Gross bookings over 18 months	50,000,000
Opted-in bookings (10%)	5,000,000
Bookings after cancellation (60%)	3,000,000
Net Average Total Transaction Value	\$75
Partner Revenue (Avg. TTV x bookings)	\$225,000,000
1% increase in commission to fund donation	\$2,250,000

- ▶ Expected bookings within the 18 month period
- ▶ Minimum opted-in bookings
- ▶ Opted-in Stayed bookings
- ▶ Avg. TTV per booking before Booking.com commission
- ▶ Expected revenue generated for Hotel Partners
- ▶ Donations generated for CureSearch based on +1% increase in Booking.com commission

**Estimates for presentation purposes only; unable to share Booking.com proprietary data*

MEASURING SUCCESS

Metric	Definition
Opt-in Rate <i>To track success of direct marketing efforts</i>	Properties opted in / Eligible Properties
Total Donations Raised <i>To track progress to \$2M minimum goal</i>	1% * Hotel revenue (pre-commission) of all Bookings with opted-in listings
Bookings Uplift (on "Book the Cure" listings) <i>To prove results to opted-in partners for retention and drive additional opt-ins</i>	Increase in share of total bookings made with "Book the Cure" opted-in properties compared to pre-campaign

Hotel Acquisition Managers will be provided with ongoing **progress reports** as well as a **case study** following 18 months to maintain engagement and provide opportunity for internal communication that can result in long term partnership independent of Booking.com