

# Fallon case study essay sample

[Sport & Tourism, Hotel](#)



1. Fallon Worldwide stresses its creativity as shown by the comments from the Fallon people in the case. (a. ) In what ways do the Citi and Holiday Inn Express campaigns reflect their creativity? (b.) What are the sources of the ideas in two campaigns?

A. Fallon worldwide showed their creativity by creating a funny and engaging campaign which makes a genuine human connection with the audience to be able to invite and attract consumers to participate in their message.

B. In Citibank, the sources of ideas in their campaign came from the problem of their company itself and the data they have gathered from the qualitative and quantitative research that have they conducted. In Holiday Inn Express, the sources of ideas in their campaign also came from the problem of their company itself and from the Fallon's first step of identifying the target market of Holiday Inn Express in order to formulate a solution and idea for the type of campaign that they will be doing. Fallon also conducted an extensive research to understand the psychological profile of users of that type of hotel and the motivation from their lodging choices.

2. In the Citi and Holiday Inn Express campaigns what were (a.) the target markets and (b.) each brand's positioning?

A. In Citibank, their target market are the "balance seekers" consumers. In the Holiday Inn Express, their target market are the "road warriors" which focuses on a specific group of travelers who seldom made reservation, in that case it was the males 25-54 years old that tend to travel by car when doing business.

B. The Citi campaign utilized billboards and wall advertising, bus shelter kiosks, magazines and television as part of their Brand Positioning. On the other hand, Holiday Inn Express uses television advertisement which is ran only on cable network such as CNN, ESPN and Fox Sports.

3. Compare the media used for the Citi and the Holiday Inn Express campaigns. (a.) Why were these media chosen? (b.) Do you expect the use of these media to change in the future?

A. On the part of Holiday Inn express, they only use television advertisement for the sake of creating a campaign with a great impact yet limited budget. The Citi uses billboards and wall advertising, bus shelter kiosks, magazines and television in order to reach their target market easily and effectively. B. Yes, Because as time passed by better forms of medias may come in as a result of an ever changing environment that surrounds us particularly in the field of technology.

4. How might Fallon and its clients measure the success of (a) the Citi and (b) the Holiday Inn Express campaigns.

A. As Fallon used brand-tracking to chart the degree of differentiation of the City brand. Overtime, the differentiation climbed as more and more people perceived City as different from other banks yet relevant in their lives sales results were also positive card acquisition and card usage increased dramatically.

B. The result of the campaign has been very successful and very positive as the number of visitors, sales, and operating profits have increased . As a

proof of the said success, Holiday Inn Express now has 1, 583 hotels and is the fastest growing hotel brand in the United States, adding two new hotels each week.

#### SUMMARY:

This study focuses on how Fallon Worldwide, an advertising business, reflect their creativity in making award-winning campaigns such as the campaigns for these two companies namely: Citibank and Holiday Inn Express Hotels. The case implicates that two companies were in need of help from an advertising company in order to get ahead with their competitor and to invite more customers.

Fallon Worldwide, as a creativity company as commented by them, show how it is possible to attract customers by simply being “quirky”, developing campaigns that people haven’t seen yet and by using different kinds of media. To conclude this summary, Fallon worldwide emphasizes the need to build a culture of creativity and how it can help make a genuine connection to almost everyone, inside or outside of any organization.

In relation to what we have studied about Marketing Mix, Fallon Worldwide, as an advertising company, is inclusive of promotion, which is one of the 4P’s of Marketing. Fallon Worldwide acted as the means of Holiday Inn Express and Citibank in promoting their brands. They contribute largely in the success of the two companies. This study shows/portrays how promotion is really important in the field of Marketing.