

GETTYS › PML PROGRAM

Brand Development Process › Naming

Version 2 - Sept 12 2011

Background Situation Overview

Good Hilton brand/franchisee relationship.

Hilton wants all Hampton Inn locations to be 'on board' by end of 2012 and update to the new 'perfect mix' lobby by end of 2013.

Properties that have not updated to the new lobby by 12-2013 will risk losing their franchise.

Hilton requires approval of all proposed design before any hotel can execute changes to a property.

Once Gettys has proven themselves with several completed PML's, Hilton will consider pre-approval for all further Gettys designed PML projects, which means a faster process for the hotel.

80% of Hampton Inns have a similar footprint / other 20% unique.

Project (Lobby Design) Objective: to enhance guest experience by understanding how guests can potentially use the space.

The appropriate design/manufacturing solution appears to be 'Controlled customization.'

There are approximately 1200-1300 Hampton Inn lobbies that still need renovation by the target date.

Strategic Positioning

Brand Values / Target Audience

BRAND VALUES

Clear Vision
Focused Approach
Optimized Process
Unified Resources
Expert Knowledge
Efficient Performance
Guaranteed Results

TARGET AUDIENCE

Short-Term:
Endorsed by the Hampton Brand Team.

Long-Term:
Decision-makers in charge of their hotel's design/
manufacture/install needs:

Owner's Group / Franchisees
Hotel/Motel Management Company
General Manager

Brand Values

Brand Attributes Explorations

BRAND ATTRIBUTES

FOCUSED
EXPERT
INTEGRATED
INFORMED
STREAMLINED
PROVEN
TURNKEY
EFFECTIVE
TARGETED
TWO FOLD APPROACH
VISIONARY
SINGLE SOURCE
SINGLE POINT OF CONTACT
COOPERATIVE
SIMPLE
CLEAR
SCALABLE
SINGULAR
TAILORED
CONCISE
ACCELERATED
TRUSTED

BRAND THEMES

MOVEMENT

STREAMLINED, EFFICIENT, EFFECTIVE, SCALABLE

UNITY/SIMPLICITY

UNIFIED, SIMPLIFIED, EFFECTIVE, ONE POINT OF CONTACT

GUARANTEED

GUARANTEED, TURNKEY, EFFECTIVE , QUALITY ASSURANCE

Brand Themes

Brand Themes Explorations

MOVEMENT

ASCEND
ELEVATE
PLAID
CYCLE
GRAVITY
LIFT
PULSE
CONNECT
KINETIC
SCALE
VIBE
FIRST
EXCEL
SPARK
PROPEL
RADIANT

UNITY/SIMPLICITY

FIRST
CENTER
ONE
InONE
Point 1
First Point
On Point
G1
SQUARED
CLEAR
POINT
GET
AXIS
VITAL
COMPASS
SINGULAR

GUARANTEED

CLEAR
EXPERT
AFFIRM
100%
PACT
FIRST
BOLD
ASSURE
G.E.T.
DONE
VERIFIED
SOLID
COMPLETE
PROOF
PROVEN
COMMIT

Brand Name Brand Name Recommendation

ONE

To better serve clients, Gettys has created a customized resource that can deliver comprehensive project implementation quickly and cost effectively. It is a unique and unified multidisciplinary approach that offers clients one point of contact, one contract, one source, and one singular solution.

Hence our brand name recommendation: **ONE**.

Brand Name Brand Name Construct

GETTYS ONE

The Proposed Structure

ONE

by Gettys

Possible Structure Scenario for Present Use

G1

Possible Structure Scenario for Future Use

Naming Evaluation

Evaluation Criteria

Meaning

How relevant the name is to the positioning of the product or company being named, the service offered, or to the industry served. Does it communicate the essence of the brand?

Visual Quality

How the name looks as a visual signifier. How well does it support the desired image of the company or product.

Sound

Not only how a name sounds, but how easily it is spoken by potential customer. Word of mouth is a big part of the marketing of a company, product or service with a great name.

Distinctiveness

Is it unique, as well as easy to remember, pronounce and spell?
How well is it differentiated from the competition?

Depth

Layers of meanings and associations. Names with great depth don't reveal all they have to offer all at once, but keep surprising you with new ideas.

Flexibility / Modularity

Is it sustainable with a company's future growth? Does it enable a company to build brand extensions with ease?

Energy

How vital and full of life is the name? Does it have buzz? Can it carry an ad campaign on its shoulders? Is it a force to be reckoned with? These are all aspects of a name's energy level.

Support Materials

Taglines / Statements / Talking Points

Descriptive Taglines

The only customized resource that can deliver comprehensive project implementation solutions cost effectively and faster than other suppliers.

Through a unique multidisciplinary approach, we deliver: custom interior design, procurement, logistics, onsite coordination, construction and installation.

A streamlined and guaranteed process for comprehensive project implementation, designed by getty one and executed by idX.

Supporting Statements

ONE

Contract
Point of contact
Source
Company
Solution

A bold, visionary way of thinking about comprehensive project implementation solutions

Achieve the results you need quickly with our singular, comprehensive approach

Top-quality work, on-time and on-budget

Fully customized project solutions delivered quickly

Fully integrated design and implementation solutions

Combined project implementation services

Unified project implementation resources

Efficiently providing quality work you can trust
We connect the dots so you don't have to

Project implementation and quality assurance you can trust

Focused resources to help you accomplish your design goals

Talking Points

(to be used informally during one-one-one conversations)

- Fully guaranteed
- You will be amazed at the results we provide
- A one-stop shop with one point of contact
- Delightful results
- Refreshing results
- Committed to on-time results
- You can count on us

Thank You