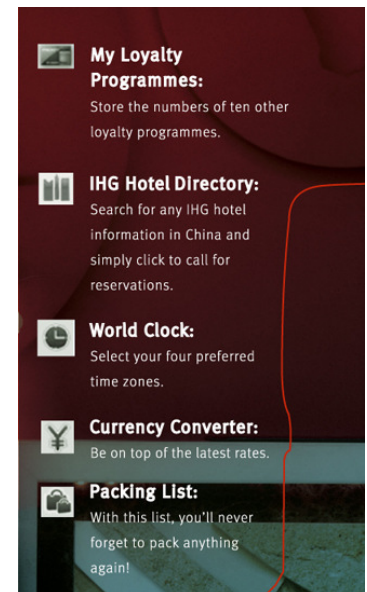


Chinese whispers^o DDB China Group

Smooth travelling at your thumb tip: Priority Club Travel Assistant



Ever wish that travelling was a little more convenient? Picture this: currency exchange rates, world clock, your loyalty program information all at your finger—or your thumb tip. No more fumbling around trying to find loyalty card numbers—everything is centralized in just one place—your mobile phone!

The Challenge

With more than 1 million Priority Club members in China we wanted to find a way of making their busy travelling lives easier and less complicated than they already are! In many cases they don't carry around their Priority Club Rewards Card or other loyalty program cards. But since all members have mobile phones it was logical to try and connect the two.

The Idea and Execution

DDB built a simple and user friendly mobile widget. Mobile widgets are especially popular in China. We worked out what tools a business man or women needs most and provided these in the widget: a currency converter, a world clock, a directory of all IHG hotels in China and of course details of his or her Priority Club Rewards membership details.

The widget also allows to list up to 10 other loyalty program information. So now when checking into any of the 100 IHG hotels in China, guests can simply check their phone to make sure their stay is collecting points. Fancy trying it out? Download it from the [wapsite](#) straight to your mobile phone or visit www.youyuehui.com.cn to download it via your PC.

The Results

I'm a fan! It definitely makes a huge difference to have all that information consolidated at my thumb-tip when I'm on the road!

The update from members has been fantastic, in just 2 months we have over 3000 widget downloads. The response has been excellent!

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