

Koko Global Hospitality



Our services

Koko Global Hospitality
140/22 ITF Tower, 12th floor, Silom Rd., Suriyawong, Bangrak, Bangkok 10500
development@kokoglobalhospitality.com

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Brand Strategy

3,200 AUD/month

1



Customer Analysis

- Trends
- Segmentation
- Value for target

2



Brand Positioning

- Competitor analysis
- Point of difference & opportunity

3



Brand Concept

- Concept for each facilities

4



Naming

Hotel Brand Identity Design

3,600 AUD/month



Logo



Pattern



Color palette



Typography



Material board



Music Guideline



Social media Ads template guideline

Collateral Design

12,000 AUD/month

Stationery

- Business card (1 name)
- Letterheads and envelopes
 - A4 form
 - Notepad
- Keycard set
- Luggage tag

In-Room Collaterals

- Bathroom amenity
 - Towel set
- Drinking water bottle
 - Umbrella
 - Slipper
- Hair dryer bag
- Environmental-friendly card
 - Bathrobe
 - Pool bag
- Hotel directory leaflet
 - Door hanger
- Room service menu (1 page)
 - Welcome card

Staff Uniforms

- Reception (Woman/Man) (Visual)
- Bellboy (Man) (Visual)
- Housekeeping staff (Woman/Man) (Visual)

Vehicle Livery

- Hotel car
- Hotel club car

Signage Visualize

- Reception signage
- Floor signage
- Room number (1 number set)
 - Lift signage
 - WC signage
 - F&B signage
- Swimming pool signage
- Fire escape planning (50-100 rooms)

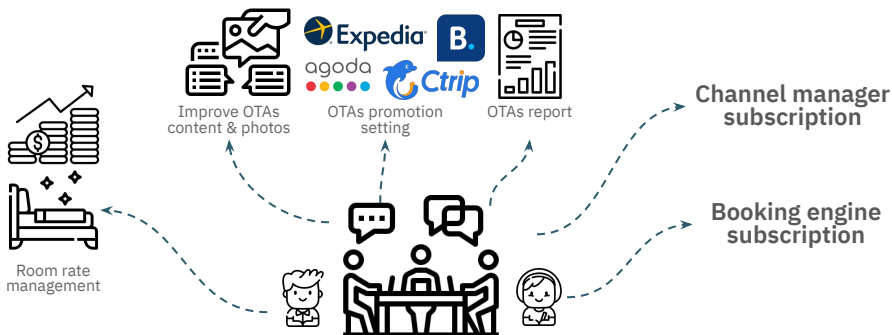
The lists above could be adjusted depending on client's requirements

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Online Sales Execution

4,000 AUD/month

Weekly online meeting | Phone call, LINE & email support on weekday | Conducting online sales



Weekly online meeting with hotel owner
to **conduct and advise** for hotel's **sales strategy**



We work as
your Sales & Marketing team
(Minimum contract term: 1 year)

OTAs

- Continuous revenue management including rate changes with analysis of competitor set ✓
- Improvement of OTAs contents and photos ✓
- Communication with OTAs Market Manager to realize a higher performance in OTAs ✓
- Promotion setting on OTAs to improve visibility ✓
- Weekly reporting of revenue and hotel pickup ✓

Channel Manager

- Channel Manager subscription software fee ✓

Booking Engine

- Booking Engine subscription software fee ✓

Content & Ad Management

Starts from **1,200** AUD/month

	 1,200 AUD/month	 1,400 AUD/month	   2,000 AUD/month
Online meeting	✓ Monthly (1 time/month)	✓ Monthly (1 time/month)	✓ Monthly (1 time/month)
Phone call & LINE support	✓ Weekday only	✓ Weekday only	✓ Weekday only
Minimum contract term	✓ 4 months	✓ 4 months	✓ 6 months
Content plan	✓ 1 time/month	✓ 1 time/month	✓ 1 time/month
Creative album post on Facebook	✓ 1 album post/month	✗	✓ 2 album posts/month
Single photo post	✓ 15 posts/month	✓ 15 posts/month	✓ 15 posts/month (same content on Instagram and facebook with key visual size 1:1)
Key visual design for single post *	✓ Key visual can be designed with different size for each type of facebook post	✓ size 1:1	✓ size 1:1
Instagram visual guide **	✗	✓ 1 time	✓ 1 time
Advertisement execution ***	✗	✗	✓

* - There are 2 revisions/month for key visual
 - Additional revision fee is +AUD 80/revision
 - Additional charge for converting key visual to be gif file is +AUD 80/post and to be mp4 file is +AUD 60/post
 - Raw materials to create key visual will be provided by client

** - Additional fee +AUD 80 for competitor's brand visual research (Maximum 4 brands)

*** - Additional fee +AUD 800 for for Japanese ads design
 - Service fee of each package is excluded media cost (advertising budget will be provided by client)
 - Advertisement report will be provided for the hotel who spend with minimum media cost AUD 1,200/month

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