

MARKETING  
TOOLKIT





### INTRODUCTION

The Haute Grandeur Global Spa Awards™ recognises exceptional contributions by outstanding spas and is the highest achievement for the luxury spa industry, honouring only the best of the best. The value of a Haute Grandeur Global Spa Award is powerful in terms of its ability to boost marketing and promises to have a direct impact on guest perception and revenue.

### OVERVIEW

Being shortlisted for a Haute Grandeur Global Spa Award provides a spa with an ideal marketing opportunity. The Marketing Toolkit for members, provides information on the items that may be utilised to effectively publicise the property's achievements and encourages the industry to participate in the annual rating poll.

### MARKETING TOOLKIT FOR SHORTLISTED SPAS INCLUDE:

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Rate Us Button	page 5
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Rate Us Personalised Marketing Mailer	page 6
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### OPTIONAL EXTRAS INCLUDE

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### WINNERS ALSO SHARE IN:

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### OPTIONAL EXTRAS FOR WINNERS INCLUDE:

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### 1. SHORTLISTED BADGE FOR SPAS

Haute Grandeur Global Spa Awards™ Shortlisted establishments may utilise the Shortlisted Badge on all marketing material to encourage awareness. By incorporating the “confirmation of excellence” the reputation of the establishment will be further enhanced and given a marketing advantage.

Once the 2018 Shortlisted badge has been shared with you, it may be implemented on the establishment’s website and linked to the establishment’s unique profile on the Haute Grandeur website.

The Shortlisted Badge may be implemented on:

Letterheads

Newsletters, Brochures and Leaflets

In-Room Dining Menus and Restaurant Menus

Business Cards

Hotel Feedback Forms

Official Company Advertisements



### 2. EMAIL BADGE

Haute Grandeur Global Spa Awards™ shortlisted properties are encouraged to create awareness by implementing the e-mail badges on the e-mail signatures of all employees.

[www.hautegrandeur.com/spas/](http://www.hautegrandeur.com/spas/)

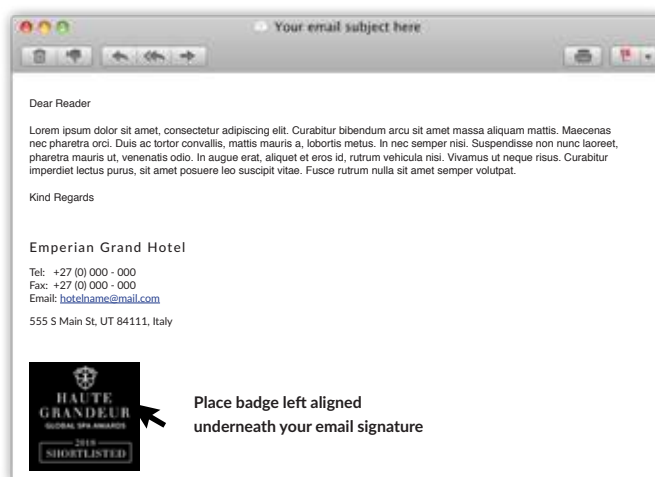
#### Size & Dimensions

Large: 75 pixels x 65 pixels

Small: 64 pixels x 56 pixels

Applicable to: Shortlisted, Winners

Application Example:



#### Shortlisted Badges



#### Shortlisted Email Banner



Download the E-mail Badge from the membership platform



Available Formats



### 3. SHORTLISTED WEB CERTIFICATE

The Haute Grandeur Global Spa Awards™ provides Shortlisted establishments with a Shortlisted Web Certificate to confirm their shortlisted result and serves as a stamp of excellence.





#### 4. RATE US BUTTON

This button can be used effectively during the rating period to encourage guests to participate in the rating process.

Haute Grandeur Global Spa Awards™ permits shortlisted establishments to canvas clients and industry contacts to rate them during the annual rating process via the official rating poll.

Steps on how to implement the “Rate Us” Button on your website and email signature can be downloaded from the official participant membership platform.

##### White Application



##### Black Application



Download the Rate Us Button from the membership platform

Available Formats

#### 5. RATE US DISPLAY BANNERS

This banner can be used effectively during the rating period to encourage guests to participate in the rating process

##### Size & Dimensions

Full Banner: 468 x 60

Leaderboard: 728 x 90

Skyscraper: 728 x 90

Square: 336 x 280



Download the Rate Us Banners from the membership platform

Available Formats



## 6. RATE US PERSONALISED MARKETING MAILER

This emailer can be personalized by the establishment and distributed via email to valuable connections during the annual rating period in order to encourage participation in the rating process.



Download the Rate Us Mailer from the membership platform



Available Formats

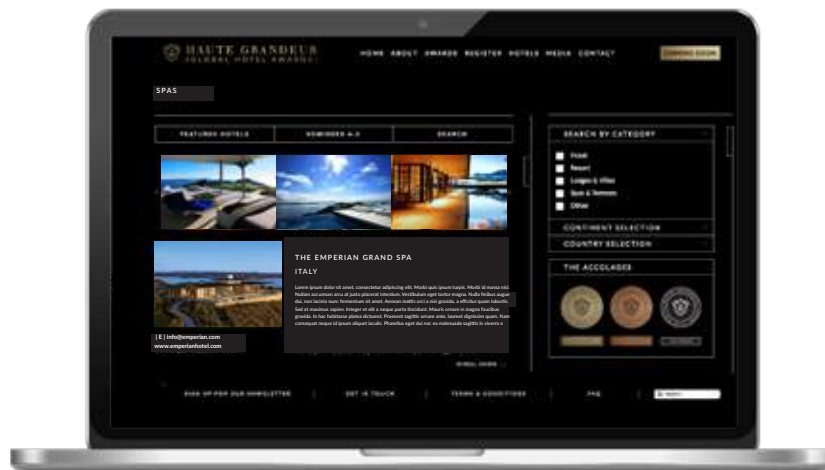




### 7. PERSONALISED WEB PAGE

Each shortlisted establishment will receive a personalized web page to display the establishment's images, write-up as well as contact and reservation details. This personalized web page will also display a special feature section, the establishment's previous awards as well as its press release. Once an establishment receives their member status, the establishment may manage their online profile via the online membership platform.

#### SPA PROFILES



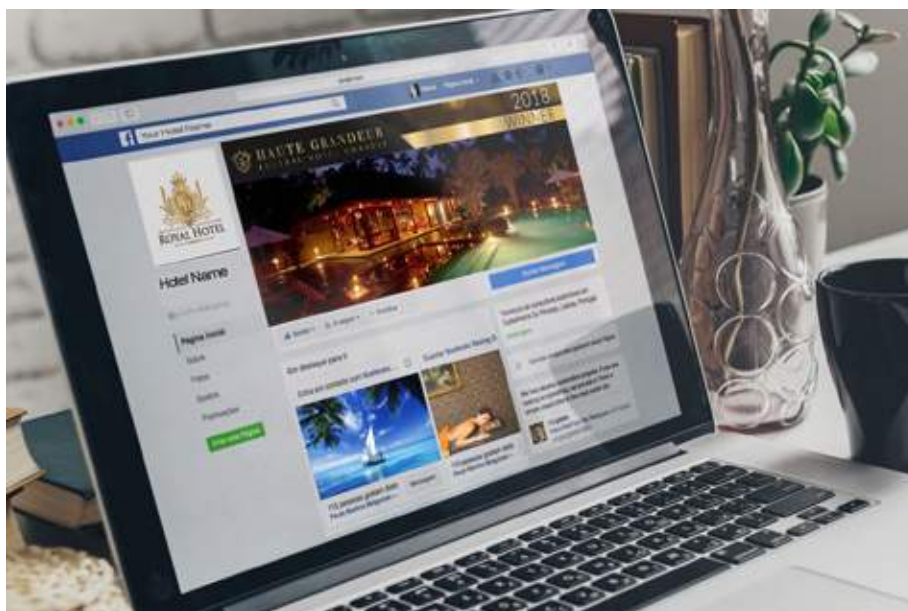
#### SPA LISTINGS



Visit our website to view a featured spa page  
[www.hautegrandeur.com](http://www.hautegrandeur.com)



## 8. SOCIAL MEDIA TEMPLATES



FACEBOOK



INSTAGRAM

Easy to use Powerpoint templates to create social media posts and cover images

[www.hautegrandeur.com](http://www.hautegrandeur.com)





### 9. HOTEL & SPA GUIDE FEATURE

Presenting the luxury travel industry with a useful selection of the world's finest hotels, retreats, spas, casinos, lodges and resorts, the Global Hotel & Spa Guide © serves as a handbook for the premium traveller, reading material for the hotel & spa guest and a marketing tool for those hotels & spas featured in this hard cover book.

Each establishment will receive a full colour page complete with a selection of images, contact details, descriptive information, category type and region.



Visit our website and order your Global Spa Guide ©

[www.hautegrandeur.com](http://www.hautegrandeur.com)



### 10. PERSONALISED FEEDBACK FORM

Each shortlisted establishment will receive access to a Personalised Feedback form which May be used to encourage guests to provide feedback after their visit.

Haute Grandeur Global Spa Awards™ encourage spas to utilise this form, but it is not compulsory.

Double sided, editable PDF for your convenience



Download the Personalised Feedback Form from the membership platform

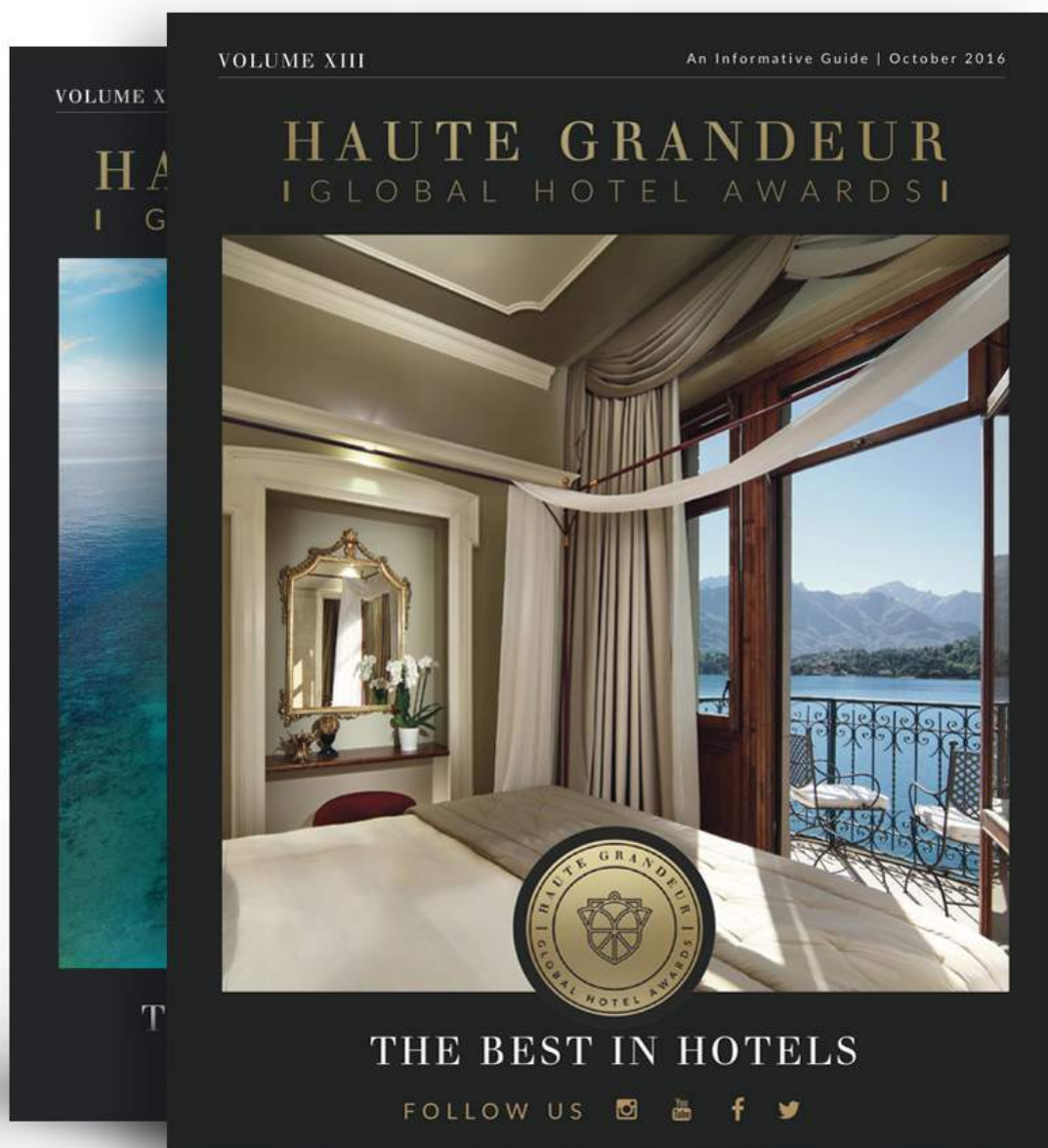


Available Formats



## 11. E-MAGAZINE FEATURE

Members of Haute Grandeur Global Hotel Awards™ & Haute Grandeur Global Spa Awards™ are featured within this online magazine to encourage awareness.





## 12. RESULT ANNOUNCEMENT MAILER

Participants of the Haute Grandeur Global Spa Awards™ may customise and use the Result Announcement Mailer to inform the industry of their results.

The mailer template features a gold header with the Haute Grandeur logo and text. Below this is a black section with white text announcing the winner. Three images show spa amenities: candles, a lounge area, and a bathroom. The winner's name is in a gold box, followed by the spa's name. The footer includes social media icons, a website, a circular award seal, and contact information.

HAUTE GRANDEUR  
| GLOBAL SPA AWARDS |

WE ARE PROUD TO ANNOUNCE  
YOUR SPA NAME HERE

*XVI Winner*

Luxury City Spa  
Luxury Romantic Spa

www.yourspa.com

info@yourspa.com  
+27 (0)123 45678

Download the Result Announcement Mailer from the membership platform



Available Formats





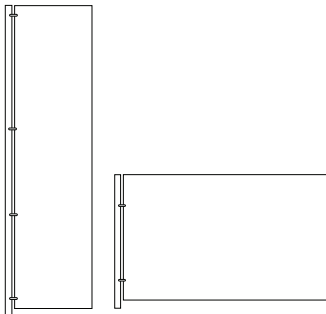
### 13. FLAGS

The Shortlisted flag options are available to all participants of the Awards.

The flag serves as a useful marketing tool to encourage awareness and can be ordered at a minimum charge.

There are two dimensions to choose from and three colour options for your convenience.

Orders can be placed online via the membership platform



#### Size & Dimensions

##### Horizontal Flag Display

1800 mm x 1200 mm

##### Vertical Flag Display

3000 mm x 1800 mm

#### Flags colour availability



BLACK & WHITE



WHITE & BLACK



GOLD & BLACK





## 14. WINNER BADGES

Winners are encouraged to use the Haute Grandeur Global Spa Awards™ Winner Badge on all marketing and corporate branding as well as for media purposes. This badge is ideal for global advertising and marketing campaigns to encourage maximum awareness.

By incorporating the “confirmation of excellence” the reputation of the establishment will be further enhanced and given a marketing advantage.

Establishments are encouraged to remove their shortlisted badge and to replace it with their winner badge. The winner badges can be linked to each establishment's unique spa profile URL on the official Haute Grandeur Global Spa Awards™ website.

**The Winner Badge may be implemented:**

Letterheads

Newsletters, Brochures and Leaflets

In-Room Dining Menus and Restaurant Menus

Business Cards

Hotel Feedback Forms

Official Company Advertisements



Download the Winner & Finalist Badge from the membership platform



Available Formats





### 15. EMAIL BADGE

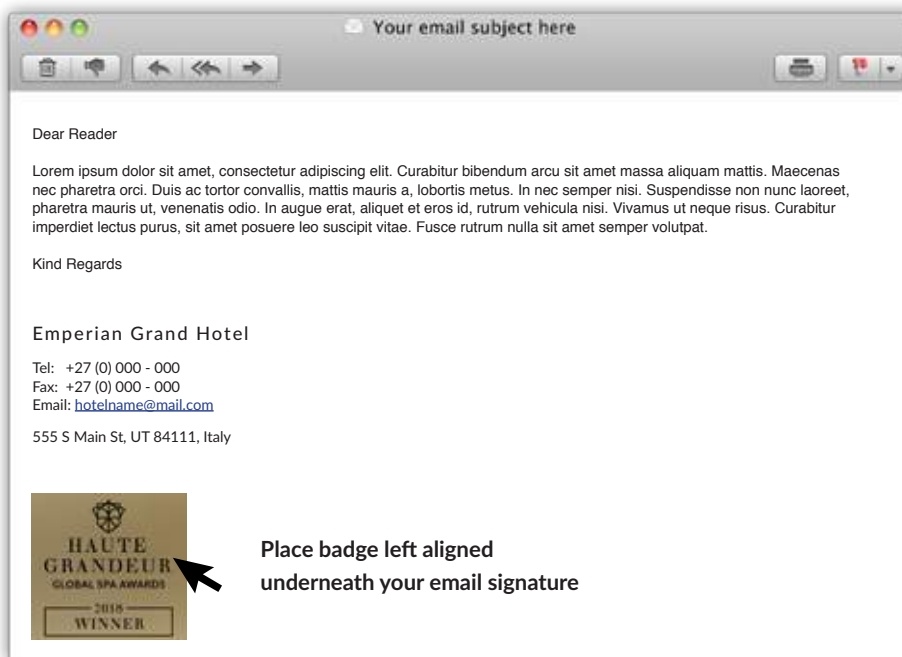
Winners are encouraged to create awareness by implementing the e-mail badges on the e-mail signatures of all employees.

#### Size & Dimensions

Large: 75 pixels x 65 pixels

Small: 64 pixels x 56 pixels

Applicable to: Winners



#### Winner Badges



Download the E-mail Badge from the membership platform



Available Formats



## 16. WINNERS CERTIFICATE OF RECOGNITION

The Haute Grandeur Global Spa Awards Winner Certificates may be displayed in any area within the spa that is in full view of the public.





## 17. OFFICIAL HAUTE GRANDEUR TROPHY™

Establishments are encouraged to display this coveted statuette in the most prominent location, such as the establishment's reception area and other public areas of interest.

**Size & Dimensions**  
300mm x 240mm





### 18. PLAQUE

The official Haute Grandeur Global Spa Awards™ wall plaque is the perfect tool to display the establishment's winner result. This item should ideally be displayed outside the spa's main entrance where it will be in full view of guests.

The material is extra durable and ideal to withstand any weather conditions

The Plaque is made to order for winners only.

Orders can be placed online via the membership platform.

**Size & Dimensions**  
600mm x 200mm



This image only serves to demonstrate the placement of the plaque and does not represent a specific Spa.

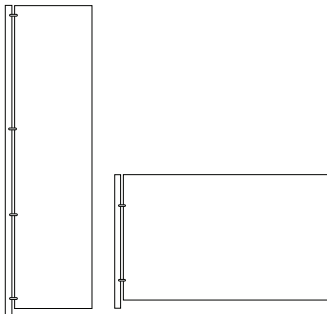




### 19. FLAGS

A flag serves as a useful marketing tool to encourage awareness. Flags are available in two dimensions and three color options are available.

Orders can be placed online via the membership platform.



#### Size & Dimensions

**Horizontal Flag Display**  
1800 mm x 1200 mm

**Vertical Flag Display**  
3000 mm x 1800 mm

**Flags applicable for**  
Winners

#### Flags colour availability



BLACK & WHITE



WHITE & BLACK



GOLD & BLACK

