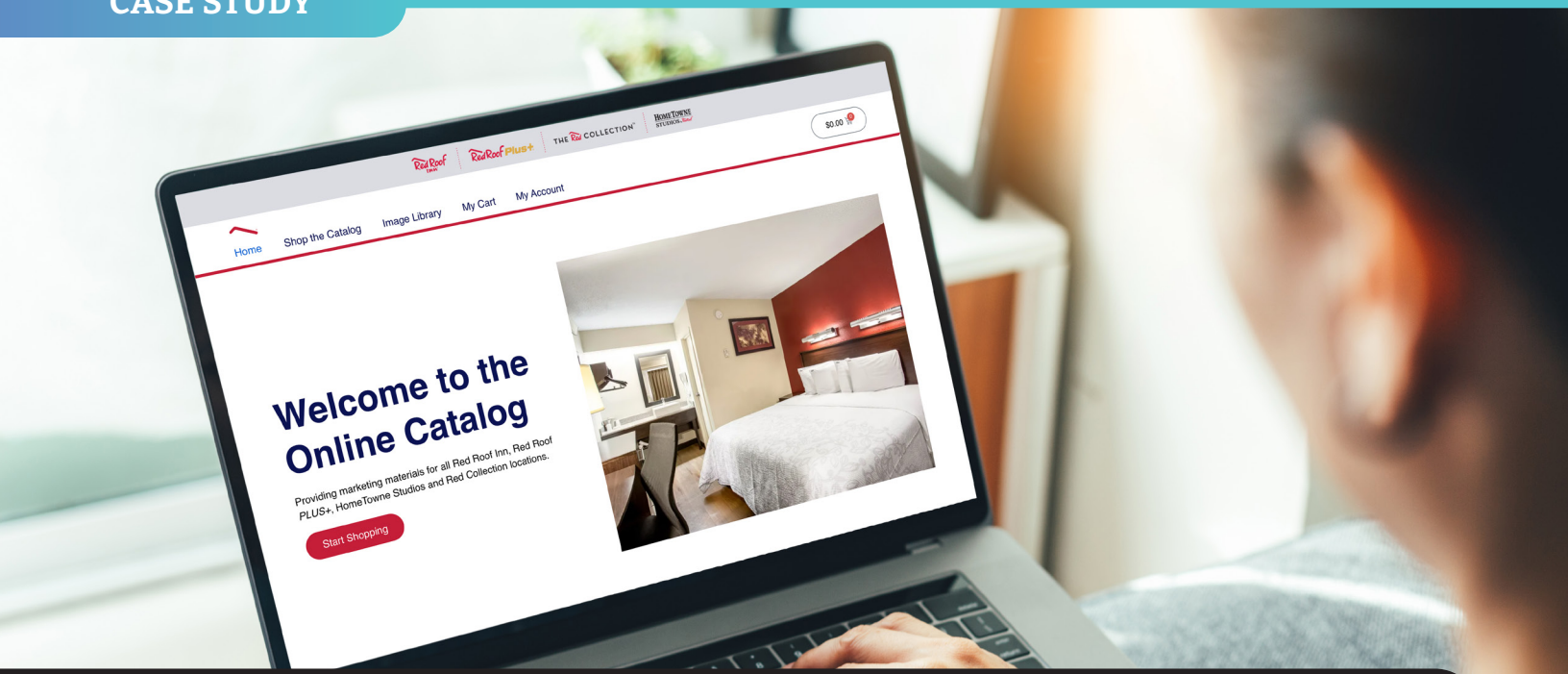
PPA Agency

CASE STUDY



Red Roof Online Catalog: Championing brand management with a centralized marketing store

Overview

Red Roof once faced a significant challenge in maintaining brand uniformity across its vast network of franchises. The Red Roof Online Catalog, first introduced in 2009, transformed the company's approach to brand management, streamlining procurement and leveraging collective buying power for cost savings and a consistent brand presentation. Today, the Online Catalog supports 900+ franchise users and 300+ corporate users, with over 1,000 orders placed annually.

Challenges

Without a unified platform for sourcing crucial marketing support materials, such as business cards, counter mats, and rack cards, properties had to source many items themselves. Consequently, this lack of standardization led to excessive costs and inconsistencies in branding, negatively impacting the guest experience.

Red Roof Inn®

ABOUT
XXXX

HEADQUARTERS
Columbus, Oh

When Red Roof moved its headquarters to Columbus in 2008, the company began a relationship with our agency. Marina MacDonald, Chief Marketing Officer at Red Roof, reflected on the long-standing partnership with PPA:

> "PPA Agency was one of the first agencies Red Roof partnered with when we moved our headquarters back to Columbus 16 years ago. From the first meeting, **we knew PPA Agency aligned with our culture and values, and they have never disappointed us**. They are creative, hardworking, franchise-friendly and simply 'great humans'."

Our Blueprint to Success

To meet Red Roof's needs, our team explored multiple online store options. We couldn't find an existing solution that functioned the way we envisioned without major, expensive modifications.

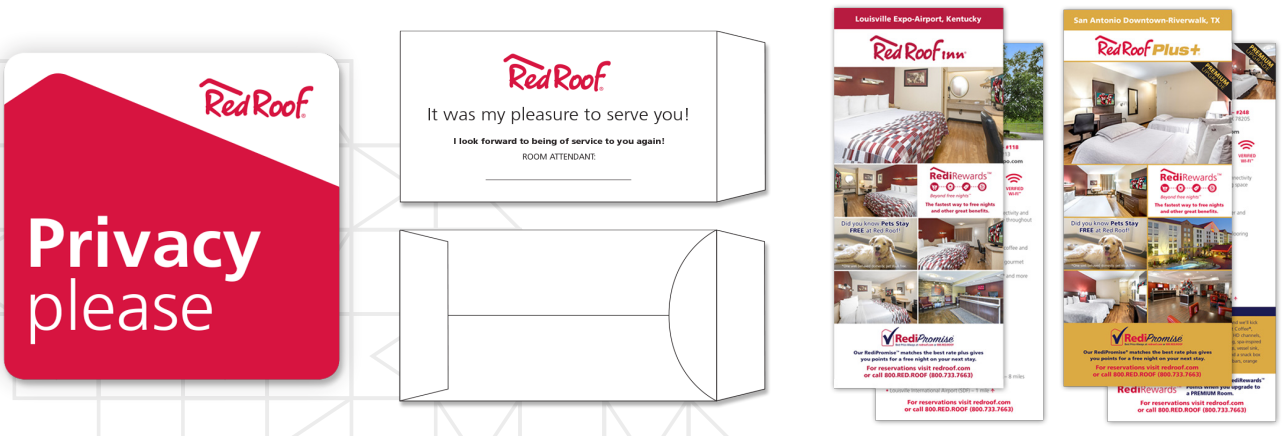
So, we developed our own.

PPA launched the Red Roof Online Catalog in 2009. Now, properties could access the items they needed through one simple ordering platform. And, backed by corporate support, properties could leverage their collective purchasing power to secure significantly lower pricing on items like key card envelopes based on their combined volume of orders.

The product is a centralized online platform for managing branded marketing and operational support materials. When an owner or general manager logs in to the Online Catalog, they have access to everything they need for their specific property type. This functionality became even more important as Red Roof's portfolio expanded to four brands: Red Roof Inn, Red Roof PLUS, The Red Collection and HomeTowne Studios by Red Roof. Dynamic content and custom request forms cater to property-specific promotional needs. Finally, users can easily pay for orders via credit card.

Our team creates artwork, sources production partners, negotiates pricing, fulfills orders and handles customer service.

> "PPA helps Red Roof's brand **messaging stay consistent, professional, and above all, impactful across our nearly 700 hotels**. Their online brand collateral catalog makes it easy for hoteliers, sales managers, and marketing professionals to quickly order branded print materials or create customized material for a local hotel need or campaign."
>
> **Lisa Jordan**, Senior Director of Digital Marketing at Red Roof



1000+

total orders placed annually

BY THE NUMBERS

116 products

1,330+ total users

Avg. 9 items per order

Avg. order value $258

Avg. X orders placed by each property annually

Results

Today, the Red Roof Online Catalog is the go-to source for brand compliant marketing and operational support materials for Red Roof Inn, Red Roof PLUS, The Red Collection and HomeTowne Studios by Red Roof properties. The result? A uniform brand image, enhanced guest experience and cost efficiencies across the board.

Speaking with properties over the years, it's a joy to know that hoteliers can count on our store and our team to meet their needs on time, on brand and on budget.

By streamlining the process, enforcing brand standards and harnessing the power of collective purchasing, Red Roof has successfully elevated its brand image, guest satisfaction and market competitiveness. This case demonstrates the tangible benefits of a centralized marketing platform and the value of a collaborative partnership based on trust, transparency and mutual respect between a corporation and its agency.

"I cannot emphasize enough how delighted I am with our partnership with PPA. Their work consistently reflects the quality and excellence we aspire to deliver to our guests. PPA has always managed to **capture the essence of our brand through custom collateral pieces and never fails to exceed our expectations**. They have played a pivotal role in our branding efforts and have contributed to our success in the highly competitive hospitality industry."

Abbie Gillespie, Brand Marketing Manager, Red Roof

"**PPA Agency has assisted with the design and logos for all three of our hotels**. The staff is extremely friendly and hands on. The PPA team is very professional and experienced, and they will help you with the entire process of developing, customizing, ordering and shipping collateral materials. Working with PPA always exceeds our expectations. Thank you PPA team!"

Alessandra P., Owner, SPOT X Hotel Orlando and SPOT X Hotel Tampa Bay, The Red Collection

Established in 1984, PPA is a full-service creative agency driven by Christian values of trust, fairness and honesty. We are a proven vendor-partner who champions the success of our individual clients, their organizations and their causes.

Ready to complete more creative work on time, on brand and on budget?

Learn more about a project-based partnership with PPA.

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