

Hospitality & Tourism



Bring order to file chaos!
Organise, share and retrieve creative assets effectively.

Traditionally, marketers from the hospitality and tourism industry are plagued by the immense number of files and marketing assets circulating amongst the press, advertising agencies, travel agencies and also within the internal marketing team. Each individual involved in the process usually uses a lot of precious time deciphering and obtaining the accurate information.

If not managed effectively, the collaboration between all these parties can become bewildering and marketing costs may escalate. Furthermore, the all important brand message could be miscommunicated due to the confusion.

Relevanz solves these challenges by introducing software solutions that bring order and freedom leading to:

- ✓ Reduced time spent on searching for accurate information
- ✓ Greatly diminishes cost and risk of physically moving creative assets to multiple parties
- ✓ Tracks assets as they evolve
- ✓ Repurpose instead of recreating assets
- ✓ Self-service access for external parties for relevant assets
- ✓ Increase cohesiveness of brand image and essence through all the channels of communication





Media Hub™ for Hospitality & Tourism Industry

Bring order to File Chaos!

Organise, share and retrieve marketing assets effectively

Looking at a marketer's hard drive is like being in "Alice In Wonderland". The amount of spreadsheets, documents, logos, diagrams, digital photos and research papers jammed into unstructured folders can be daunting. Furthermore, the categorization of these folders is usually unsystematic and confusing. This makes the retrieval and sharing of these important content slow and unproductive.

Relevanz's **Media Hub™** is a centralized, company-wide digital library, which systematically houses all your creative assets. Each consumer study, mock-up and creative work created represents marketing dollars spent. No longer should they be viewed simply as files which are stored in obscure folders in various unmarked hard-drive.

Instead, they are **ASSETS**, which should be ready and deployable instantaneously so that the most value can be gained.

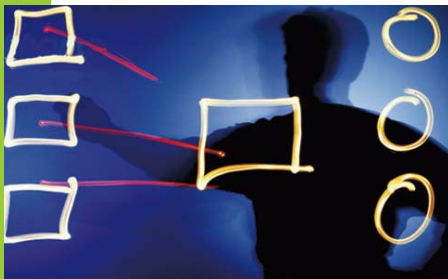
The primary benefit of Media Hub is that all marketing assets are stored and categorized in a single, managed environment.



Hospitality & Tourism Industry Top 4 File Management Problems

#1 Too many reports/visual files/proposals circulating around and it is very difficult to track down the latest version.

When all your marketing assets and their different versions are stored together in Media Hub™, they are easily locatable either through intuitive categories or by the powerful search engine. As the content is all tagged systematically, one may rapidly pinpoint to the correct version and use it.



With Media Hub™, all past, present and future assets will no longer be misplaced with the coming and going of employees. As they are digitally stored in a single location, a new team member will be able to get up to speed sooner than before

#2 New employees spend a lot of time figuring out the filing system of their predecessor.

#3 Dysfunctional IT systems inhibit productivity and decreases client satisfaction.

Clients are now expecting quicker turnaround times. Server problems, email malfunctioning and a slew of other "accidents" may greatly affect the productivity of a creative team. By allowing external parties to access relevant assets, via Media Hub™, clients can access their files regardless of where they are, anytime they want to.

Media Hub™ makes it easy for Account Managers to oversee the development and distribution of files to clients and service providers. It provides an immediate means for them to access and share key files to get their job done more efficiently.

#4 Different assets, different teams, different locations. Communication becomes a nightmare!