



ENVERITASGROUP

in partnership with



# LUXURY & UPSCALE BRAND PROPERTIES MICROSITE CONTENT BY ENVERITAS

*EnVeritas Group has been AccorHotels' content partner since 2010. Quality content copywriting, multilingual localisation and user-focused optimisation are our specialities.*

## Services Included

- **Research + phone interview**  
with hotel team
- **Optimisation**  
(competitive and audience keyword research study, meta data creation, internal links)
- **Copywriting to the brand's style and D-EDGE's matrix guidelines**  
(up to 5,000 words)

*From €3,405*

## Premium Options Available

- **Optimised localisation of the content in up to 35 languages**  
*Benefits: reach your feeder markets*
- **On-site visit**  
*Benefits: discuss USPs, get the perfect feel for the property's atmosphere and grasp all details that make the experience unique*



# CONTENT CREATION STANDARD PROCESS

1

## Gather information

Provide EVG with any useful documentation about your property (factsheet, brochure, F&B menus, pictures, etc). Our team will study the documentation shared to create unique content for your property. The more information, the better. A phone interview will be planned to clarify any missing details.

2

## Optimised content creation

Based on your property's positioning and the above research, we carry out keyword research to maximise the content's relevancy, and create brand-compliant content for each section (about 12 working days).

3

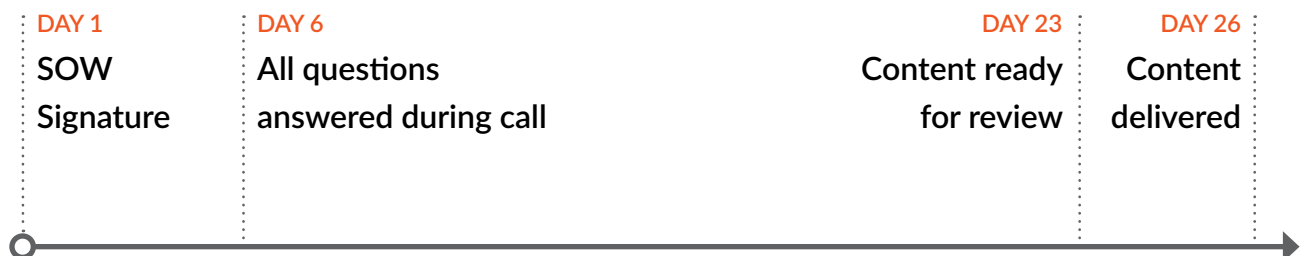
## Collaborative review

We share the content created on our platform for you to review and ask you to inform us of any necessary amends (3 working days).

4

## Delivery

Once your validation is confirmed, we share the content directly with D-EDGE for integration. Further languages require an extra 8-10 working days.



*\*Approximate timeline based on average project*

# COLLABORATION IS KEY

*We believe a collaborative approach produces the best results. Here's how you can help us make your content as engaging, relevant and accurate as possible.*

## **Tell us about your property strategy and your focus.**

Make sure we know what it is you want us to highlight.

## **Share your own words.**

Press releases and factsheets will not replace collecting your own impressions about the atmosphere of a restaurant or the feedback guests shared with you on a specific outlet. That's why we have this 1-hour phone call with you. Also, pictures are worth thousand words, so don't hesitate to share even non-professional images with us to enable us to grasp the little features that make the experience unique.

## **Participate in the collective last review.**

We will inform you in advance of the date the content will be ready for you to plan this important step. Please schedule a reading session to ask for any amends needed within 3 working days of the content being made available. Indicate any amends needed directly on our platform (along with any other stakeholder feedback), and we will perform the amends immediately. Respecting the 3-day review is important for coordination with D-EDGE's team and getting your microsite released as soon as possible.

## **Help us serve you faster.**

Turnaround times can be reduced if you are responsive at each step: signing the SOW and sharing documentation, planning the interview call with us, sending pictures, menus and other items referenced during the call, reviewing the delivered content and giving validation. Very responsive hotel teams help us deliver content way ahead of time.

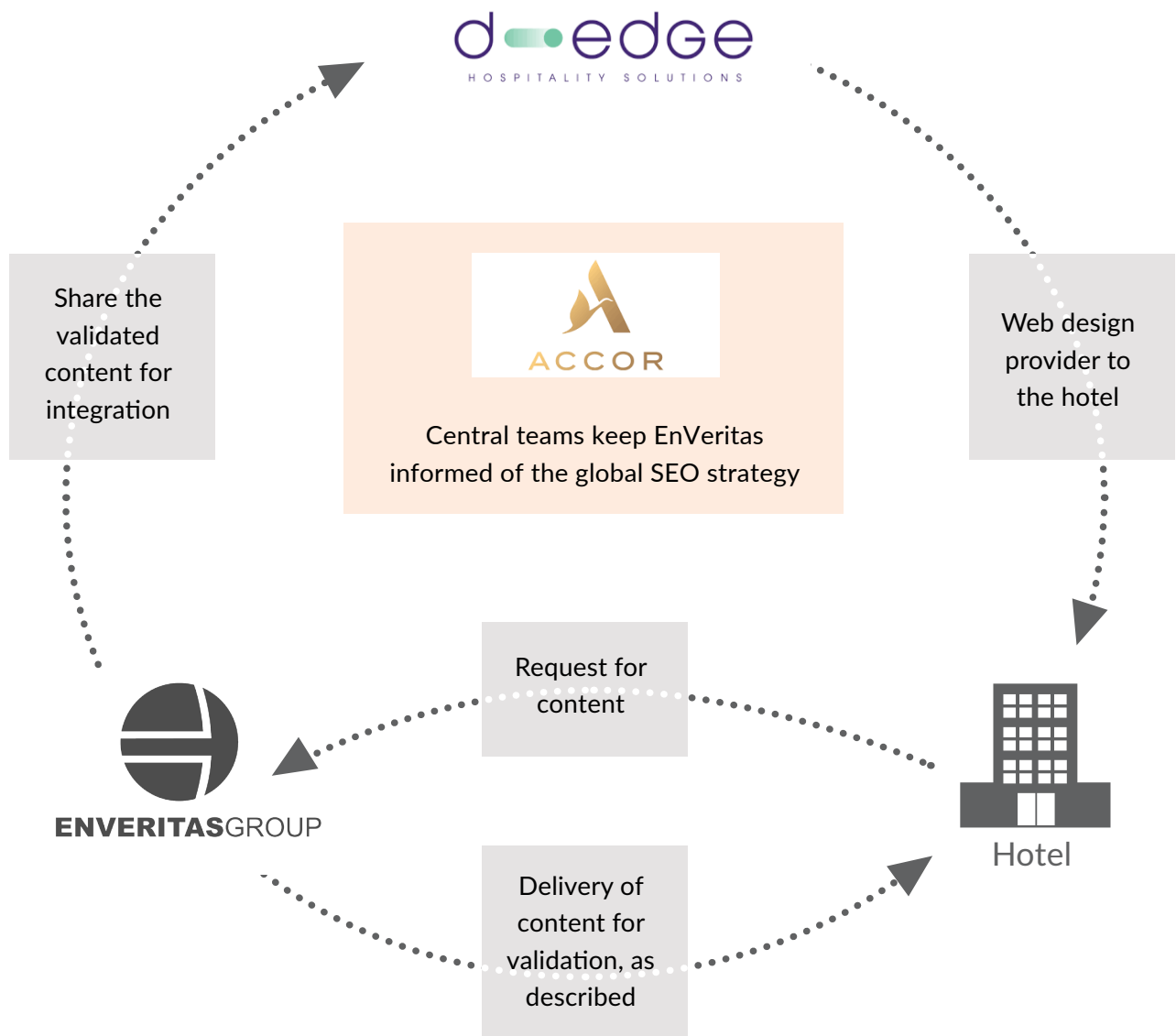


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# OUR LOOP OF COMMUNICATION



# STATEMENT OF WORK

This Statement of Work (SOW) is subject to and governed by the Master Services Agreement (MSA) dated 27 August 2012, as amended by and between EnVeritas Group (EVG) and Accor SA, customer. All capitalised terms not defined herein shall be as defined in the MSA. In the event of any inconsistency between this SOW and the MSA, the terms of the MSA shall prevail.

Date: .....

Project – Luxury & Upscale Brand Properties Microsite Content Creation for:

.....

Customer Contact:

Name .....

Title .....

Tel. .... Mobile .....

Email .....

Property Name:

.....

Invoicing Address:

.....



**Lisa Plumridge**

*Content Chief Officer*

lplumridge@enveritasgroup.com

+44 20 3239 8370

**Emilie Lefevre**

*Projects Director*

elefeuvre@enveritasgroup.com



# PROJECT OVERVIEW

EnVeritas Group will create the content for the microsites as per the shared brand guidelines and work to the templates created with the set volume of words and pages.

## Research phase: source quality information about the experience offered

Highlighting key property features and bringing them to life through effective storytelling can make a big difference to the connection you make with your audience. To be able to convey through writing the most accurate, lively and senses-engaging experience, we need to be fully immersed in the unique hotel atmosphere of your property. Both editorial and optimisation processes benefit from this in-depth work about your property.

To begin this process and to fully understand the highlights about your property, we offer two options: an on-site visit by our project expert or a 1-hour kick-off call. The on-site visits are helpful to have lively discussions, immediate feedback on questions and for us to fully grasp the hotel's unique identity. This knowledge of the hotel will then be reused for any other projects related to your property in the future.

### On-site visit option

- Preparation and documentation review
- 1-hour interview
- On-site visit and project overview
- Experience dinner and accommodation (offered by the hotel)

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**€650**

*(mutually agreed travel expenses may apply depending on location)*

### Kick-off call option

- Preparation and documentation review
- 1-hour interview through conference call

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**€130**

Any useful documentation should be sent at least one week prior to the call or visit for EVG team to have the most productive conversation possible. This can include: design brief, brand or style guides, hotel features list, location, USPs, press releases, pictures of hotel/area, F&B menus, Spa menus etc.



## PROJECT OVERVIEW (CONTINUED)

### **Content creation and optimisation phase in one simple language: write appealing and optimised content**

Our most experienced writers, all of whom are native speakers of the requested language will create unique and bespoke content based on the research phase of work. Standard volume of content on Sofitel and Pullman microsites is usually around 5,000 words.

If you wish to consider having a news or blog section on your microsite, we can create a separate SOW specific to the blog/news content creation required which can be in one or several languages - and customised to your specific needs.

**Optimisation** includes metadata creation for all pages of the site, quick research about keywords competition and users reviews/experience to shape the site's copy and internal site linking. These techniques are defined at the end of this document in the service definition section.

### **Localisation phase in other languages: talk to your local audience in their language**

Our experienced native translators, trained in transcreation and optimisation, will localise the validated copy for the local target audience.

List of simple languages:

Bahasa (Malay & Indonesia), Bulgarian, Catalan, Croatian, Czech, Danish, Dutch, English (US, UK, Australian, etc), French, German, Greek, Hungarian, Italian, Lithuanian, Norwegian, Polish, Portuguese (European, Brazilian, 'International'), Romanian, Serbian, Slovak, Slovenian, Spanish (Castilian, Mexican, 'International'), Swedish, Turkish.

List of complex languages:

Arabic, Cambodian, Chinese, Japanese, Korean, Russian, Thai, Ukrainian, Vietnamese.



# PRICING SUMMARY

Please indicate the options required.

<input type="checkbox"/>	<b>Research: On-site visit</b>	€650
<input type="checkbox"/>	<b>Research: Phone Interview</b> <i>Select only one of the two research options. Mandatory to select one.</i>	€130
<input checked="" type="checkbox"/>	<b>Content Creation</b> (mandatory) project management, content matrix specifications respect and delivery in the given matrix	€3,275
<input type="checkbox"/>	<b>Optimised localisation of the content</b> (optional) <ul style="list-style-type: none"> <li>• €1,613 per simple language</li> <li>• €1,763 per complex language</li> <li>• Please specify the languages requested:</li> </ul> <div style="border: 1px dashed black; height: 40px; width: 400px; margin-top: 5px;"></div>	.....
	<b>TOTAL</b>	.....

# SERVICE DEFINITION

**Optimisation:** Includes basic keyword research, keyword incorporation, metadata creation for all pages of the site and internal site linking for up to 20 pages following the SEO governance provided by the relevant brand.

**Multilingual optimisation:** includes in-culture search pattern research. Search engine specificities per country are monitored and researched prior to multilingual optimisation work, metadata creation, keyword integration and internal site linking.

**Web mapping:** EVG will insert links to relevant pages within the microsite, connecting pages of optimised text.





## SERVICE DEFINITION (CONTINUED)

**Localisation:** EVG's localisation work is undertaken by native speaker translators ONLY and proofed by a further native speaker in each case. This means content will be of the highest quality and sufficiently localised for local readers. Localisation services include native speaker translation, native speaker professional editing and per-language style guide/glossary. Content will be created in English and localised into French.

**Content integration:** EVG is not responsible for the full integration of the content in all languages. EVG will deliver the content in the Excel spreadsheets or similar content matrix provided by the concerned hotel.

## TIMELINE

The property marketing team will have three working days to approve the English content before the localisation is carried out. One round of changes and corrections is included in the fee for each language.

All content will be delivered in the content matrix provided by D-EDGE. Each microsite content creation project can be finalised within four or five weeks.

Accor Luxury Brand's marketing team, D-EDGE or their chosen agency will undertake the final web content integration.

## PAYMENT

Payment of the full service is required before EnVeritas Group starts the work. EnVeritas Group will send an invoice after the signature of the property specific SOW.

## SIGNATURE

**Customer:**

**Vendor:**

**EnVeritas Group**

**Signature:**

**Signature:**

**Print Name:**

**Print Name:**

**Title:**

**Title:**

**Date:**

**Date:**