



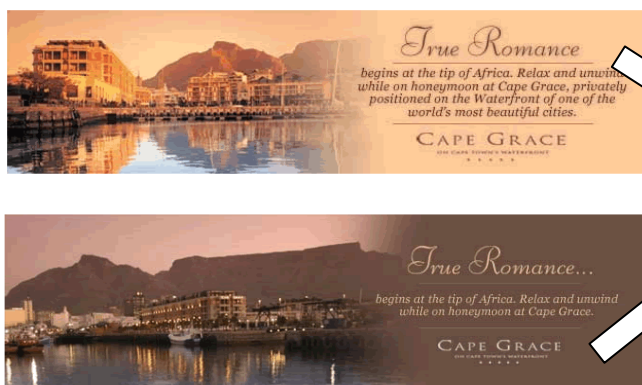
case study

Rocketseed enhances the Cape Grace's brand

1. The Client

Cape Grace is set on its own private quay on Cape Town's vibrant Victoria & Alfred Waterfront. It is a member of the exclusive Leading Small Hotels of the World, a brand extension of the internationally recognised and respected organisation, The Leading Hotels of the World.

2. The Goal



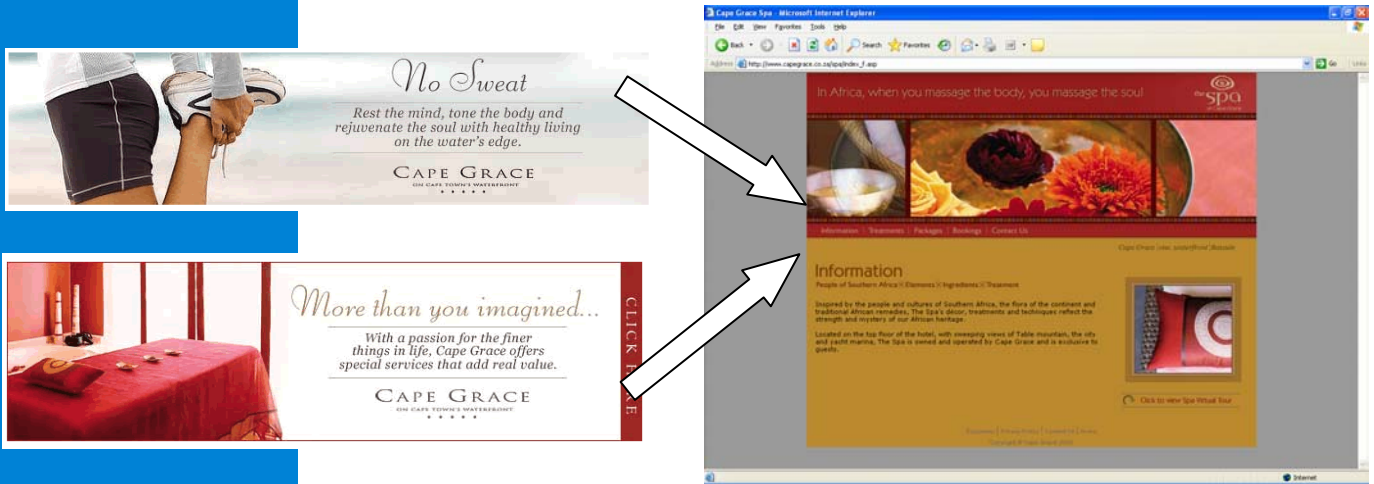
The goal for Cape Grace was to use Rocketseed branded emails in order to enhance their brand in the market place and to standardise the look and feel of their outgoing communications. They were also keen on being able to market their restaurant and bar as well as their spa facilities within the hotel.





3. The Method

Cape Grace has used Rocketseed inserts in their outgoing email to enhance their brand. These inserts are carefully designed to portray the elegance and sophistication that is associated with Cape Grace. They create a professional look and feel for their outgoing emails and by having these inserts click through to the relevant pages on the Cape Grace website, the Rocketseed inserts allow email recipients fast and easy access to information about Cape Grace and its restaurants, bar and facilities.



4. Result

Over the three month period 01 December to 28 February, Cape Grace reached more than 16,000 email recipients with their branded messages. All of these communications were everyday company related email and allowed each and every email sender within the company to become, not only a marketer, but also an extension the company's brand.

5. Client Comment

Rocketseed inserts have provided us the double functionality of branding our communications as well as communicating specific messages in an electronic format. It has also allowed us to focus on different areas within the hotel and tailor-make our communications accordingly – one waterfront restaurant, Bascule bar and The Spa at Cape Grace.

- Saskia Brown, Marketing Manager