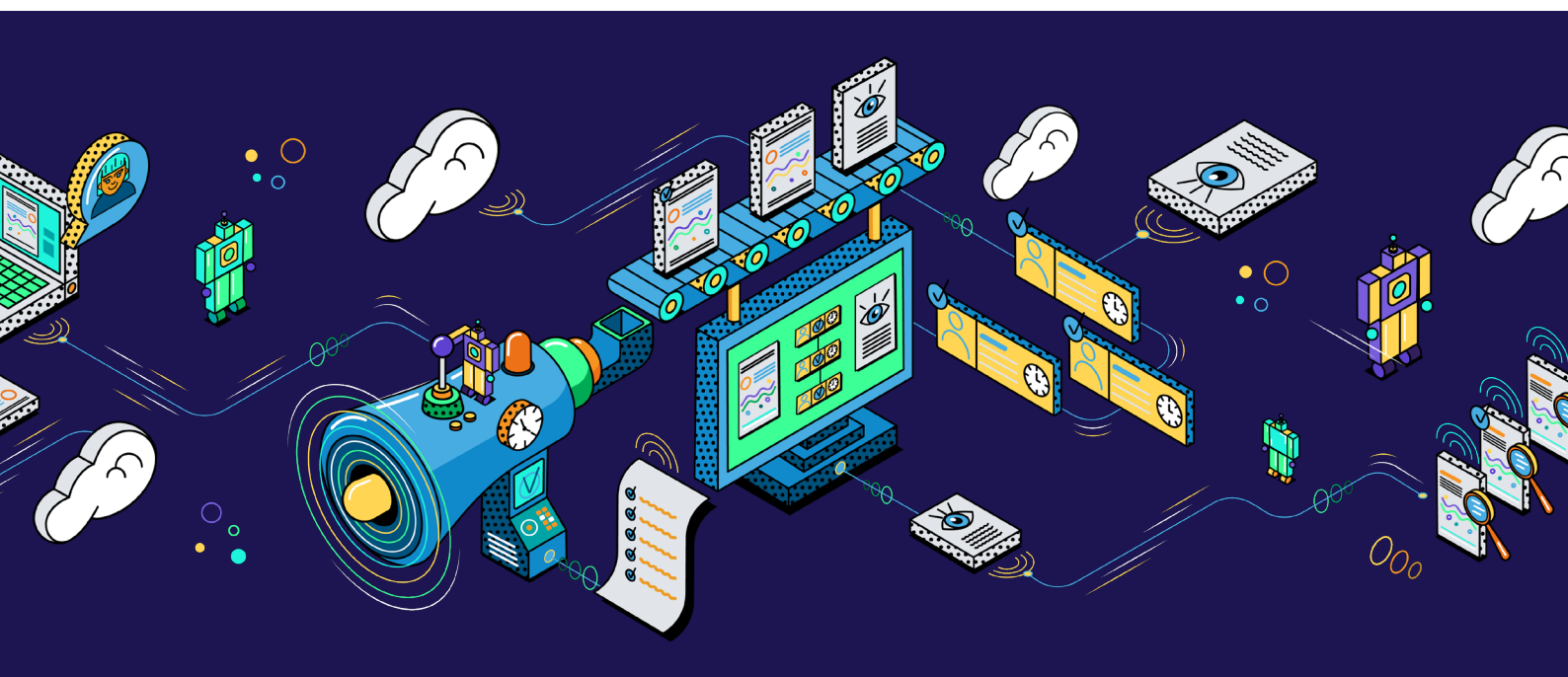# Choice Hotels Australia Used Simple Admation to Take its Marketing to the Next Level

Choice Hotels has been providing great accommodation to business and leisure travellers alike since the 1930s. Over time, the broader Choice Hotels group has become one of the largest and most successful accommodation franchisors in the world. As such, Choice Hotels is Australasia's largest hotel franchisor that represents several brands including Econo Lodge®, Comfort®, Quality® and Clarion® brands and the Ascend Hotel Collection.

With a vast range of brands, Choice Hotels makes extensive use of marketing to generate awareness about their brands and attract new customers. However, in the past, they used slow and inefficient tools and processes, which led to several challenges in their managing their marketing projects.

Admation is the all-in-one solution organisations need to streamline their review and approval processes and make their marketing teams more efficient and productive.

Choice Hotels Australia's Marketing Challenges

Before Choice Hotels used Admation for its marketing project management, it used another software solution. While this solution did offer some benefits, it also had several drawbacks. For example, it relied on manual data entry for every project. This impeded the efficiency of the marketing team's approval workflows.

Moreover, the solution did not offer any digital asset management features. As a result, the team was simply unable to store approved content or brand assets, and they had no way to share files and assets or collaborate with other stakeholders. Finally, the solution did not offer much in relation to transparency, which, in turn, made resource management challenging.

Admation's Marketing Approval Solution

As a result of these challenges, Choice Hotels' marketing team set out to find software that could streamline their project management and approval workflows.

To do this, the team decided on the core features they needed. These features included transparency, central data storage, collaboration tools, and approval workflow functionality. It was also crucial that the software be intuitive and easy to use.

Based on these core requirements, Admation was the best solution to meet these needs perfectly, as it provided most of the functionality the team needed. As such, Admation offered review and approval workflows, digital asset management, online proofing, online briefing, collaboration tools, and more.

Benefits

After implementing Admation, Choice Hotels' marketing team was able to gain more visibility over their projects, collaborate better across the entire business, and streamline its approval workflows. Ultimately, Admation allowed the team to eliminate its marketing challenges and make its marketing processes more efficient.

In addition to solving these challenges, the team also enjoyed several benefits they had not anticipated when initially evaluating software. For example, the team discovered that the shopping cart tool was extremely helpful and allowed the team to output images in a specific format or size. This self-service option meant that team members no longer had to rely on the studio for images.

Admation's online markup tool proved to be another invaluable feature. It allowed team members to mark up any collateral online, make comments, and provide feedback, which made it easier for the team to collate feedback and send it to the studio. This feature is especially helpful when the studio had to make use of freelance graphic designers.

Other features that proved beneficial include version control, seamless file sharing, the forwarding feature for approvals and, of course, Admation's intuitive interface that makes it easy to monitor and track jobs.

Admation's version control features make it easier for marketing teams to track assets and ensure that all feedback has been incorporated. This not only eliminates unnecessary revisions, but ensures compliance and that only approved collateral reaches the market.

Admation's marketing software offers a range of collaboration and communication tools that makes it easier for marketing teams to collaborate, not only between themselves, but also across an entire organisation.

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