



Case Study: Warner Leisure Hotels

Project: To supply access to marketing literature for all of Warner Leisure Hotels' sites, as well as the ability to manage all marketing assets.



1 The Objective

On the face of it, a standard iDink deployment, until Warner Leisure Hotels required users to be able to access over 6500 images for upload into marketing material.

2 The Solution

After consultation with representatives from all sites, with ongoing workshops, we established the exact requirements.

Our development team worked with Warner to integrate the iDink platform with Xinet, the selected asset management platform preferred by Warner. The requirement was for the user experience to be able to access all assets, without realising that they were moving between two market leading technology platforms.

3 The Result

Providing access to all sites, with personalised material available to each, users can now access centrally controlled marketing material, as well as seamlessly link in to the asset management system.

This ensures that the entire database of images can be imported into templates, ensuring all material is accurate and within brand guidelines.

Gecko manage all Warner Leisure Hotels direct mail requirements, both created online, as well as off line campaigns. Having worked with The Bourne Leisure Group for all of Gecko's existence, we have built a trusting and mutually beneficial relationship.

