

BRAND vs ROI

I NEED A QUALITY HOTEL



THE TRAVELLER

IS LOOKING FOR A RELATIONSHIP

DOES HE GO FOR PRICE? OR PERSONALITY?

TEE HEE...WITH PLASTIC SURGERY AND CLEVER PHOTOSHOP, WE ALL LOOK THE SAME. PICK ME. I'M THE REAL MISS KOREA



FOR A WIFE, HE'LL PICK PERSONALITY. A ONE NIGHT STAND? PRICE.
TO BUILD A RELATIONSHIP WITH A CUSTOMER, YOU HAVE
TO SHOW HIM YOUR PERSONALITY. BUILD YOUR BRAND.

