

## Caption Hospitality Brand Story

Caption wanted to work on a hotel that makes sense for modern travellers. Being actively traveling across SEA, our co-founders found that current hospitality industry is not relevant for the modern travellers. With travel made affordable, travelers are making constant short trips and spending lesser time inside the hotel itself. Then the big questions is: why hotels keep pursuing the star rating system?

A modern traveler usually comes from middle to upper social class who want to enjoy their hardly earned holiday time. They would not be staying in their hotel room the whole time enjoying the lux. They would rather explore the destinations. Today we are moving into the age of mobile revolution where technology is part of our daily life. With the demanding consumers shift towards personalisation, mainstream hospitality standard is no longer needed. Thus, Caption was born to help hospitality industry to re-think, re-invent, and re-position their property towards the modern traveller.

### Why named Caption?

While brainstorming about who our consumers would be, where are they found, what do they like, and hate lead us to online platforms such as Facebook and Instagram. Through scrolling within Instagram we found that #nocaption is a trending signature among users. We soon realised that, people these days let pictures / what they see or experienced do the talking.



According to oxford dictionary, Caption has meaning of:

*(noun)* a title or brief explanation accompanying an illustration, cartoon, or poster

*(verb)* Provide (an illustration) with a title or explanation

We wanted illustrations and personal experience to represent what we do. These personalisation elements also embedded with our logo, the makeshift of the letter mean our product and services were made to fit accordingly to every customer, personally. All of this because we also understand that perfection could not be attained by first try. Therefore we dedicate our efforts from constant feedback loop with our customers.

## Hyper-personalisation

In a nutshell, hyper-personalisation means the usage of data or insight to make a tailored experience to specific customers. At Caption, we believe that this elements has been lost in hospitality industry. Everyone is treated the same as a customer instead of a person. There is no such a thing as one size fit 'em all in hospitality industry. Everyone is a human being who has different needs and expectations.

We use technology to help us recognise and remember our customer preferences and need. Therefore we can give a more personalised experience to our customer.

## Hy-Per-Sonalized

Mix and match  
Custom  
Bespoke  
Preference  
Main stream is boring  
No one size fits all  
Options  
It's all up to you  
You choose

Modern traveller does not really pay attention to your man in silly hat asking to help carry your baggage nor your spa facility. What they do need is a fast and reliable WiFi, and the ease to access their gadgets from bed. According to a research from touchcommerce.com, 82% of modern day traveller will carry more than one gadget.

We at Caption want to make a hotel that really make sense for this modern travellers by deleting the things that are not essentials to their travel and giving what they really need. All of our personalisation is always based from customer perspective. Therefore at Caption, no one will have the same experience (in a good way) every time, everywhere.

## Caption brand values

Our Caption brand stands for, Caring, Affordable, Personal, Trustworthy, Innovative, Outgoing, and Novelty.

- **Caring:** we believe that by truly caring and understanding our customers needs, Caption would be able to deliver a different kind of experience.
- **Affordable:** we believe that good products or services do not need to come with an expensive price tag. We strongly believe in value for money and appealing to our targeted audience.
- **Personal:** we recognise that everyone in this world is different. Only by making the experience personal it will set our experience apart from the market.
- **Trustworthy:** we always deliver what we promise, even to the smallest details.
- **Innovative:** we believe innovation comes in different forms and does not have to be technology related. It can come from designs and service, too. We challenge ourselves constantly to think out of the box to solve problems for our customers in the most effective ways possible.
- **Outgoing:** you have question or problem? Just reach to us and we'll give our best effort to help you.
- **Novelty:** we have our own ways to create idea and provide solutions.