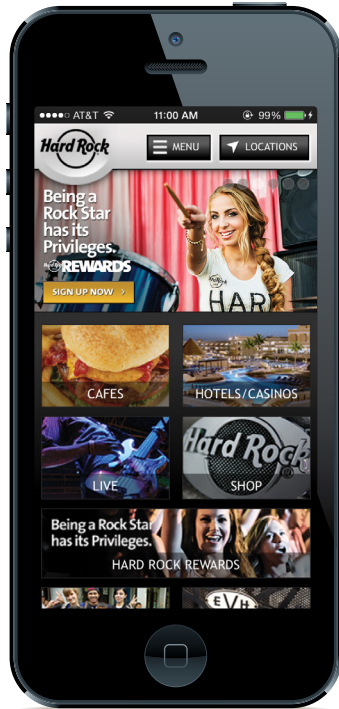


CASE STUDY:

Comprehensive mobile site boosts Hard Rock digital brand experience

ABOUT

Founded in 1971, Hard Rock International is one of the most globally recognized companies in the world, with a total of 177 venues in 58 countries, including 141 cafés, 18 hotels, and 8 casinos. Beginning with an Eric Clapton guitar, Hard Rock owns the world's greatest collection of music memorabilia, which is displayed at its locations around the globe. Hard Rock is also known for its collectible fashion and music-related merchandise, Hard Rock Live performance venues and an award-winning website. The company owns, operates, and franchises cafés in iconic cities including London, New York, San Francisco, Sydney, and Dubai. It also owns, licenses and/or manages hotel/casino properties worldwide. Destinations include the companies' two most successful Hotel and Casino

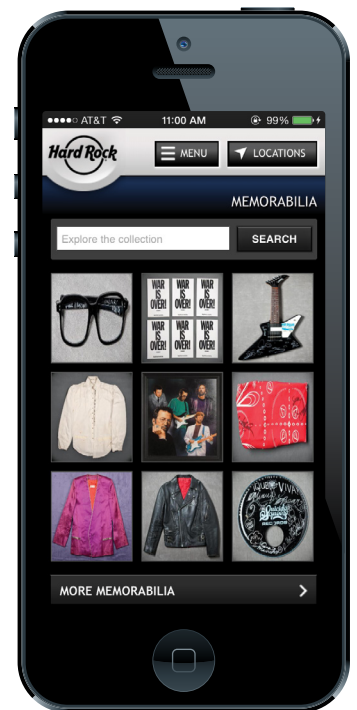


THE HOMEPAGE UNITES THE DIFFERENT ELEMENTS OF THE HARD ROCK EXPERIENCE.

As an innovative and growing brand, it is critical for Hard Rock International to leverage mobile platforms to engage with its customers. When Hard Rock decided to move forward with the creation of a mobile web solution, the company turned to Usablenet to build its mobile site on a platform with the scale and deep expertise necessary to help Hard Rock meet its goals.

OBJECTIVE

With an international customer base heavily rooted in travel, Hard Rock prioritizes the importance of immediate brand access at the customer's fingertips, and thus invested in the rollout of an optimized mobile experience. Hard Rock sought to strengthen its mobile presence as an extension of its digital strategy to encourage loyalty and deepen customer engagement. In early 2013, 30% to 40% of traffic to Hardrock.com was coming from mobile devices.



THE MEMORABILIA GALLERY ALLOWS USERS TO VIEW A DIGITAL VERSION OF THE WORLD'S LARGEST ROCK AND ROLL MEMORABILIA ON MOBILE.

"Usablenet offered us the capabilities needed to design a unique mobile experience that immerses customers in the Hard Rock brand wherever they are."
KIM MATLOCK, SENIOR DIRECTOR OF DIGITAL MARKETING AND CRM

properties in Tampa and Hollywood, FL, as well as other exciting locations including Bali, Biloxi, Chicago, Cancun, Las Vegas, San Diego, and Singapore.

The company partnered with Usablenet to create an optimized mobile experience that enables the brand to share relevant and engaging content with users, while guiding them through the discovery, reservation, and purchasing process. Each key journey had to be optimized, while remaining consistent with Hard Rock's branding and existing digital presence on channels such as desktop and social media. With a unique, compelling mobile experience, Hard Rock would bolster its overall digital strategy while also effectively reaching its increasingly mobile customers who rely on mobile while traveling.

THE CHALLENGE

The primary challenge in creating the mobile experience was to create a fast site that was as visually rich as the desktop site, while adhering to sound mobile UX and design principles. The site had to be a seamless experience but still robust enough to capture all the different elements of the Hard Rock brand. The mobile site needed to help visitors make reservations, shop the Hard Rock merchandise collection, and also explore its robust collection of memorabilia.

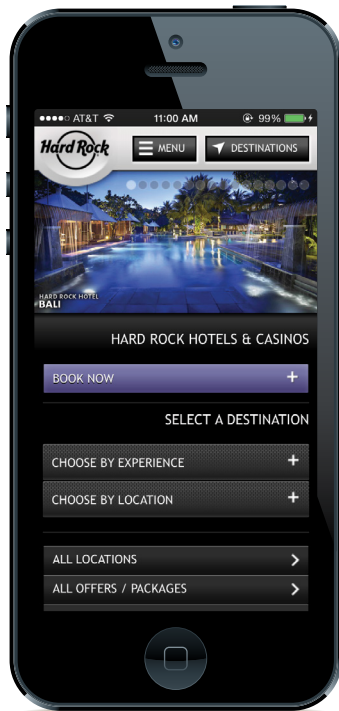
THE SOLUTION

The mobile solution Usablenet powers for Hard Rock International features high-resolution images, a sleek user interface and fast-loading navigation. Through geolocation, the site helps users identify nearby cafés and hotels and then filter results by experiences.

For users that prefer to plan ahead, the mobile site offers the option to make priority-seating reservations, view café menus, or book a hotel or casino stay. Users are also able to explore Hard Rock's extensive memorabilia library from the mobile site and shop for rock-themed merchandise.

Social channels are also an effective way for Hard Rock International to engage its customers. To this extent, Hard Rock aimed to integrate its social content strategy with the mobile experience to better extend the personality of the brand.

Social on mobile is consistent with the Hard Rock brand experience, allowing the brand to maintain consistent presences in both the mobile and social media. The mobile site is therefore a natural extension of Hard Rock International's overall digital presence.



USERS CAN SEARCH FOR AND BOOK A STAY AT A HARD ROCK HOTEL THROUGH THE MOBILE SITE.

RESULTS

Through the creation of a unique mobile experience, Hard Rock has established itself as a multichannel brand.

Over the last year, the brand has averaged between 330,000-450,000 mobile web visitors per month. This accounts for a 31% increase in traffic month over month. Specifically over the last year, users have viewed over 10.5 million mobile pages.

With the site's sleek interface and next-generation mobile capabilities including GPS integration and more, most frequently visited pages include café locations, "RockShop" and the Members/Rewards page.

Hard Rock leverages its social media presence as a way to connect and start conversations with its fan base and has leveraged mobile to complement this activity. The majority of traffic to Hardrock.com, 50%-60%, is driven from Facebook and Twitter. With an enhanced mobile experience, the brand has seen additional spikes in social activity.

Hard Rock's mobile experience was designed to complement its overall strategy and reinforce its status as a brand and digital innovator. The site has helped to strengthen customer loyalty by integrating with other channels, including social media, and providing clearly differentiated experiences for each channel. Having a strong mobile presence to reach customers while on-the-go enables Hard Rock to accommodate users' various needs while reinforcing their digital and physical brand experience.



THE GPS-ENABLED SITE ENABLES CUSTOMERS TO FIND CAFÉ LOCATIONS AND VIEW CAFÉ MENUS.



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