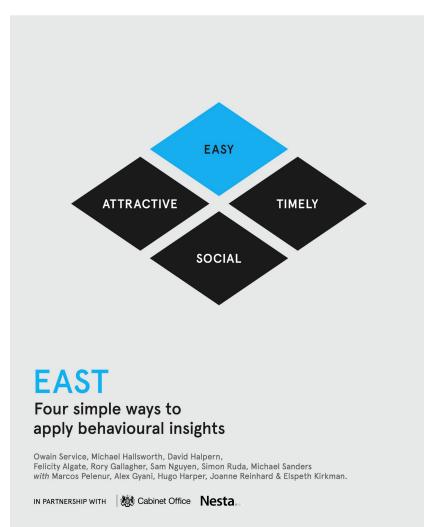




THE BEHAVIOURAL INSIGHTS TEAM •

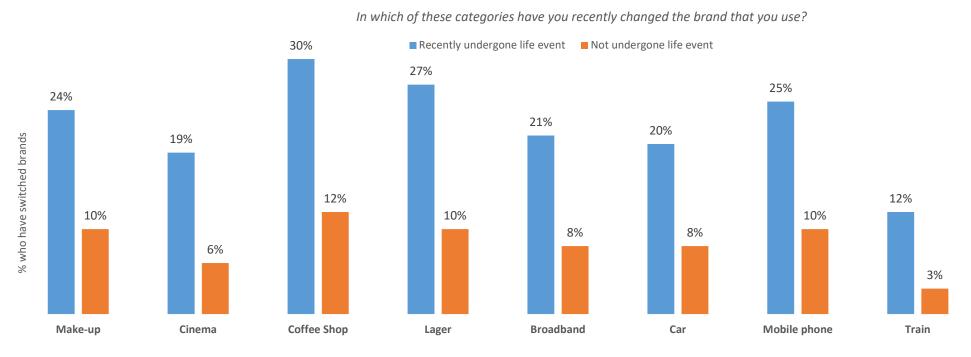






Habits become disrupted just after a life event

2,370 consumers were asked which life events they had recently experienced and whether they had tried any new brands.



For every product category, **the probability of trying a new brand more than doubled** if someone had recently undergone a life event





SUSE REUSE THE TOMES

HELP SAVE THE ENVIRONMENT.

The environment deserves our respect. You can show your respect for nature and help save the environment by reusing your towels during your stay.

If you choose to participate in the program...

Please drape used towels over the curtain rod or the towel rack.

If you choose not to participate in the program...
Please place towels on the floor.

(See the back of this card for more information on the impact of participating in this program.)



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