

Leading Hotel Brand drives strong increase in awareness and consideration

Challenge

Increase awareness and consideration for a leading, upscale, all-suite hotel chain amongst business and leisure travelers with an emphasis on A18-34

Captivate Solution

- The hotel brand partnered with Captivate for an eight-week campaign.
- Utilizing Captivate's popular Brand Integration product, the client was able to incorporate the brand's colors across the entire Captivate screen and sync the brand's message with custom travel content
- The client extended their integration by producing custom creative that incorporated elevator references in order to effectively align their message with the medium to further relate with viewers

Case Study



“ Taking the elevator down for a free breakfast, beats taking it down for a free staff meeting ”

“ Does this elevator resemble the last hotel room you stayed in? ”

“ This elevator ride would be more enjoyable if there was a complimentary cocktail waiting for you at the bottom ”

Results

Captivate custom research provides measurable results that prove the campaign's success in driving:

- Strong Brand Awareness:
 - Business Travelers – 74% Recall
 - Leisure Travelers – 68% Recall
 - A18-34 – 72% Recall
- Significant increase in “consideration to stay” pre vs. post campaign
 - Business Travelers – 48% Increase
 - Leisure Travelers - 100% Increase
 - A18-34 – 153% Increase

Higher than average of 53% for travel brands

