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.

Case Study



- 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

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?

Higher than average of

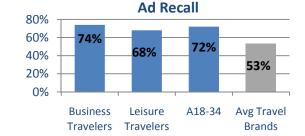
53% for travel brands

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

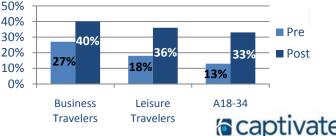
Results

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







Source :Market Tools Inc., Captivate Online Panel Study Oct 2010