

Hotel chain achieves rebranding success with Captivate Network

Case Study

Challenge

- Generate awareness of the hotel's re-branding campaign
- Change perceptions & generate consideration/purchase intent amongst a primary target of Frequent Business Travelers & secondary target of Frequent Leisure Travelers

Captivate Solution

- The hotel chain was able to reach a wealth of both frequent business and leisure travelers during their five week campaign with Captivate
- The client leveraged different creative executions during each of Captivate's three dayparts

Captivate audience consists of over 1.5 million frequent travelers

Results

- Campaign effectiveness results achieved the client's goals & were well above average:
 - 64% Viewer recall of the campaign
 - Of those that recalled the ad:
 - 2 of 3 Customers & Frequent Business Travelers found the ad effective
 - Very high purchase intent among Frequent Travelers
 - Significant increase in advertiser's rating

