

# Captivate Advertising Increases Consideration Amongst Travelers

## Challenge:

Increase consideration for major luxury hotel chain client amongst domestic and international travelers

## Captivate Solution:

With over 1.1 million viewers having taken a foreign trip in the last 3 years & over 90% having taken a personal trip, Captivate was the right media to effectively reach the luxury hotel chains' target audience

Also, Captivate Viewers over-index for foreign business trips by 62% & foreign personal/leisure trips by 69% when compared to the rest of the U.S. population

The four-week campaign featured images and messaging highlighting the advertised brand's portfolio of hotels from around the world

## Results:

Targeting the right audience with compelling creative resulted in a Strong response to the ad:

- 55% of Captivate Viewers (69% business travelers) that saw the ad mentioned that the ad/creative improved their opinion towards the advertised brand
- 1 in 4 that saw the ad described that the ad made them 'Feel like going on a vacation' and 1 in 10 'Want to stay in advertised hotels'

Captivate also measured the brand's consideration for next stay pre & post campaign. The results are:

- 32% Lift in Consideration among all viewers
- 45% Lift in Consideration among business Travelers
- 54% Lift in Consideration among personal travelers
- 82% Lift in Consideration among non customer

## Case Study



When compared to rest of US, Captivate Viewers over index for:

- Foreign business trips by 62%
- Foreign personal/leisure trips by 69%.

