HILTON PRIDE Campaign

JUNE 2015

Hilton

IT ALL STARTED WITH OUR BRIGHT NEW LOGO.

The rainbow is the most widely recognized LGBTQ+ symbol in the world. So we thought long and hard not only about what the rainbow symbolizes, but what it represents. We chose a rainbow that was inclusive and its component colors which get us thinking about the **light** and **hope** that we bring to our guests in our "**home** of hospitality". Making sure the organic shape of our rainbow was not mistaken for the nation that shall-not-be-named, we added a sixth color to represent the brightest lights that spread the most warmth—the ray of the sunrise that nature enjoys every day. We hope our logo will be a beacon of light and hope and inspiration for our new Hilton Pride gleaned logo—a more inclusive rainbow for a more inclusive world. It is the championship colors in the end at right that Hilton has always endeavored to spread.

Hilton is in the sleep business. But we're wide awake.

OBJECTIVES

- **Support the LGBTQ+ Community**
- **Increase Awareness & Consideration of Hilton**
- **Drive direct bookings**

FLIGHT DATES

June 1 – June 30

TARGETING

- **LGBTQ+ Community**
- **Geo-Interest & Fencing Targeting Around Pride Parade Locations**
- **Keyword, Interest, and TV Targeting**

MEDIA CAMPAIGN Highlights

Blended Above Industry CTR average

67%

Incredible increase in impressions and exceeded the goals set for the entire campaign by nearly

198%

Blended Above Industry CTR average

30%

Blended Above Industry portfolio CTR average

206%

Instagram's Awareness campaign had a

198%

Above efficiency CPM (cost per mille) average and a

207%

Above efficiency CPM (cost per mille) average

01 PRIDE LANDING PAGE

We created a beautiful and welcoming digital home base to both explain the significance of our new logo and to provide our loyal LGBTQ+ guests the Pride-team with our *Long Weekend* offer for Pride month-long. Engine, ppc Gift of Surround Recognizing the importance of authenticity, we aimed to create a landing page that was inclusive by showcasing Hilton's robust track record of diversity, inclusion and LGBTQ+ friendly company policies and efforts.

813,034 visits and 763,461 visitors in the month of June

CLICK HERE TO SEE IT LIVE

02 MEDIA PLACEMENT STRATEGY

Our goal was to connect with the LGBTQ+ community in meaningful, authentic ways by utilizing the mass reach and organic engagement potential of social media, while also using more progressive content platforms. And to optimize efficiency and maximum awareness, we leant focused our messaging to relevant audiences and interests through geo-targeted, city-specific, and LGBTQ+ friendly keywords. Our media plan was authentic yet genuine in order to capitalize on broader US reach through overall Pride relevant segments.

HOW WE CAPTURED THE LGBTQ+ AUDIENCE

Symbolizes the reinvention of the brand, bringing a rainbow brand story more modern age

- **Mobile-first**
- **Mutually supportive**
- **Career-focused**
- **Status-conscious**
- **Adventurous**
- **Travel-oriented**
- **Open-minded, outspoken**

ON PREMIUM CONTENT

The Huffington Post

Strategy and Tactics

Premium Brand Partnership leveraging loyalty and trust for Huffington Post's LGBTQ+ audience driven by compelling high-relevancy, high-impact, and high-engagement content. Leverage Huffington Post's unique and exclusive content partnership with Pride Parade organizers to create a "Pride Guide" and other Pride-related content. Leverage Huffington Post's unique and exclusive content partnership with Pride Parade organizers to create a "Pride Guide" and other Pride-related content. Leverage Huffington Post's unique and exclusive content partnership with Pride Parade organizers to create a "Pride Guide" and other Pride-related content.

Results

- 2015 Impressions to 30 days, 60% above the 1MM goal
- Over 1MM clicks (goal of 75 days, at 2.0% CTR, exceeding the goal from 1.5 thousand by over 67%)

ON SOCIAL MEDIA

Spotify

Strategy and Tactics

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Results

- Earned a CTR of 2.3% with above benchmark
- Exceeded the campaign goal of 2.0% and engaged with the Hilton Pride playlist for an average of 1.5 minutes per session
- Parents, creators, tech early adopters, millennial and Gen-z audiences are the most active users
- Spotify's Hilton Pride playlist had a total of 1,000 unique users
- 2,000 impressions delivered, exceeding impressions goal by 20%

ON SOCIAL MEDIA

Tinder

Strategy and Tactics

Tinder's unique ability to connect people who are looking for dates, casual sex, and finding their soulmates in the two social dimensions of Tinder's "Swipe" and "Chat" functions, Tinder's "Swipe" and "Chat" functions, Tinder's "Swipe" and "Chat" functions,