

MOTTO

by Hilton

Brand Launch
Communications Recap Report

11.2.18



OVERVIEW

LAUNCH OVERVIEW

Motto by Hilton launched on October 23rd with a three-prong approach focusing on media saturation, the Motto mailer and a Facebook- and Twitter-livestreamed launch event at the Innovation Gallery:

- **The Motto mailer** – 400+ Motto mailers were distributed globally to owners, developers, business influencers, target media, Hilton board members and Hilton corporate offices. The Motto mailer, which included a short brand film as well as a ‘pop up’ of the linked rooms, served to ‘connect’ Hilton’s newest brand directly to its target audience in a compelling way.
- **Media strategy** – inclusive of pre-briefs, global distribution of the press release and development of unique assets, the team shared the news under embargo with top business, lifestyle and trade media ahead of the launch date to generate widespread coverage.
- **Launch event** – Hilton executives and Team Members welcomed nearly 100 target developers and key media to the Innovation Gallery for a brand launch event that was live-streamed on Facebook and Twitter.

400+

mailers delivered to key media, owners, developers, corporate offices and business/social media influencers

1.43M+

people viewed the event, including in-person attendees, 300+ Team Members at The Social and online

163

pieces of earned media, kick-started by the 13 pre-brief interviews with Conde Nast Traveler, Skift, Travel + Leisure, USA Today and more

968,473,209

total impressions

Motto Mailer



132

Media
Recipients

115+

Business/
Development
Recipients

21

IR
Recipients

130

Corporate
Office
Recipients

9

Social Media
Influencer
Recipients

795K

Social Media
Influencer
Reach

11/2/2018

MEET MOTTO BY HILTON MAILER

To bring Motto by Hilton to life, the Motto mailer told the story of the brand with thoughtfully-designed 'surprises,' including a custom illustration of the Motto Commons on the exterior, a brand essence video, a paper pop-up of the linked rooms, as well as travel must-haves for the connected and confident traveler.

Messenger Distribution:

- The team coordinated hand delivery of the mailer to those in DC and NYC and worked with Fed Ex to ensure every mailer was delivered the morning of October 23rd

Social Media Influencer Engagement

- The team identified social influencers whose audiences look to them for the latest on lifestyle and travel trends. The team engaged those individuals and sent the Motto mailer to be shared on their social platforms, highlighting the Motto launch and key messaging points while driving traffic to the newly launched @MottobyHilton Instagram account.



MAILER REACTIONS

In tandem with the press release distribution and launch event, the Motto mailer landed on the desks of over 100 media, encouraging them to tune in to Facebook Live announcement and learn more about the brand. The reactions among media, influencers, developers and partners alike, was that the mailer was innovative and like no other. Motto successfully impressed recipients, in which 10 people shared with their audiences on their social media platforms.

“I love the design/concept of the mailer and the marketing piece was the hit of the office.” - **Jeffrey J. Donnelly, CFA Wells Fargo**

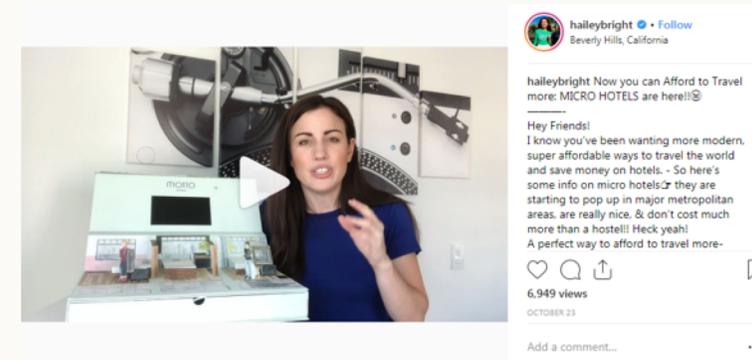
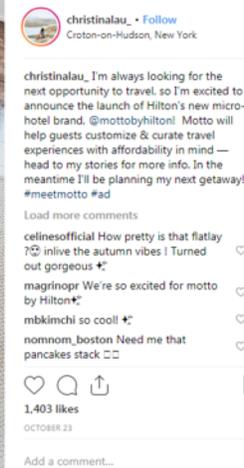
“I received the very fun media kit today! I'll see if we can write up a news post about the forthcoming brand. @Hiltonhotels killing the press kit game.” - **Chase McPeak, The Manual**

“That mailer was AMAZING! I haven't seen anything like this” - **AnaMaria Glavan, BuzzFeed**

“Just received the mailer and WOW! It is so fun - definitely one of the coolest packages I have seen.” - **Christina Galbato, Influencer/Blogger**

“The pop up box was such a great touch point to showcase the brand and get people excited for launch. I love the drawings too, so cool!” - **Jesse Ashlock, Travel + Leisure**

“The Motto mailer was the hit of the office and was being passed around for everyone to see!” - **Richard Bradley, Worth**



Media Coverage



MEDIA APPROACH

To differentiate Motto by Hilton from its competitors and other hotel brands, the team took a multi-prong approach to engage and excite media:

- Secure impactful feature coverage to appear on Motto by Hilton launch day through targeted online stories and broadcast segments.

- | | | |
|-------------------------|--------------------|-------------------------------|
| • Associated Press | • Hotel Management | • Skift |
| • Canadian Lodging News | • Hotel News Now | • Travel + Leisure |
| • CNBC | • InsideNoVA | • Travel Weekly |
| • Conde Nast Traveler | • JetSet | • USA Today |
| • The Dining Traveler | • Luxe Getaway | • Washington Business Journal |
| • Hotel Analyst | • NBC4 Washington | • Worth |
| • Hotel Business | • The Points Guy | • WTOP |
| • Hotels Magazine | • Quartz | • Yahoo Finance |

- Build brand recognition with trade and consumer outlets by giving access to brand representatives for interviews prior to the launch.
- Surprise and delight top-tier local and national media through unique mailer hand delivered on the day of the launch.
- Facilitate larger feature coverage through media attendance at Hilton Innovation Gallery launch event.
- Create activation to support brand launch, inviting local media and national media based in NY to attend but also engaging national and local media to participate on Facebook Live.

24
Media Interviews
(and counting)

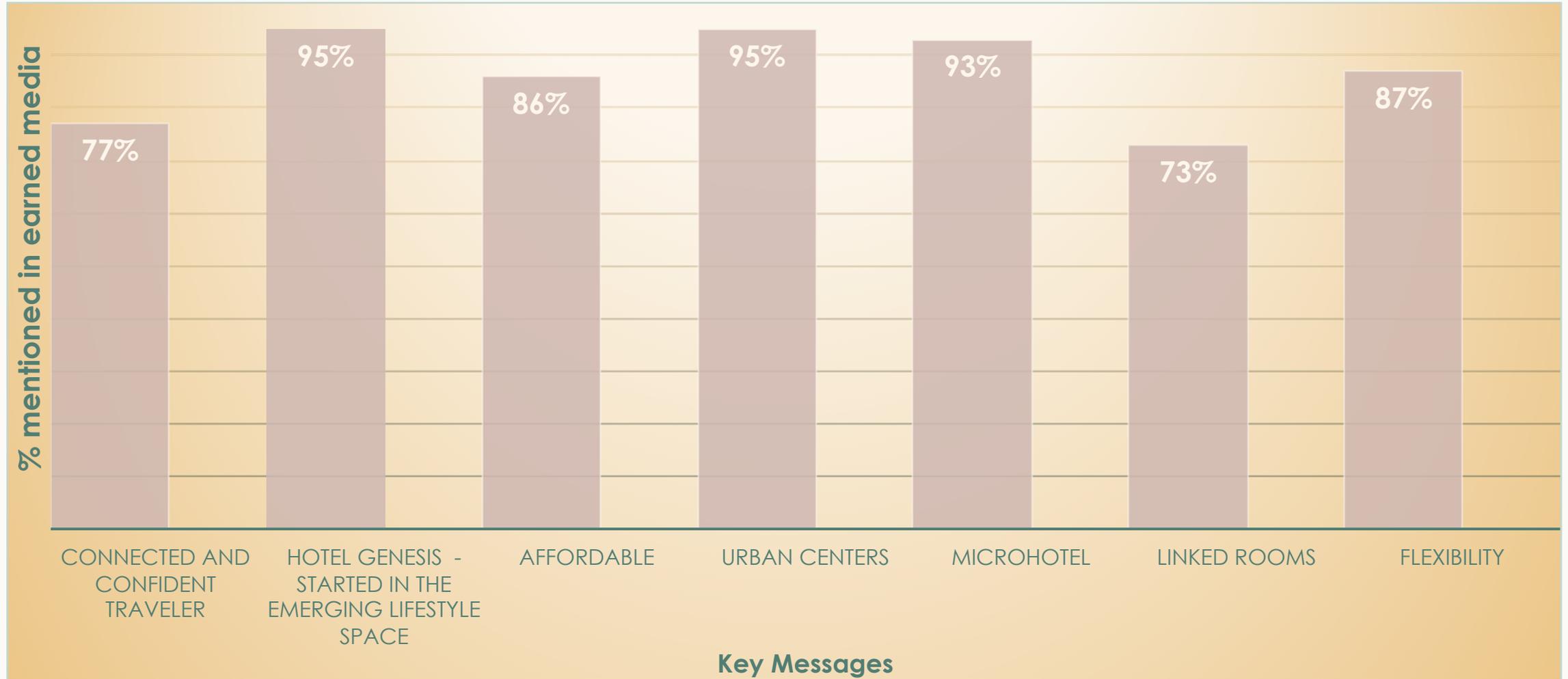
163
Earned Media Placements

100%
Positive/Neutral Coverage

822M+
Earned Media Impressions



MESSAGE PENETRATION



NOTABLE MEDIA QUOTES



"Today they announced Motto by Hilton, an affordable, stylish brand aimed at travelers who like the trifecta of centrally located, reasonably priced and less traditional lodging"

"While some people may be willing to pay for a bed that doesn't fold into the wall, Motto by Hilton could be the perfect option for people who don't plan to spend their vacation sleeping."



"Motto is not your standard double bedroom. Armed with a number of features including wall-beds, trendy restaurants and functional furniture to save space, Hilton aims to "freshen up" the ordinary hotel experience with Motto."



"Motto was created to address the needs of the "connected and confident" traveler by offering affordable, flexible rooms with few frills. Flexible is the key word here, as guests can literally tailor their rooms, or their connecting rooms, to fit their needs."



"The differentiator for Motto, which the company described as a "micro-hotel with an urban vibe" is a customizable, flexible room with functional furniture in a small footprint, and some of the standard components expected from a modern lifestyle brand: efficient, targeted F&B, a lively lobby with space to set up for social or work purposes.



"Now comes Motto by Hilton, the company's response to the micro-hotel and "poshtel" movement, catering to travelers on a budget who are more interested in dumping their bags in their room and hanging in the lobby than lingering behind a do not disturb sign"



For nearly 100 years, Hilton hotels have been synonymous with American hospitality. Whether you checked into one in Dallas, Manhattan, [or Cairo](#) you knew what you would find: big, comfy beds, top-notch customer service, and the feeling that you were right at home. For its latest hotel concept, announced today, the quintessentially American brand is looking for inspiration from somewhere unexpected: hostels.



"One of the world's biggest hotel chains is about to go small. Beginning in 2019, Hilton Hotels & Resorts will launch a series of urban micro-hotels under the new brand Motto by Hilton."



"Motto by Hilton will be the epitome of "select service" when it comes to the services and amenities that owners want to select. Public areas like the lobby, which will feature a "premium coffeehouse" and a curated bar program, will be essential, but items like alarm clocks will likely disappear from guest rooms.

MEDIA RECEPTION ON SOCIAL MEDIA

AFAR Media @AFARmedia Following

Check out [#Hilton's](#) new "Motto" hotels, that are like hostels with a tech-y twist



Hilton's New Hotel Brand Gives the Hostel an Upgrade

Motto by Hilton, a new hostel-inspired concept that was announced by the hotel company on Tuesday, is the latest micro-hotel brand hoping to court budget-minded

afar.com

5:14 PM - 24 Oct 2018

Fast Company @FastCompany Following

Hilton gets a new "Motto", an affordable chic hotel brand



Hilton gets a new "Motto", an affordable chic hotel brand
It's like a hostel for grownups
fastcompany.com

11:22 AM - 23 Oct 2018

0 Retweets 15 Likes

Yahoo Finance @YahooFinance Follow

Highlight: Tripp McLaughlin, Vice President of Lifestyle Brand Concepts at [@HiltonNewsroom](#), details [@hilton's](#) new urban brand 'Motto': "We're going to have a great cafe experience downstairs."
finance.yahoo.com



Hilton unveils its new hotel urban lifestyle brand motto

11:15 AM - 23 Oct 2018

3 Retweets 2 Likes

Hotel News Now @HotelNewsNow Following

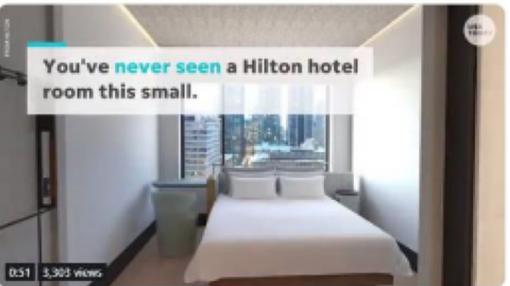
.@HiltonNewsroom execs aim to grow the company's midscale presence w/ the launch of Motto, which is similar to Tru, but the development approaches for owners are different for the two brands, @HNN_Seian writes.
bit.ly/2CCleyP
[#hotelnews](#)



11:00 AM - 24 Oct 2018

USA TODAY Video @usatodayvideo Follow

Get an inside look at Hilton's newest brand, Motto by Hilton, which include features of space-saving beds, multifunctional furniture, more affordable rates and much more.
bit.ly/2JdeQ2d



You've never seen a Hilton hotel room this small.

0:51 3,303 views

8:19 PM - 23 Oct 2018

7 Retweets 24 Likes

HOTEL MANAGEMENT @HotelMgmtMag Following

In launching its new [#Motto](#) brand, [@HiltonNewsroom](#) will be offering existing owners the first chances to build. "Our existing owner base has been very loyal to us, and we want to be loyal to them," Chris Nassetta said. [#HLEarnings](#)

10:56 AM - 24 Oct 2018

2 Retweets

Launch Event & Amplification



LAUNCH EVENT

On October 23, Hilton convened executives, owners, developers, and key media to celebrate and elaborate on the launch of Motto by Hilton. Guests gathered at the Hilton Innovation Gallery, which was outfitted with a Motto-aesthetic and offered stations that allowed attendees to understand Motto's key elements, including lavender flower and sleep walls that emphasized Motto's sleep experience, connected room demonstrations and a VR stage where attendees could view room renderings.

10

Media in Attendance

11

Media Interviews

1.43M

Online Viewers (so far)

21

Owner/Developer / Influencers in Attendance

On-site Communications Aspects:

- Tripp was interviewed via Skype for Yahoo! Finance, which announced Hilton's new lifestyle brand Motto to 1.8 million viewers.
- NBC's Washington DC affiliate was in attendance, resulting in a segment on WRC-TV News 4 at 6PM news that highlighted the brand launch.
- The event has been viewed by just about 1,430,000 people on Hilton's corporate Facebook and Twitter channels.
- TV Host and influencer Fiona Rene emceed the event, which added to the high-energy atmosphere in the room and on social media.



FACEBOOK & TWITTER LIVE

Broadcast live from both the Hilton Newsroom Facebook and Twitter pages for the first time, the Motto by Hilton launch turned the event into an experience for online viewers. The simulcast enabled real-time connection to our audience, giving them a taste of the new brand that couldn't have been solely achieved through text and images. Further, it gave us increased exposure to educate new and existing owners, developers and target media outlets.

3.85M+
People Reached

8.6M+
Impressions

1.43M+
Views

27.7K+
Engagements
(Likes, Comments, Shares)



 **Lisa Hagan Webb** · 19:26 Welcome, Motto! A different, flexible brand that brings individuality and personality. I can't wait! #meetmotto

 **Elyza Cdm** · 6:48 Hilton Architecture, Design & Construction cannot wait to get onto this fab new brand! Go Motto!

 **RMelag** · 9:02 Go Hilton! Team Hampton Inn & Suites Frederick-Ft. Detrick, MD wish Team Motto tremendous growth and success!

 **Zacky Zack** · 4:59 Hilton Garden Inn Singapore wishes congratulations



 **Ryane April** · 10:28 Hello from hilton okinawa japan

 **Tarsha Malone** · 17:33 Focus Service Architecture and Construction, we make it exceptional for our owners, who in return make our guest experiences, exceptional! #iamhilton #purebredbrands

 **Tarek Souissi** · 18:02 Hello, from Hilton Madrid Airport 🇪🇸

 **Abie Chong** · 15:56 We've set the bar HIGH...AGAIN!!!

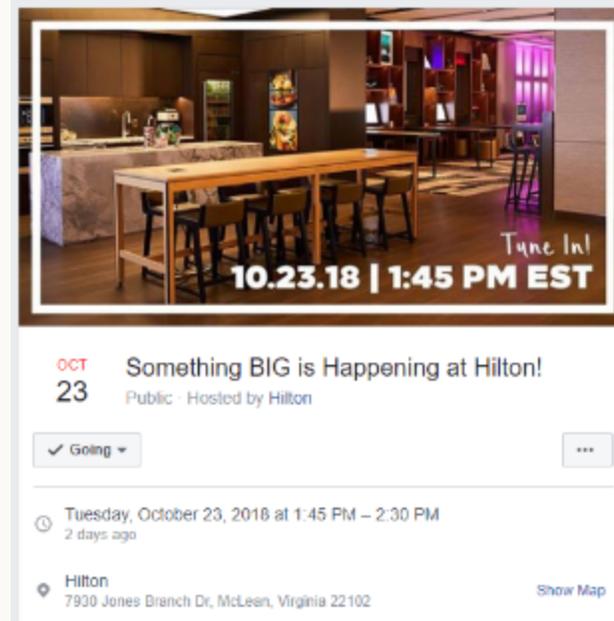
FACEBOOK/TWITTER LIVE PROMOTION & AMPLIFICATION

Key elements included teaser promotion on both Facebook and Twitter (that successfully garnered attention from media, including one loyalty blogger), event creation on Facebook, strategic paid promotion and amplification in addition to the first-ever Facebook and Twitter livestream simulcast.

\$7K
Paid
Promotion
Spend

8.85M+
Impressions
Garnered from
Paid Spend

20.8K+
Engagements
Garnered from
Paid Spend



Subject: RE: Big Announcement On 23rd?

What is this "big announcement" that Hilton is teasing on Facebook?

Thanks!
John Ollila | Loyalty Expert



Facebook teaser promoted to targeted media globally on Oct. 22nd and morning of 23rd

Final Facebook Live video amplified to targeted media and global followers of the Hilton Newsroom Facebook page on Oct. 23rd through 28th

Additional Social Amplification

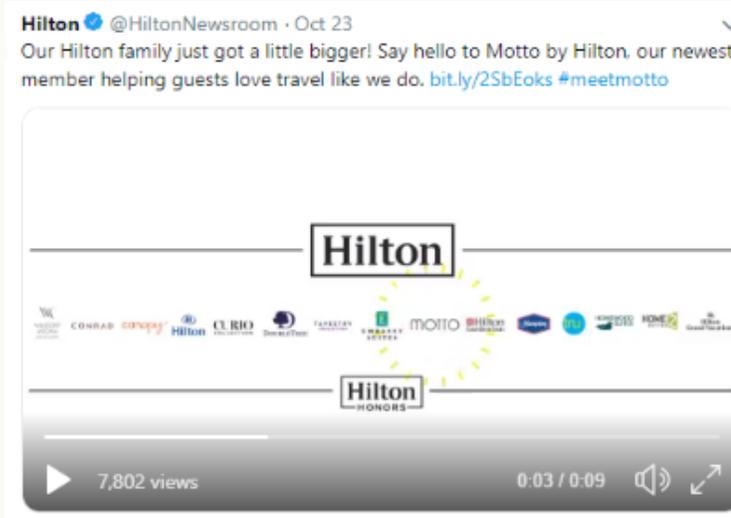


PROMOTIONAL SOCIAL MEDIA CONTENT

Hilton Newsroom and other Hilton-owned channels promoted the launch throughout the week. Key elements included breaking the news on Twitter (followed by LinkedIn) with an animation introducing Motto by Hilton into the Hilton brand bar, post-event photo sharing on Instagram, an Instagram Story promoting the @HiltonCareers on-the-ground coverage of the event in addition to amplifying Chris Nassetta's social posts from the Hilton Newsroom social pages.

Brand Bar Animation

- Twitter: **8,216** views, **54K+** impressions and **1,613** engagements
- LinkedIn: **63,660** views, 146K+ impressions and **1,599** engagements



Instagram Post:

- **1,235** likes and **17** comments
- **Top 3rd post of all time for channel**



Brand Channel Promotion

- Facebook: **152,202** impressions, **1,322** engagements
- Instagram: **101,244** impressions, **29,078** engagements

Hilton Careers

- Instagram: **1,442** views, **10,681** impressions and **1,005** likes

MOTTO BRAND CHANNEL LAUNCH

The Motto by Hilton Facebook and Instagram brand channels went live on launch day, sharing more information on the essence of the brand.



4K+
Impressions

1K+
Post Engagements

390+
Page Likes

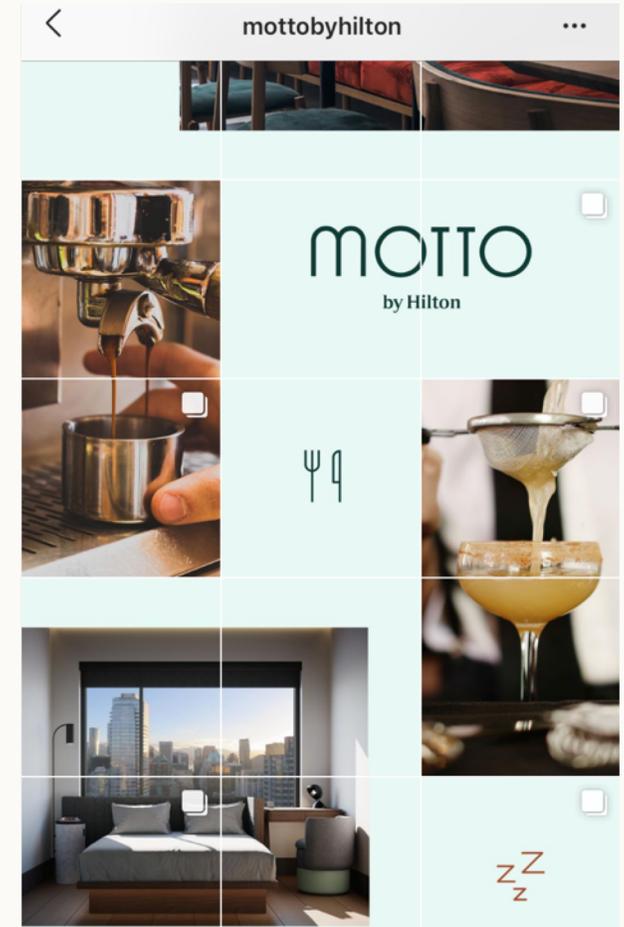


19K+
Impressions

10K+
Post Engagements

9K+
Profile Visits

2K+
Followers



THANK YOU

