

HGTV/Jonathan Scott Partnership & Sweepstakes: Hilton All Suites

Situational Analysis

Although the Suites brands by Hilton (Homewood Suites, Embassy Suites and Home2 Suites) have amenities that appeal to the extended stay traveler, awareness of hotel alternatives like AirBNB and HomeAway are rapidly increasing. At the same time, our competitors spend significantly more than we are able to.

There came our challenge: we needed to increase brand awareness in new customers, including first time leisure customers.

Marketing Objective

1. Drive awareness of the partnership with Jonathan Scott and HGTV
 - a. KPI: CTR on advertising units
 - b. KPI: Entrants into the Sweepstakes

Target Audience

We focused on the traveler who needs the one thing they can't get anywhere else: space.

Research, Planning, Implementation

In late 2018, we began planning for 2019 media. During this process, we knew that our target audience had an interest in DIY/Home Improvement.

We had an opportunity to partner with the Discovery network, who owns a wide breadth of interest driven channels including HGTV. Also knowing that Property Brothers was one of the most popular shows and duo of celebrities across their channels, we found the perfect opportunity to partner with Jonathan Scott and the new Property Brothers show launching soon on HGTV. As a household name, and someone who's main audience was in the DIY/Home Improvement space, Jonathan was the perfect partner to help us take our 2019 campaign to the next level.

We partnered with HGTV to create vignette style videos – versions per each of our suites brands- that highlighted property amenities in a fun and energetic way. In each vignette section, Jonathan talked about a brand value selling point: our property's free breakfast, evening social, spacious Suites, and much more. Several versions of the vignettes were created - :30 version for on-air, as well as a :15 and :60 digital versions to be used on social media channels.

With our videos, we created digital unit placements - audience drivers, and a unique social driver unit - that highlighted the brand assets, and the partnership with Jonathan across Youtube, Facebook and Instagram.

To support this partnership, we created a sweepstakes with HGTV where consumers could win \$10,000.00 in cash and a seven-night hotel stay. Sweepstakes was highlighted at the end of each brand's vignette. Banners throughout HGTV.com also drove to the sweepstakes landing page where consumers could enter to win. The sweepstakes began on July 15, 2019 and is running through the end of September. The grand prize winner will be selected in a random drawing among all the eligible entries.

Not only that, but our brands were the key sponsor of the new Property Brother's show, Forever Home. This sponsorship helped drive contextual awareness across the network from our vignettes through social, to the sweepstakes and even to the TV show itself, reinforcing our brands throughout the customer journey.

Message

When every room is a suite there's plenty of space to bring whatever you need on a trip -- so BRING IT!

Results

The digital units have achieved impressive CTR rates, with the Flex Driver leading the way with a 1.51% CTR in the month of August alone.

To date, the sweepstakes is far outpacing HGTV's benchmarks for a sweepstakes this size. A typical range of total entries is 1.1-1.5M, and by the end of August the Bring It sweepstakes has garnered almost 1.4M entries.

Budget

\$400K production/talent budget

Supporting Links:

<https://www.youtube.com/watch?v=zT5pTwyUULk>

<https://www.youtube.com/watch?v=r0IO-fczZ4E>

<https://www.youtube.com/watch?v=CHFSSg5Ys5U>

<https://www.youtube.com/watch?v=tC-mjNWWDt4>

<https://www.youtube.com/watch?v=MeG1OkghRYs>

<https://www.youtube.com/watch?v=DvHHoFi0nZo>