



ROOM 8

ELEV8TING SUPER 8

Super 8 hotels across North America have undergone a major transformation, investing more than \$100 million in renovations to elevate to Innov8te.

Gone are the floral bedspreads, cookie-cutter designs and vanilla stylings of yesteryear and in their place, modern bedding, sleek furnishings and hyper-local, black and white art.

With over 90% compliance, the effort has been a monumental success—delivering not only increased owner returns and guest satisfaction scores but enabling the brand to generate buzz and publicity like never before.

SO... WHAT'S NEXT?



TAPPING INTO GUEST NEEDS

Every day, thousands of guests check-in to Super 8 hotels across North America looking for something just a little different than your typical hotel room...

- Group of friends traveling on a budget
- A young family in need of space
- Co-workers forced to share a room

These guests want a room that was built and designed with an understanding of their needs when it comes to shared living space. One that functions like a traditional hotel room but that also gives them space to be social.

In Fall 2019, Super 8 delivered a concept room specifically designed just for these guests, and made a splash doing it.



OBJECTIVES

Create a new room concept for that caters to the rising needs of guests looking for shared space, seamlessly aligning with Super 8's new design aesthetic all while delivering incremental revenue opportunities for owners.

- Compelling alternative to a standard “suite”
- Complementary to existing, modern design
- Fun, social touches



HOW IT WORKED

KEY CAMPAIGN COMPONENTS

Design Challenge

Super 8 launched a national competition seeking designers from college students across the country—because who knows co-living design better than those who have spent years doing it?

Celebrity Designer / Wayfair Partnership

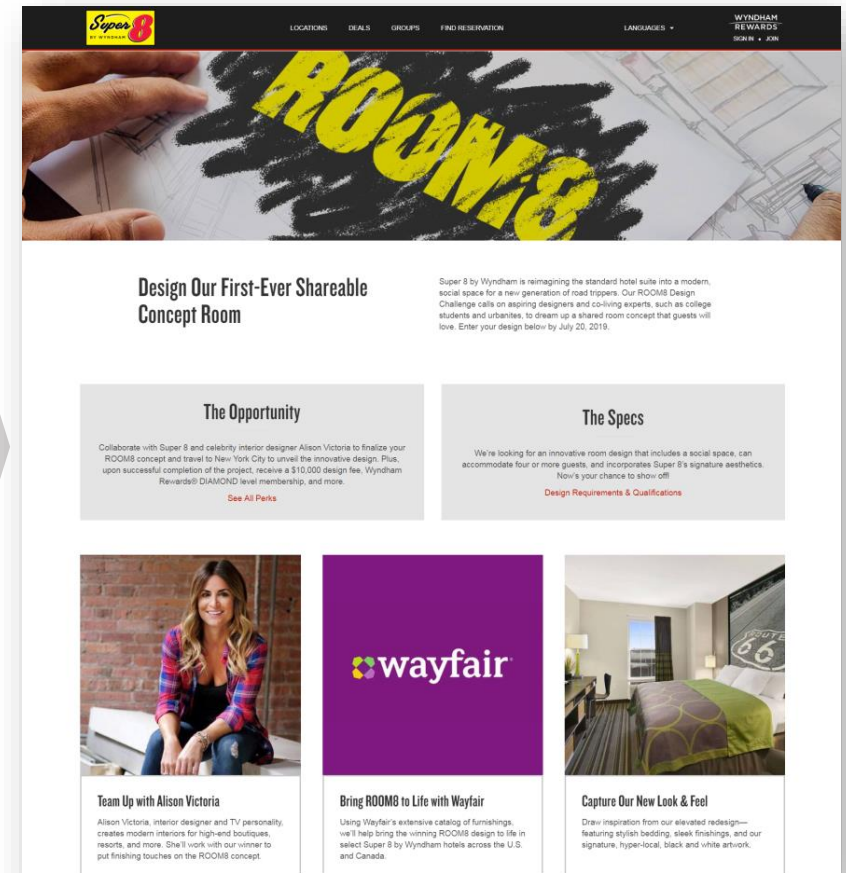
Our winner worked with celebrity designer, Alison Victoria and Wayfair to not only evolve and finalize their design but source its materials from Wayfair's extensive catalog of materials and furnishings.

Media Day

The winning designer flew to NYC, along with our celebrity designer for a day of media interviews, talking about the experience and officially unveiled the ROOM8 concept to the public for the very first time.

Message Amplification

We amplified our efforts with an integrated marketing campaign that tapped into paid, owned and earned channels.



INTRODUCING OUR
ROOM8 CONCEPT ROOM



WINNING DESIGN

The winning design features a fun social space, sleek entertainment area, signature Super 8 aesthetics, playful touches, and bunk beds to accommodate four or more guests.





SEE YOU ON THE ROAD



SCOREBOARD

TEAM 1

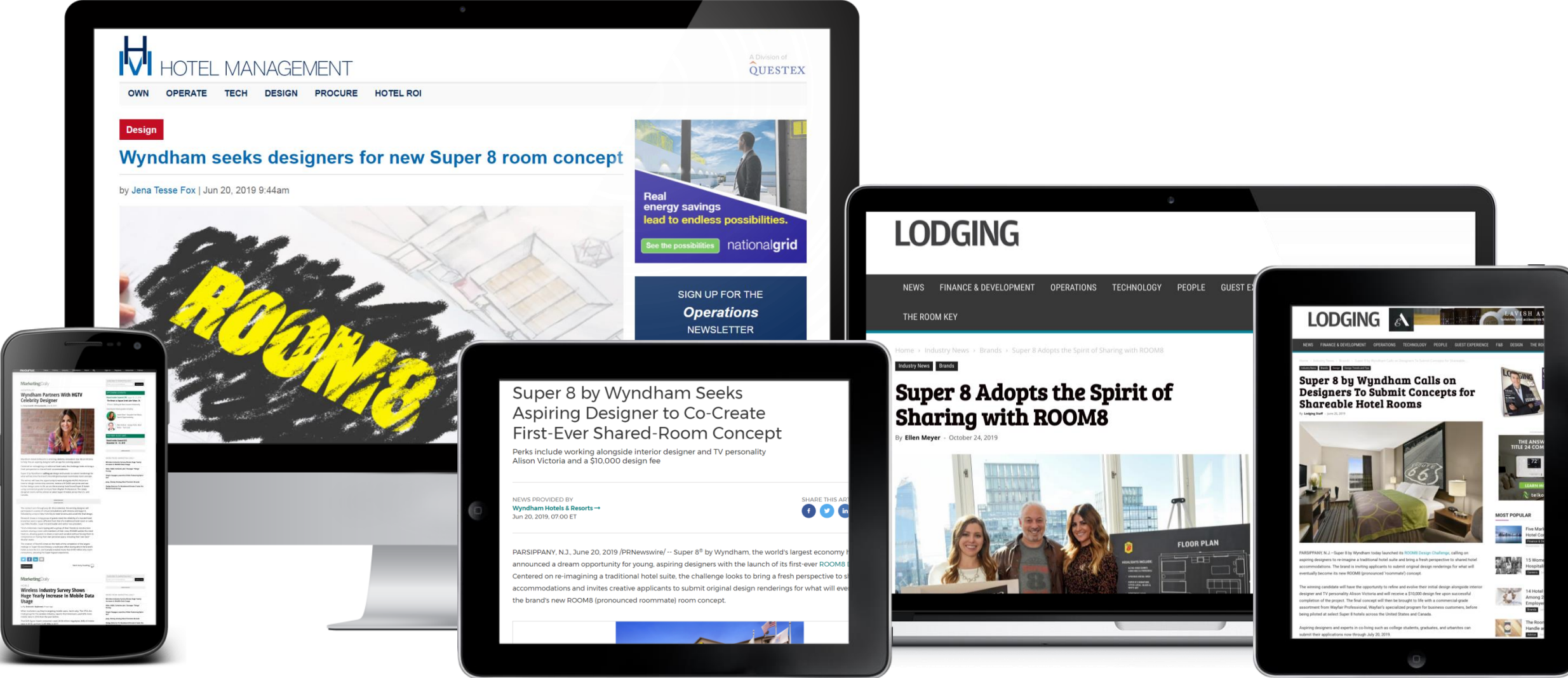
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TEAM 2

II



MEDIA COVERAGE



SUPER 8 BY WYNDHAM MAHWAY PILOT PROPERTY

>>> [Click here to view the time-lapse video.](#)













SEE YOU ON THE ROAD[®]

