



GAYLORD HOTELS™

BACKGROUN - OBJECTIVE - BUDGEY - MESSAGING STRATEGY

# OVERVIEW

# BACKGROUND

- Traditionally, Gaylord Hotels relies primarily on conventions / group business (70-80% mix).
- In light of current events, the Brand has had to pivot quickly and turn its traditional business model "on it's head." After closing in April, 4 of the 5 resorts have re-opened, beginning with the Gaylord Texan, on June 8.
- The good news is that the Brand has invested heavily in signature product & experience that are targeted to leisure/resort business:
  - *Signature water attractions / parks, including SoundWaves at Gaylord Opryland*
  - *Special events department dedicated to resort programming and experiences – from family-friendly activities (AR Wildlife Rescue, animal encounters, movies on the lawn) to live performances / entertainment (music, shows)*
  - *Expansive atriums featuring waterfalls, indoor gardens, winding trails*
  - *Variety of F&B venues, retail, and spa*
- In addition, the Brand has leaned in to focus on Commitment to Clean health & safety measures - electrostatic sprayers, PPE, sanitization stations, signage, etc.
- Gaylord is the first Marriott brand to reactivate marketing in North America after all efforts were paused in March due to COVID-19; while initial recovery plans are in place for the larger organization, Gaylord's approach is a departure from those.
- As a first-mover, a mix of flexibility and caution is important.





## PRIMARY GOAL

### \*Demand Generation & Recovery\*

Support the reopening and recovery period of the Gaylord Hotels and SoundWaves. Drive local/drive-market, leisure transient room nights, packages, and SoundWaves day passes. Main KPIs are bookings (GRE) and Video Completion Rate (for YouTube TrueView portion only).

## GUIDING PRINCIPLES

1

Lean into efficient & nimble demand generation efforts optimized for bookings within 450-mile.

2

Maximize owned, earned, and shared opportunities. Lean-into the strong local following of the individual resorts within their communities.

3

Compliment with hyper-local trade media opportunities to scale.

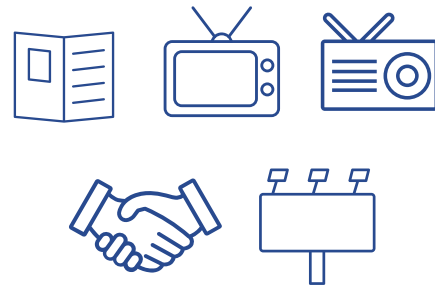
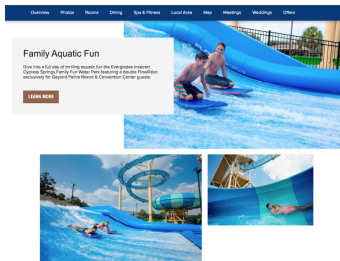
TBMP &  
PLUS



verizon  
media



RETARGETING







## BRAND VALUE PROPOSITION

One-of-a-kind  
experiences & spaces



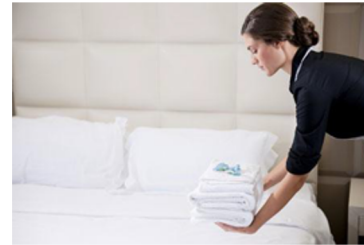
- Captivating & extraordinary environments
- Unique attractions & amenities
- World-class events, activities, and family-friendly environments

Unmatchable ability to  
give you more



- Access to everything summer in-one-place (pools, activities, entertainment, F&B experiences)
- Something for everyone – all-ages; and all types of groups - from families (incl. multi-generational) to couples to solos
- The space and service that offers you more

Focus on health  
& safety capabilities



- Above-and-beyond, top protocols & more
- VUMC Wellness Advisor
- Expansive, wide-open spaces
- Contactless/digital solutions
- Trusted service & capabilities

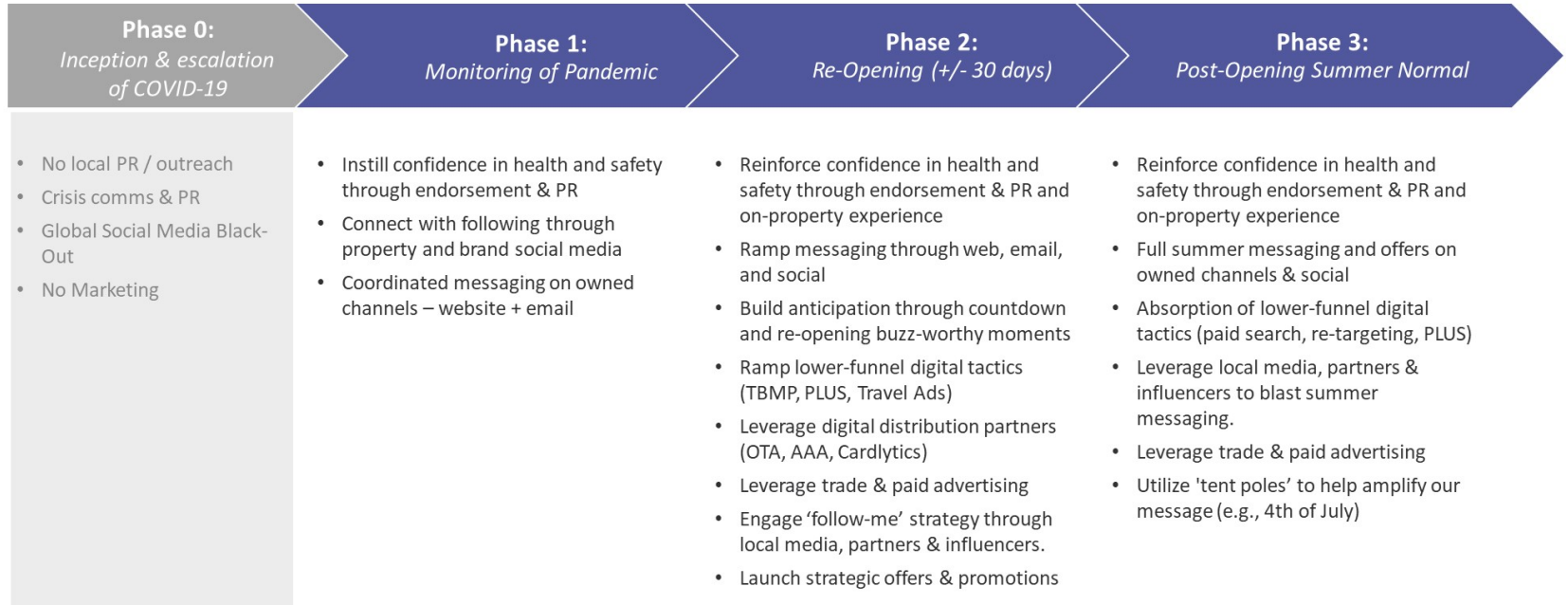
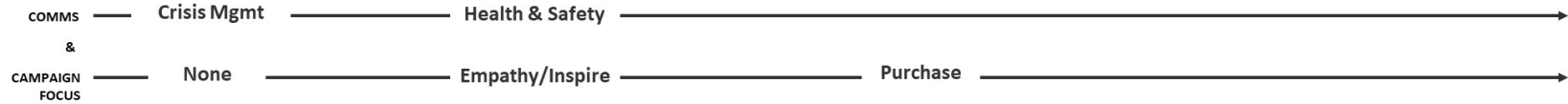
Local Relationship



- The most to do within driving distance
- Nation's leading summer amenities that are right in your backyard
- Part of local community



# PHASES OF RECOVERY





# MESSAGING

## PLATFORM MESSAGE:

### key:

orange text = completed as part of foundational flight 1 creative

gray text = need to develop in phase II creative

safe summer fun is closer than you think

While we recover from this pandemic, people may feel like the vacation they're desperate for is unattainable. We need to let them know it's not out of reach.

## MESSAGES TO EXECUTE

### CONFIDENCE

- o **Safety**
- o Best Rates
- o Flexible Cancellation

### EXPERIENCE

- o Features (**Pools, Atriums**, F&B, Suites, Programming,
- o Differentiators (**Water Attractions, Space**, Signature Events, all-in-one-place)
- o Destination

### TENT POLES

- o **Reopening**
- o Tent Pole dates (4th of July, Summer Solstice, Father's Day)
- o Need Dates/Timing (e.g, Weekday)

### OFFERS

- o **Bounceback**
- o **Local Resident**
- o **Summer Offer**
- o Summer Flash Sale
- o Care Giver Thank You
- o Fenced Offers
- o Leisure Packages

### TRANSACTIONAL

- o **Pool Process**
- o **Housekeeping**
- o **Mobile App**
- o **Limited Offerings**
- o **Wayfinding**
- o **Commitment to Clean**

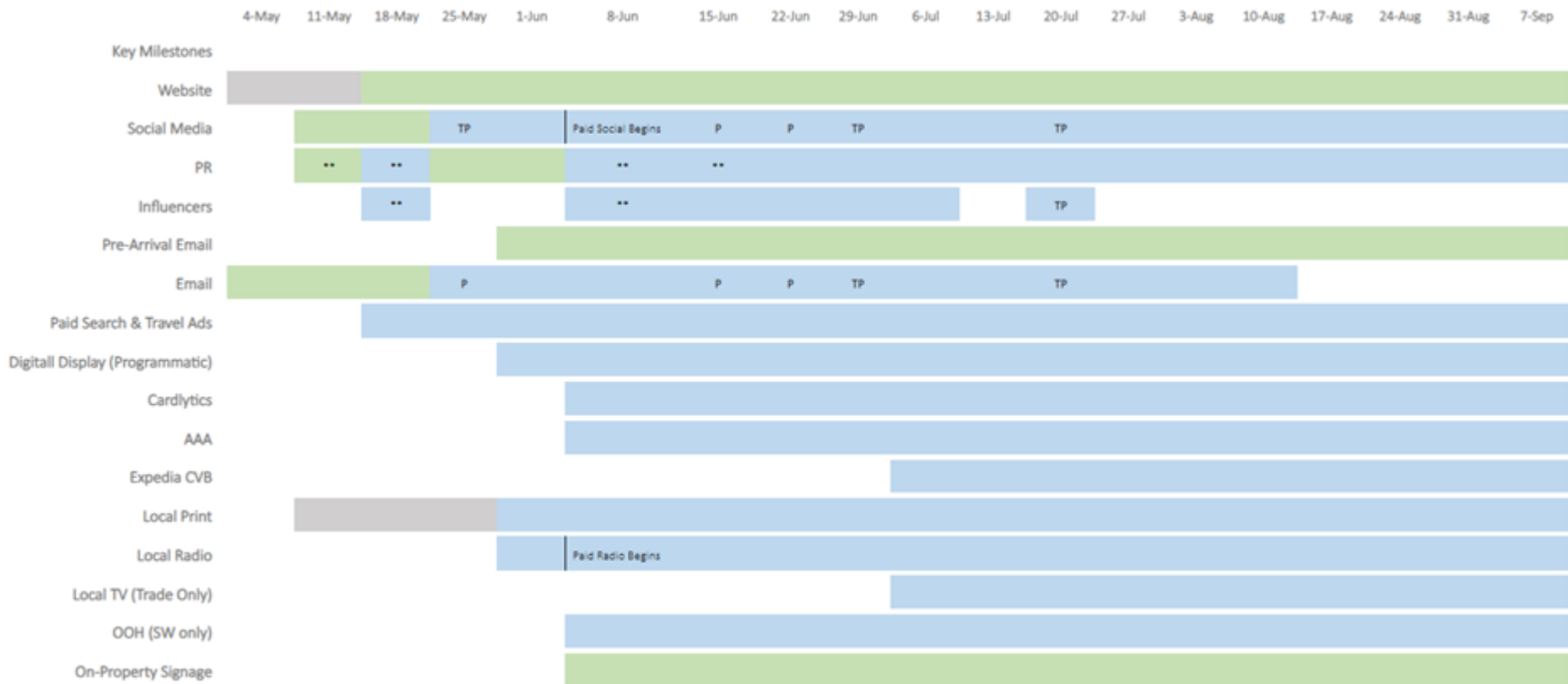
# SUMMER CHANNEL MATRIX



	MESSAGES	CHANNELS											
		Paid Media	Email	Web	Trade Print	Trade Radio	Trade TV	Trade Digital	Paid OOH	Influencers	PR	Organic Social	Signage & Collateral
Demand-Generation Focused	Safety	Display, Social, Radio, Search, Travel Ads, Cardlytics, Partners	X	m.com clean site	X	X		X	X		X	X	
	Best Rates	Display, Social, Search, Travel Ads, Cardlytics, Partners	X	m.com	X			X				X	
	Flexible Cancellation	Display, Social, Radio, Search, Travel Ads, Cardlytics	X	m.com	X			X					
	Experience Features		X	m.com welcome page	X	X	X	X		X		X	
	Differentiators	Display, Social, Radio, Search, Travel Ads, Cardlytics, Partners	X	m.com welcome page	X	X	X	X	X	X	X	X	
	Destination	Display, Social, Radio, Search, Travel Ads, Cardlytics, Partners	X	m.com	X	X	X	X					
	Tent Poles		X								X	X	
	Need Dates/Timing	Display, Social, Search, Travel Ads,	X									X	
	Offers	Display, Social, Radio	X	m.com hidden offer pages		X				X	X	X	
Comm	Transactional		Pre-Arrival	welcome page iRIs									X



## MARKETING TIMELINE



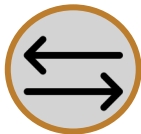
## TOTAL BUDGET



# RECOVERY CENTERED ON DEMAND GENERATION EFFORTS

**\$3.8M**

TRADE



Supplement paid media budget with trade value. Maximize audience reach and total media value for the recovery and summertime periods.

*Examples – radio, TV, publications, print*

**\$1.9M**

DIGITAL



Target potential guests who have shown interest in Gaylord Hotels and/or are committed to coming to market. Push volume and optimize spend by driving ROAS.

*Examples – PPC, TravelAds, PLUS*

PAID



Employ a mix of retargeting and prospecting tactics using native, custom units and standard banners to capture demand. All tactics optimized towards Cost-Per-Booking.

*Examples – display, re-targeting, social amplification, paid radio, paid TV, OOH*

**\$1.8M**

PARTNERS



Look for mid-funnel partners that help target those showing intent to travel that are outside of owned channel reach.

*Examples – AAA, Expedia CVB, Cardlytics*



# TRADE & PAID SUMMARY



## PAID SPEND

# \$1,800,000



(4,978) :30 Commercials  
between (23) stations



Display campaigns with  
64M impressions



TrueView pilot on  
YouTube worth 3M  
impressions



29M impressions across  
Facebook and  
Instagram



Display and Email  
campaigns on AAA.com



Display on Expedia.com



86M impressions via our  
credit card partners



xxxM impression via  
Paid Search

## TRADE VALUE

# \$1,900,000

in media value exchanging our unused inventory for Print Ads,  
Commercial Schedules on Radio & TV schedules, Banner ads &  
more. Net zero expense to the brand.



(74) Print Partners with  
305 Print Ads



(21,860) :30 TV  
Commercials



(12,508) :30 Commercials  
between (90) stations



(41) banner ads



5 TV Segments



6 Outdoor Billboards

## OWNED/EARNED

# FREE



50M Emails Sent



1.7M website visit.  
Conversion rates improved  
YoY (3.2% vs. 2.9%).



PR



Organic Social  
24.6M Impressions



>600 Unique Signs  
New In-Room Videos



>83 Influencer Stays  
>5.0M Followers/Reach

OBJECTIVE – BUDGET – MESSAGING STRATEGY

# PAID PERFORMANCE



# GAYLORD SUMMER CAMPAIGN APPROACH

Objective

Support the reopening of Gaylord properties by driving bookings to Gaylord Hotels and SoundWaves at Opryland.

Strategic Approach

- Maintain fluid budgets across properties and tactics for quick optimizations
- Mix of retargeting and prospecting tactics using native, high impact, and standard banners.
  - Prospecting using Marriott 1P & Verizon 1P data
- Expand geo-targeted area to 450mi radius
- Allow flexibility for shifting funds across partners to improve performance

- Use FB/IG to reach a targeted audience on a platform proven to drive efficient site traffic
- Add Pinterest based on consumer behavior around vacation planning, inspiring with Gaylord creative. Pinterest contributed 10% added value.
- Use geo/3P data to target Gaylord audience within 300 mile radius of each property
- Expanded budgets based on proven success on both social platforms

## Summer

- Focus on branded terms to drive increased revenue
- Budget will serve towards all properties and brand core (Gaylord) related terms

## Soundwaves

- Focus on both Brand and Unbranded terms
- 7/21 Unbranded campaigns activated

## Discovery Ads

- Increase Brand awareness through new tactic

In-Flight Updates

- Based on GRE budget was shifted towards display with Google DV360. Additional funds were also allocated towards a TrueView test for Rockies only, with the goal of increasing awareness and help fuel the funnel.
- Remaining funds from display were allocated towards Social, the better performing channel.

Our Partners



# PRODUCTION FROM CORE CAMPAIGNS

## PAID DISPLAY

- .5 GRE
- 63,552,000 impressions
- CTR +3 base points above our benchmark of .08%
- TrueView video display pilot drove a video completion rate of 46% (above our 40% benchmark)

## PAID SEARCH

- 11.2 GRE (all location outperformed GRE goal of 5)
- GRE is up 26% compared to same period last year for Branded campaigns. While revenue is down due to overall pandemic demand, the channel contributed more than 1,900 attributed summer bookings.

## PAID SOCIAL

Facebook and Instagram

- 3.5 GRE
- 28,578,000 impressions. Drove over 213k site visits with an average CTR of .75% (vs. our benchmark of .08%)
- Facebook brought in 3,800 attributed summer bookings.

Pinterest

- 3.5 GRE
- 13,000,000 impressions and over 2.3M video views. Drove over 213k site visits with an average CTR of 1.2% (vs. our benchmark of .08%)

## OTHER

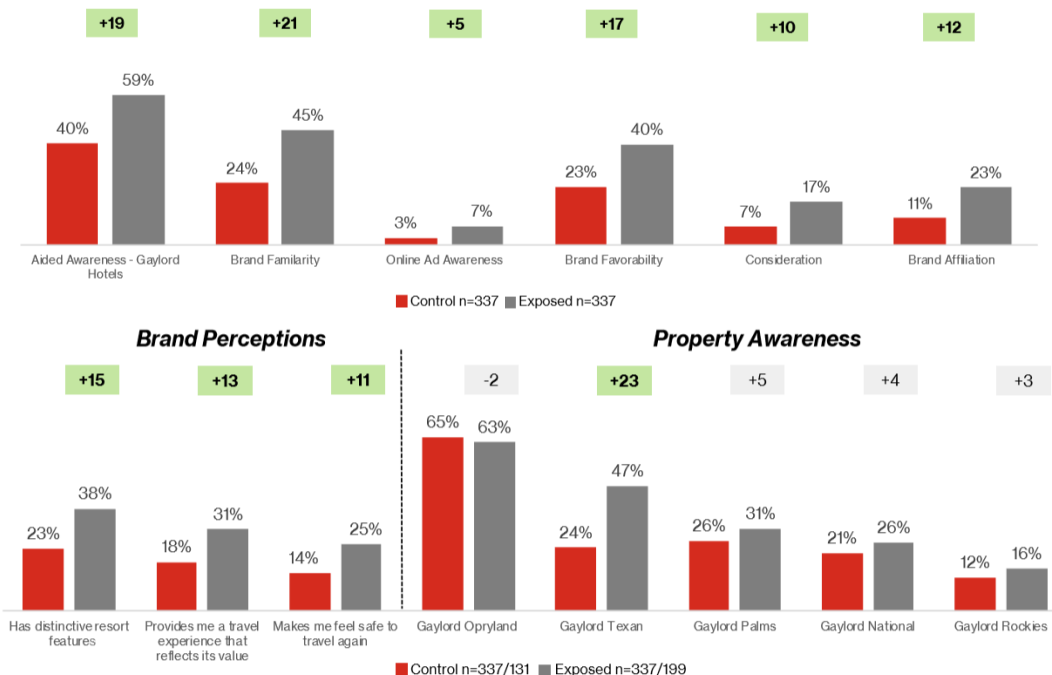
- CARDLYTICS: 15:1 GRE with 5,200 attributed RNs
- EXPEDIA: 22.7 GRE with 1,000 attributed RNs
- TRAVEL ADS: 14:1 GRE with 2,500 attributed RNs nights
- PLUS: 15:1 GRE with 1,700 attributed RNs

# DIGITAL DISPLAY PERFORMANCE



## Dynata Brand Study Insights on Verizon Campaign

- The campaign successfully drove all brand metrics significantly. KPI metrics including Aided Brand Awareness and Brand Consideration was up by +19% and +10% respectively.
- Brand perception “distinctive resort features” was increased the most (+15%) and was the most agreed perception amongst the three in the exposed audience
- Gaylord Texan property benefited the most from the campaign as its property awareness raised by 23%.



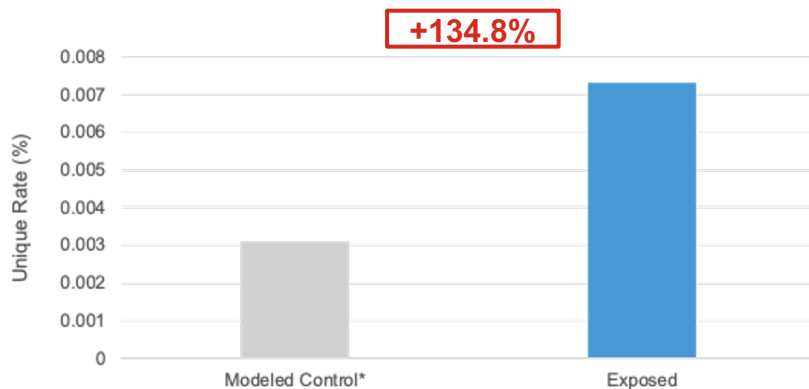
Source: Dynata; data through June 1 to August 7, 2020

# DIGITAL DISPLAY PERFORMANCE

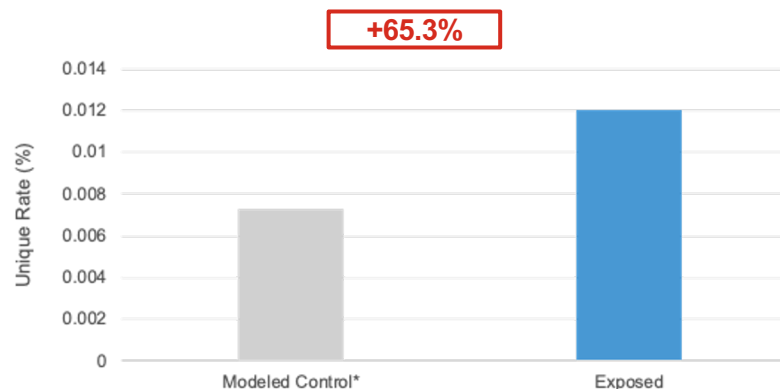


## Verizon First Party Insights

Incremental Conversions from Exposed Users



Incremental Branded Search from Exposed Users



**The campaign saw a 134.8% increase in incremental conversions and 65.3% increase in incremental branded searches from exposed users. The campaign was also exposed to 10.5M unique viewers and drove over 66.7K clicks to the site.**



## MARKETING INCREMENTALITY

Gaylord Hotels worked with Marriott's Consumer Analytics team to measure pre, mid and post leisure demand while mapping all trends to marketing efforts. From those analytics we were able to estimate an incremental lift of \$12M attributed to our summer marketing efforts resulting in a 6 GRE on paid marketing spend.

