



**Club Wyndham's
Holiday Suite Inspired by Elf**
HSMIA Adrian Awards 2020

Oh, hello. You're probably here about the story...

Combining the high value consumers have on brand experiences along with the staying power of [pop culture travel](#) – Wyndham Destinations created a consumer holiday activation to generate buzz, shift brand perceptions, and resonate across a multigenerational target during a nostalgic time of year.

Strategy

- Cater to the fun, family-first, spirit of our target in a sought-after experiential moment
- Leverage multi-generational love of holiday classic family film *Elf* to make timeshare relevant and appeal to a broad range of consumer audiences during the holiday season
- Provide new-to-timeshare consumers the opportunity to sample the product typically only available to owners



What We Did





Club Wyndham, Wyndham Destinations' club brand that is all about 'living your bucket list,' spread holiday cheer loud for all to hear with a suite stay like no other, inspired by the classic holiday film, *Elf*. We created an experience that transported guests to Buddy the Elf's imaginative and over-the-top Christmas world when they booked an exclusive one-bedroom suite at Club Wyndham Midtown 45 in New York City.

The vacation club suite featured everything guests needed to have the perfect holiday experience, complete with hundreds of paper snowflakes, Buddy's favorite toys, a towering Christmas tree decorated with golden ornaments, a bathroom mirror that reminded guests that "Smiling is Buddy's favorite," and, of course, a kitchen stocked with the elves' four major food groups (candy, candy canes, candy corn and syrup) - allowing us to showcase each of the spaces and amenities of a timeshare resort.

To give non-owners a taste of a vacation club experience, the *Elf*-themed suite was first made available to consumers through online vacation provider ExtraHolidays.com, for stays from December 2-21, followed by exclusive booking availability for Club Wyndham owners during Christmas week.



Campaign Assets

-  Struck a magical deal with Warner Bros. Studios for the rights to use the name and imagery from the iconic holiday film
-  Engaged a full service production company to recreate the whimsical world of *Elf* in a Club Wyndham suite
-  Created “the making of” and 360 view videos to pique consumer and media interest and photographed each room of the suite to illustrate the space and amenities of the club
-  Offered ‘sneak peeks’ to select media outlets before the booking window opened to ignite interest

The “Making Of” Video





LAUREN FAULKNER
CREATIVE DIRECTOR, PATRICK J CLAYTON PRODUCTIONS

Club Wyndham's *Elf*-Inspired Holiday Suite




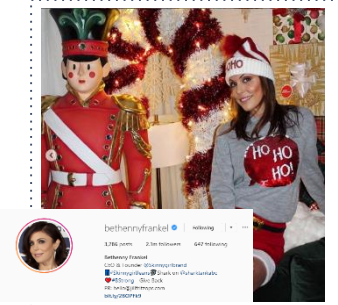
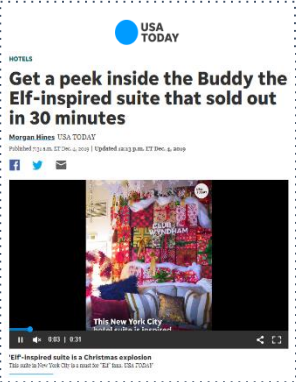
Getting Media to Share our Affinity for Elf Culture...

 Allowed select top-tier media to get a sneak peek preview of the suite ahead of launch, securing coverage in Business Insider/INSIDER and Delish.

 Conducted wide media outreach securing placements in top-tier outlets such as USA Today, Good Morning America Digital, Travel + Leisure, People and more.

 Secured national and regional broadcast placements including Early TODAY Show, FOX Business The Five and Fox & Friends.

 Hosted celebrity, influencer, and business mogul Bethenny Frankel and her daughter in the suite to capture content (unpaid). Bethenny shared her stay with her 2.1M Instagram followers (*27 Instagram stories can be found [here](#)*).



Singing Loud for All to Hear ...

Earned Media Coverage:

Total overall media impressions increased 880% YOY (hitting 2,348,344,755).

Of the broadcast segments secured, **four were national morning shows** (Early TODAY, [Fox & Friends](#), Fox Business and Fox News - The Five).

Secured **339 total earned pieces** of coverage including 172 online/print stories and 167 broadcast segments.



THRILLIST

This 'Elf'-Inspired Suite Is Fully Stocked With Candy and Cookie Dough

GOOD MORNING AMERICA

Live Like Buddy the Elf in This Holiday Themed Suite

delish

This Elf-Inspired Suite Includes A Fully Stocked Candy Kitchen And Literally All The Christmas Decorations

elite daily

The 'Elf'-Themed Suite At Club Wyndham Midtown 45 Will Make You Nostalgic

CLUB WYNDHAM

The Best Way to Spread Christmas Cheer ...

Social Conversations:

Conversation around Club Wyndham and/or vacation clubs shifted from “negative sales experiences” to “Elf suite”, accounting for **20% of the overall conversation**, 99.5% of which was positive or neutral in tone and was some of the highest engaging content of the year for the brand.

Throughout the course of the campaign, Club Wyndham’s **total social interactions increased by 130%**.

There were 4,365 earned social mentions and more than 25K engagements. This includes **94 earned media features** across publications such as TODAY, People, Travel + Leisure, House Beautiful and more. **Total earned reach: 137M.**

The collage features three social media posts:

- TODAY (@TODAYshow)**: A tweet from November 20, 2019, with 13 retweets and 39 likes. The text reads: "This 'Elf'-inspired suite is spreading Christmas cheer — see the pics". The image shows a hotel room decorated for Christmas with a large gift box, a bed, and a circular inset of Buddy the Elf.
- Travel + Leisure**: A post from November 20, 2019, with 310 comments and 167 shares. The text reads: "Tag your favorite cotton-headed ninny-muggins!". The image shows a fully decorated hotel suite with a Christmas tree, snowflakes, and a sofa.
- People**: A post from November 25, 2019, with 255 comments and 212 shares. The text reads: "This Decked-Out Buddy the Elf-Themed Hotel Suite Will Have You Singing Loud For All to Hear". The image shows a group of people in Elf costumes posing in a festive setting.

Son of a Nutcracker Results!

Objective 1:

Drive consideration of Wyndham Destinations club ownership

Booking

- Elf suite stays (4 weeks) sold out in just 30 minutes
- Our campaign alone drove nearly 25% of total leads during the activation
- 40k new visitors to ClubWyndham.com
- Year over year rental revenue production increased 1,731%

Social

- 28K new users (29% of total)
- Increase in session time by 71% to 4:02 per session
- 48K page views

Objective 2:

Secure a groundswell of earned and social media coverage to raise awareness and change the conversation from 'timeshare' to 'club'

- 86% of coverage included "club" or "vacation club" with nearly half touting the benefits of vacation clubs
- 339 earned placements - a 2,425% increase YoY
- 2.3B earned impressions - a 808% increase YoY
- 4,365 earned social mentions - a 296.81% increase YOY
- 25K+ engagements - a 733.33% increase YOY
- 137M social impressions, a 130% increase in interactions YOY