



THE SECRET'S OUT

Campaign Overview





MICROTEL

THE BEST-KEPT SECRET GUESTS LOVE TO SPILL



Wait a minute—you've never heard of MICROTEL?!

Ok, listen close, because this hotel must be a best-kept secret.

It's actually a hotel by Wyndham, and I guess it's flown a little under the radar. But once you stay here for yourself, you'll see—these hotels check every box.

I always hated getting to a hotel room and there was nowhere to plug in my phone, ugh. Yeah, not a problem here. The outlets are right next the bed, with USB slots, too. And there's this perfect little window seat that I've never seen at another hotel—that's my favorite part.

It's even got great freebies I love—free parking, free WiFi for when I'm working, even free breakfast in the morning.

Trust me, this hotel is the **best-kept secret that I'm happy to spill!**

Microtel.

The hotel that just makes sense.



MARKETING OBJECTIVES:

- Launch a new brand campaign across high reach digital channels designed to increase brand awareness while positioning Microtel as guests' best-kept secret that people must check out.
- Elevate brand awareness in order to help drive familiarity and consideration.
- Educate travelers that Microtel is a reliable, attainable, well-designed hotel brand designed for them in mind with key amenities.
- Reinforce Microtel as being one of 24 trusted brands in the Wyndham Hotels & Resorts portfolio and drive loyalty association with Wyndham Rewards.
- Drive brand website traffic and bookings.



Creative Video Assets

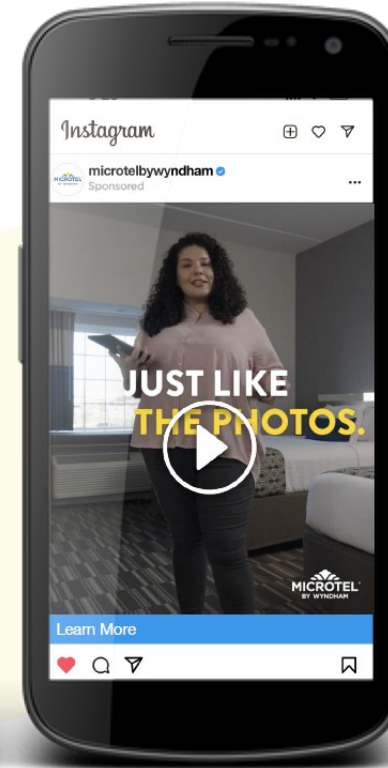
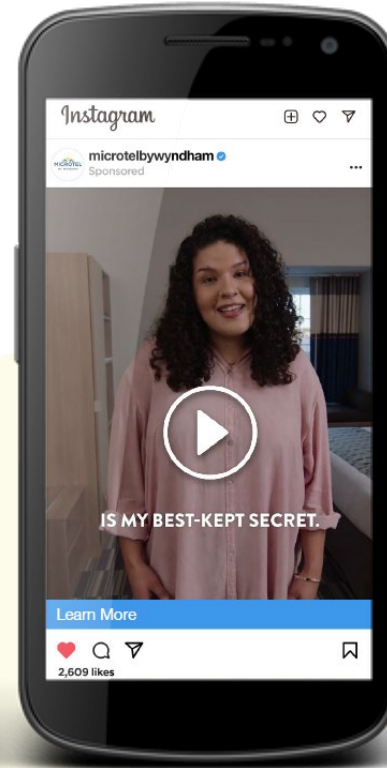
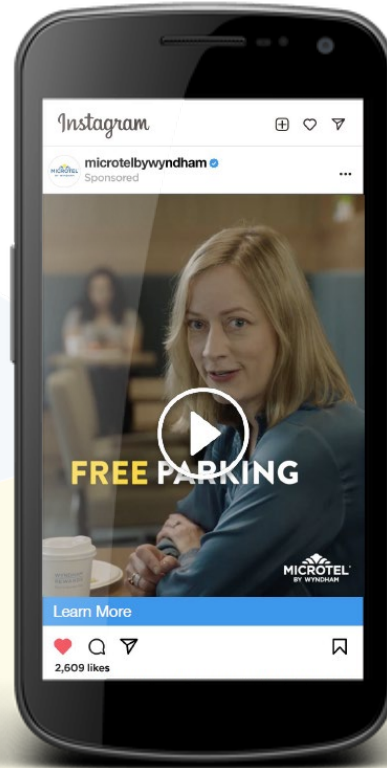
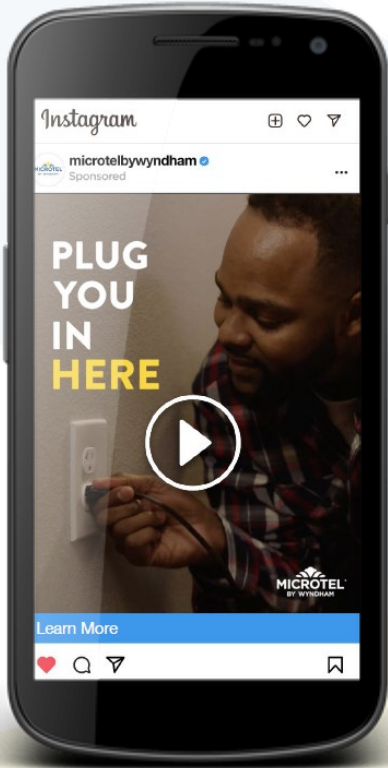
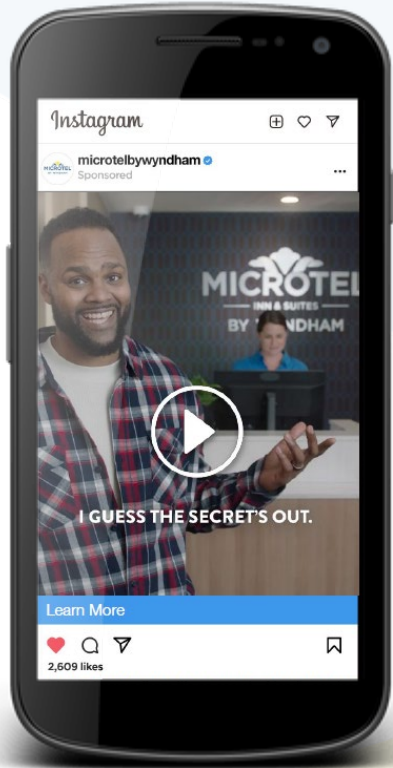
[Click here to view the :30 hero spot and the :15 loyalty spot.](#)





Social Media Assets

[Click here to watch all social media videos.](#)





Campaign Results

Connected TV, Digital Video, and Social Media Performance

24.3MM

YouTube Impressions
38% above forecast

+9.4%

Ad Recall Lift
109% above travel benchmark

+3.4%

Awareness Lift
62% above travel benchmark

+2.5%

Consideration Lift
3.6x above travel benchmark

164%

Search Lift
for "Microtel by Wyndham"

154%

Search Lift
for "Microtel"

18K

Site Visits
54% above goal

21%

above benchmark for
YouTube SVR

11.4MM

Social Impressions

2.9MM

Social Engagements

182K

Social Site Visits

657%

above brand benchmark
for Social SVR

BRILLIANTLY EFFICIENT



→ SIMPLE

→ SMART

→ EFFICIENCY


MICROTEL[®]
BY WYNDHAM