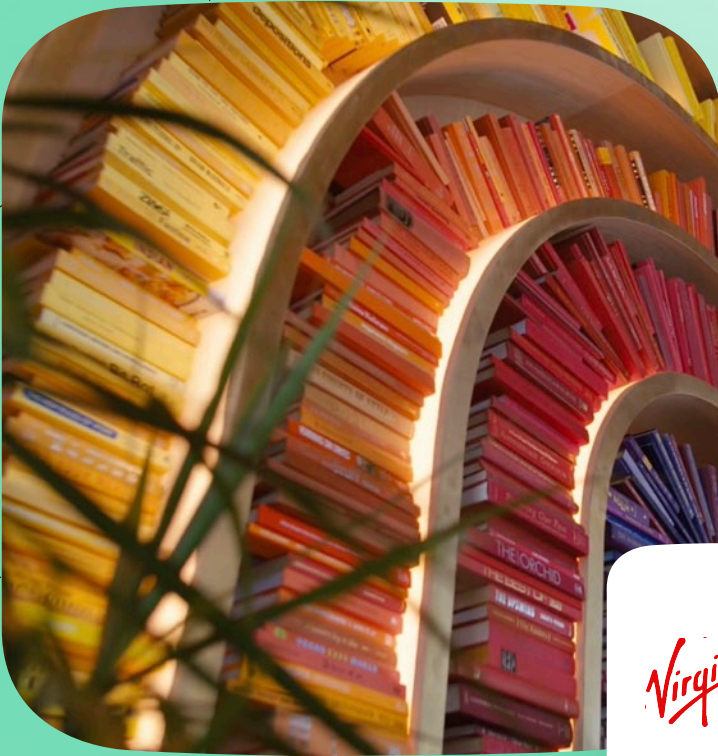


CendynTM



Virgin
HOTELS

Virgin Hotels *New York City*

DIGITAL MARKETING CAMPAIGN



Virgin
HOTELS



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FOUND ONLINE

Virgin Hotels New York City

DIGITAL MARKETING CAMPAIGN

Overview

Virgin Hotels New York City opened its doors in late 2022 amid a crowded and competitive hospitality landscape in Manhattan. Although Virgin's brand awareness and identity are well-established among travelers, the company still needed a **comprehensive and effective strategy to raise awareness, drive bookings and stand out** in one of the world's most-visited global cities.



Goals

Throughout 2023, the primary goal was to **elevate awareness and interest** for the property as part of the well-known Virgin Hotels brand. Heading into 2024, the goal shifted slightly to aggressively **driving bookings via implementation of a full-funnel strategy**, while maintaining a return on ad spend of at least 10:1. This was achieved via a **multi-level approach**, beginning with a demographically targeted general awareness social media campaign highlighting location, amenities and property features. A rooms campaign followed, spotlighting unique offer details and vivid imagery. This was in turn followed by video-based stories and reels that further called attention to the property and special packages.

TRAFFIC CREATIVE

Virgin Hotels New York City

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Stay more, save more. Book your Big Apple getaway for 3 or more nights & save up to 30%

Enjoy More Time to Relax In Innovative ...

Book now

Get Re Style At a Sp

45

1 comment 1 share

Like

Comment

Share

Virgin Hotels New York City

Sponsored ·

Check-in For The Ultimate City Retreat. Work, Play & Getaway in The Heart of NoMad! Take a Bite Out of The Big Apple.

virginhotels.com

Your Place in The City Redefining Luxury For All

Learn more

Like

Comment

Share



GROW

Results

The outcome of the campaign saw Virgin NYC realizing significant year-over-year growth in performance, with an **increase of over 100% in both bookings and revenue** during the targeted period. This growth was driven by several key, innovative factors:



Separation of social feed from story/reel metrics, with discrete budgets for each that allowed the scaling of tactics independently, leading to better optimization.



The use of a **diverse creative mix** — featuring strong visuals such as videos and high-impact images — played a crucial role in capturing consumer interest.



Copy with a strong, direct hook and a strong CTA that consistently resonated with the target audience while staying true to the brand identity.



Continuous **monitoring and analysis of audience behavior**, which enabled the team to quickly identify the most effective creative elements and messaging.



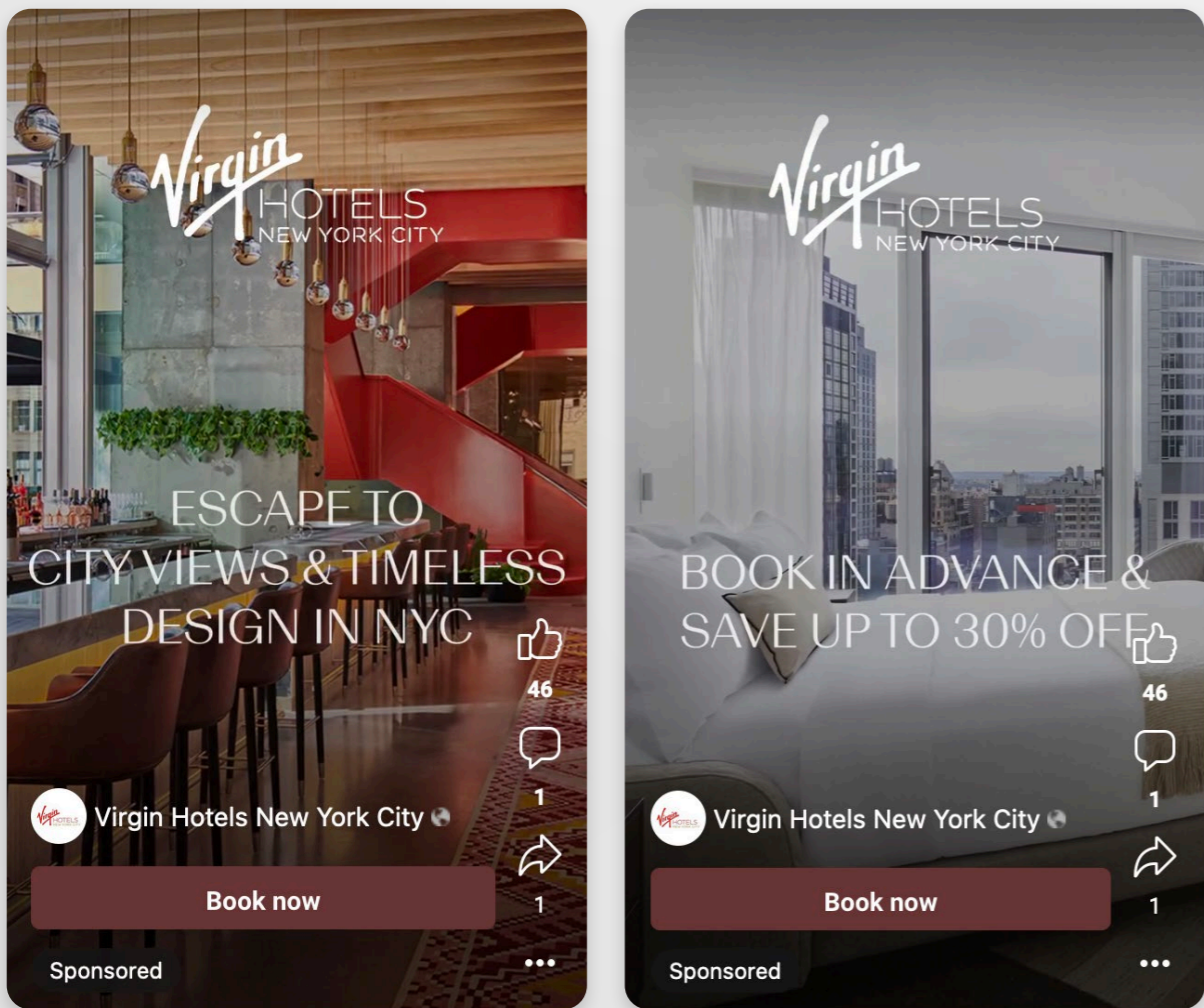
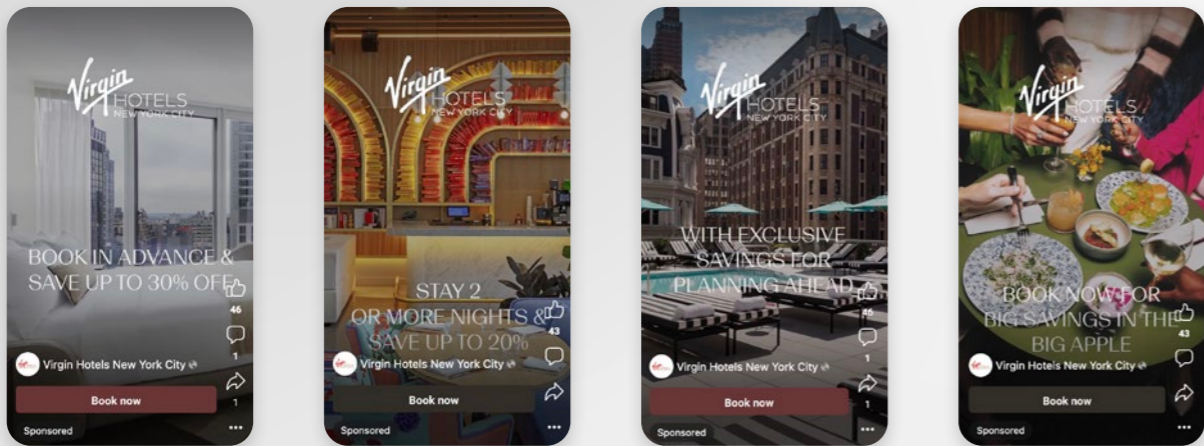
Strategic budget optimizations and monitoring of returns allowed the allocation of additional budget to capitalize on the opportunities where anticipated returns were exceeded.



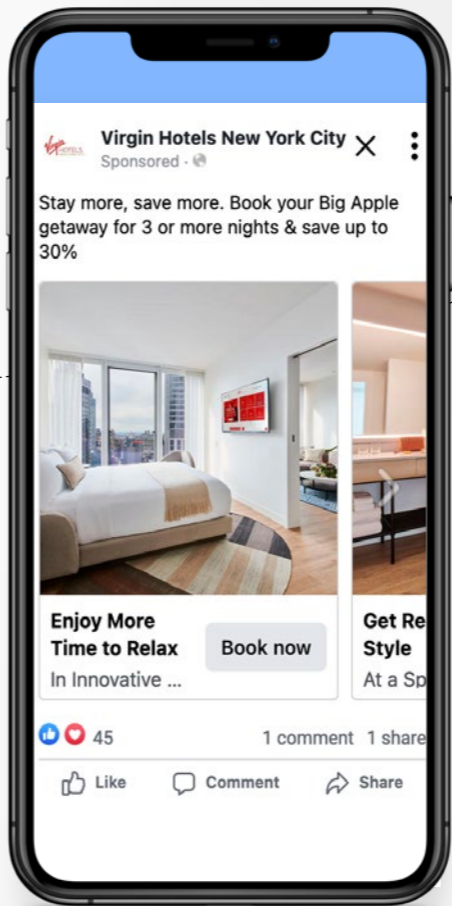


Creative

STORY/REEL CREATIVE



CONVERSION CREATIVE



Return
on
Investment

7.88M
TOTAL IMPRESSIONS

174,000
TOTAL CLICKS

2.21%
CTR

1,000
BOOKINGS

\$1M
REVENUE

13.8:1
ROAS

with retargeting
ROAS of 23:1



CendynTM

Bringing it
all together

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