

Keep Your Hotel Close Campaign Overview

ADRIAN AWARDS 2024



With over 1,500 locations in over 20 countries, Days Inn by Wyndham is one of the largest, most well-recognized hotel brands in the world. Whether it's small town or downtown, a trip with family or a getaway with friends, our hotels are close to a myriad of desirable locations and attractions.

The “Keep Your Hotel Close” campaign was developed to reinforce that no matter the reason you're traveling, Days Inn will be there to help you **Seize the Days®**.





Marketing Objectives

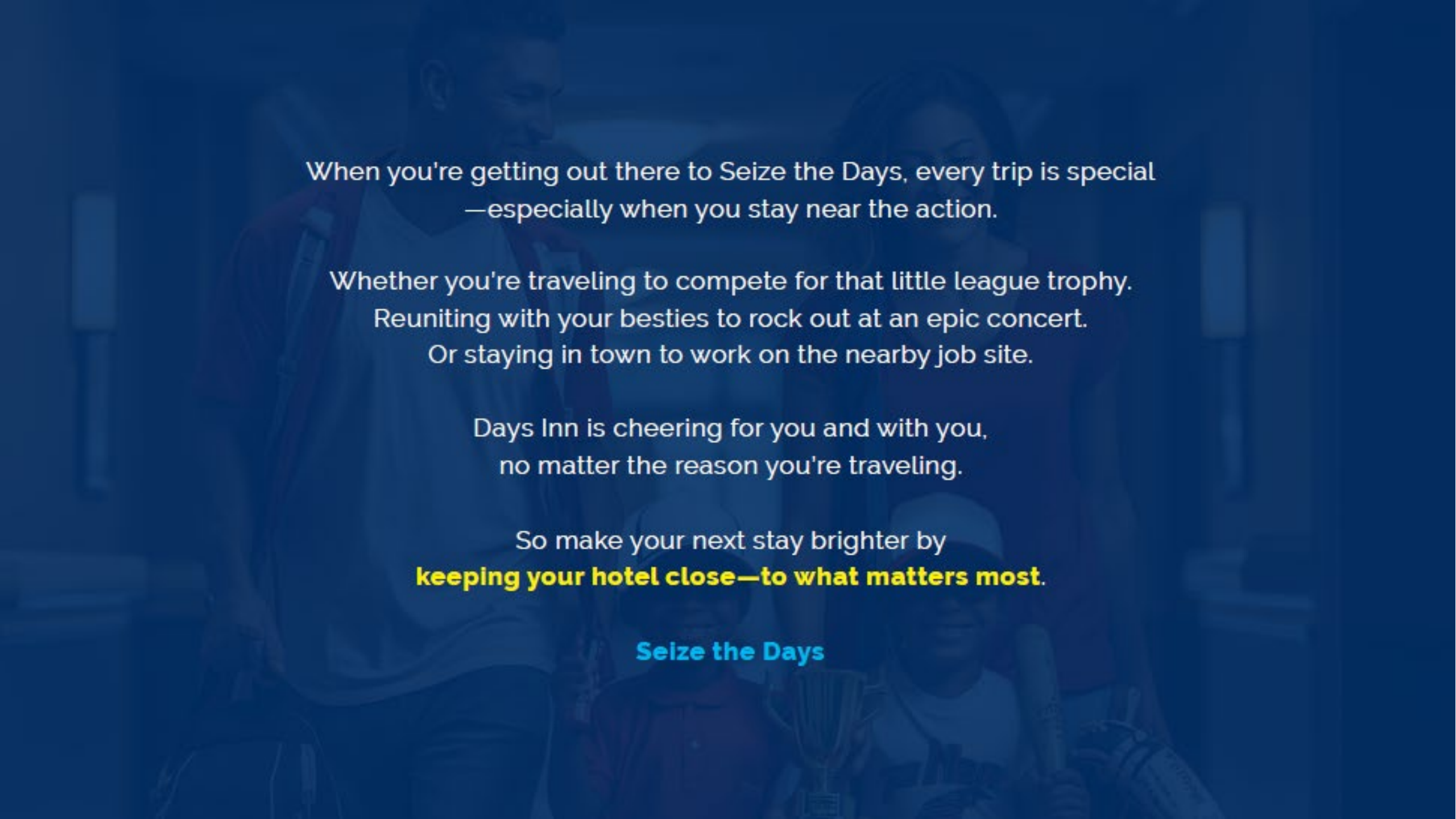
- Strengthen our brand positioning of making every day brighter and encourage travelers to “Seize the Days” by staying at a Days Inn near desirable locations and attractions.
- More closely associate the brand with Wyndham Rewards – the most generous hotel loyalty program¹.
- Reinforce Days Inn as a trusted brand by Wyndham.
- Maximize media impact to help drive awareness, consideration, and hotel bookings.
- Campaign flight: March 11 – July 31, 2024

1. Ranked Best Hotel Rewards Program by U.S. News & World Report, 2024.





**Keep your hotel close—
to what matters most.**



When you're getting out there to Seize the Days, every trip is special
—especially when you stay near the action.

Whether you're traveling to compete for that little league trophy.
Reuniting with your besties to rock out at an epic concert.
Or staying in town to work on the nearby job site.

Days Inn is cheering for you and with you,
no matter the reason you're traveling.

So make your next stay brighter by
keeping your hotel close—to what matters most.

Seize the Days



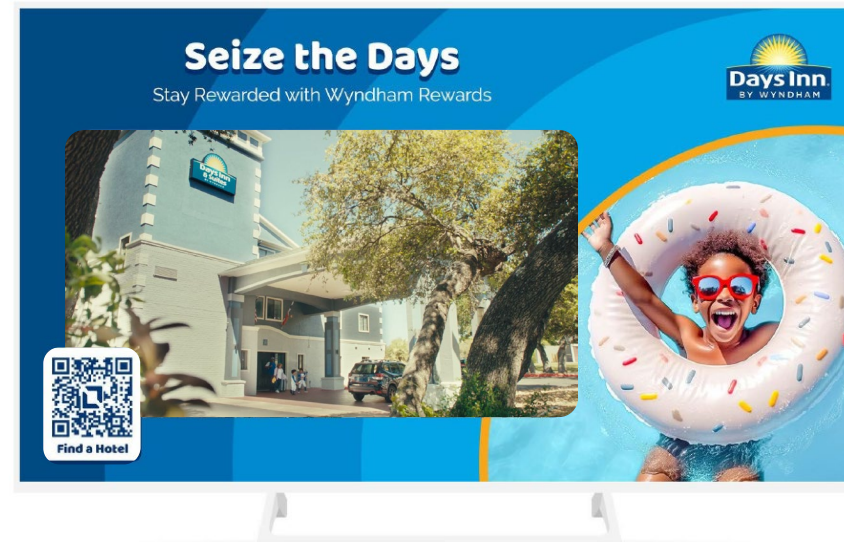
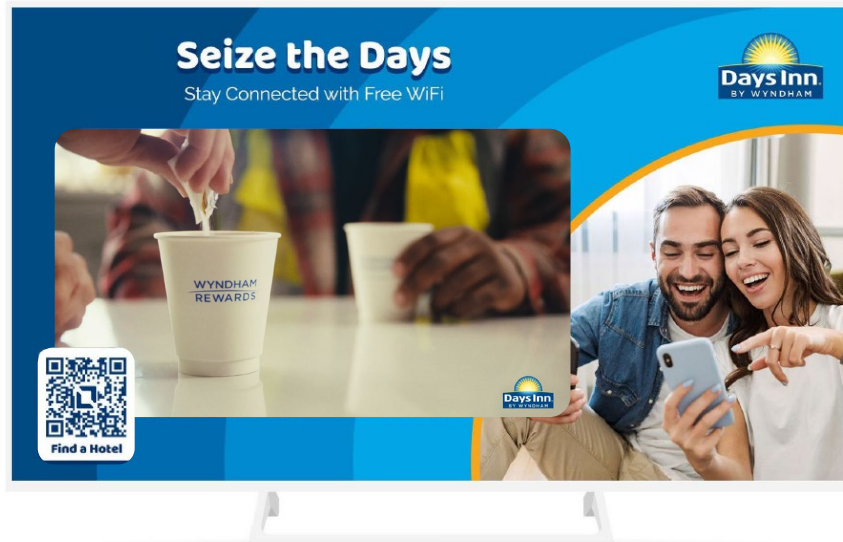
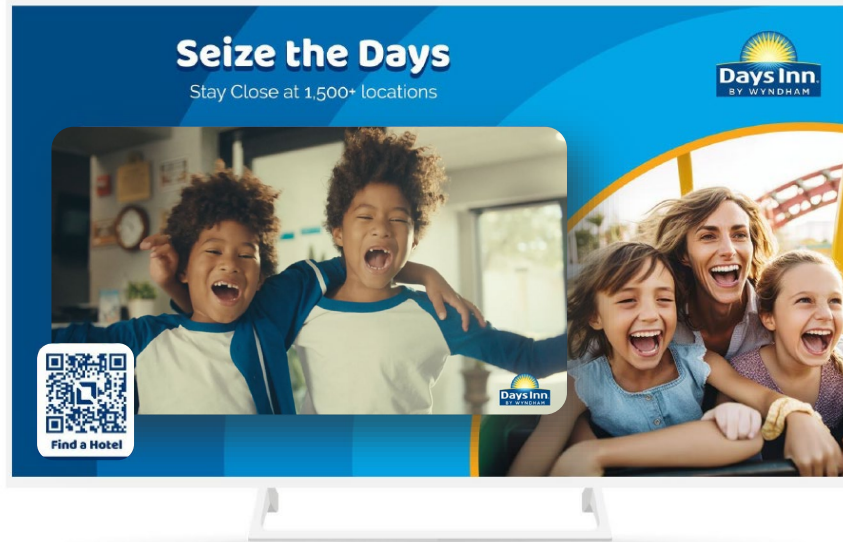
Creative Video Assets

[Click here to view the digital video and audio assets.](#)



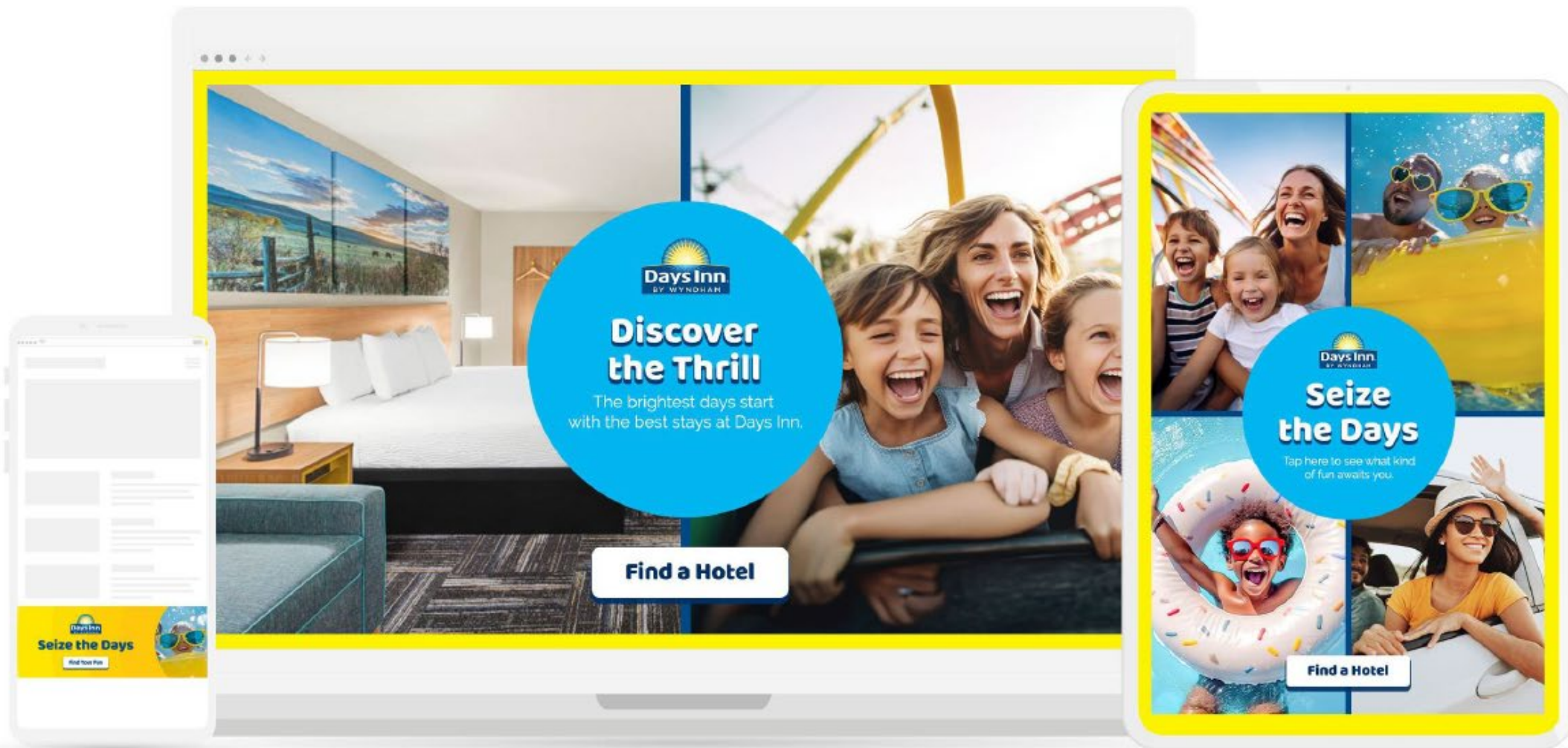


Digital Video





Rich Media





Rich Media

ADVERTISEMENT



Days Inn
BY WYNDHAM

Seize the Days

Tap here to see what kind of fun awaits you

[Find a Hotel](#)

SCROLL TO CONTINUE WITH CONTENT

ADVERTISEMENT



Days Inn
BY WYNDHAM

Discover the Thrill

Stay Close at 1500+ locations

[Find a Hotel](#)

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ADVERTISEMENT



Days Inn
BY WYNDHAM

Take in the Views

Stay Rested in Comfy Rooms

[Find a Hotel](#)

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ADVERTISEMENT



Days Inn
BY WYNDHAM

Earn on Every Stay

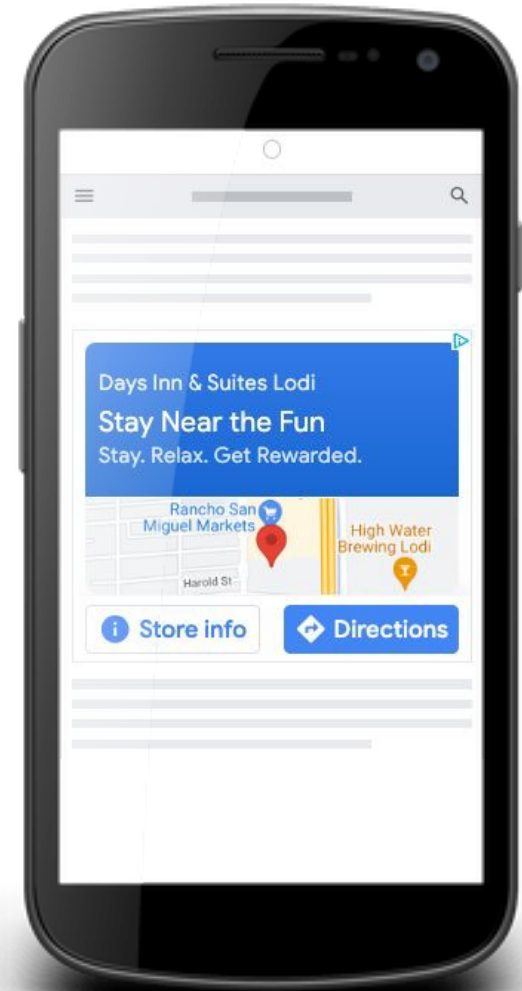
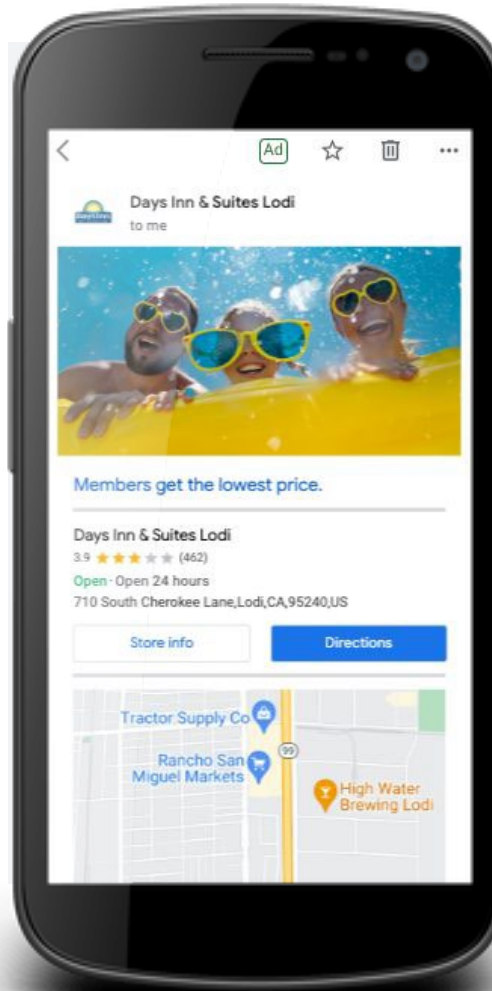
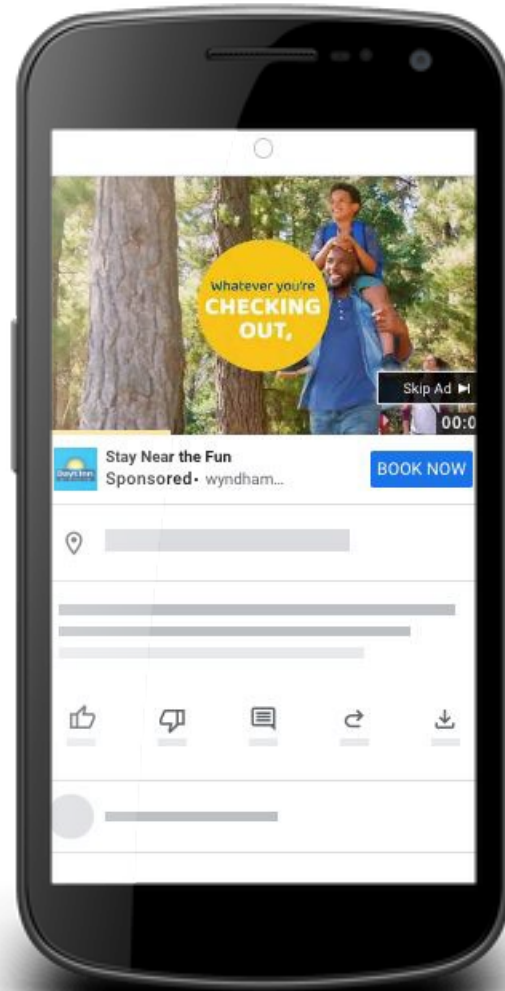
Stay Rewarded with Wyndham Rewards

[Find a Hotel](#)

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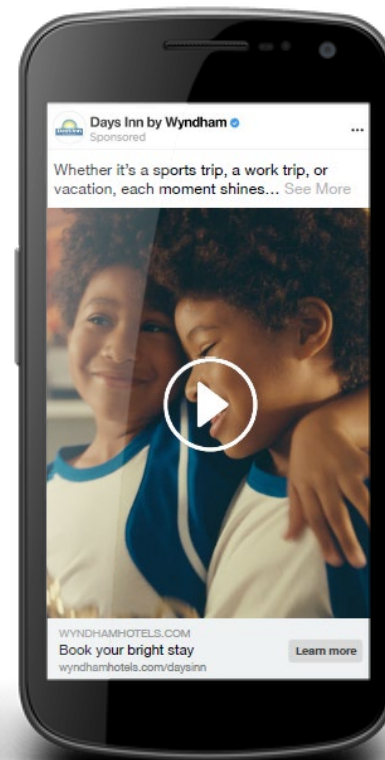
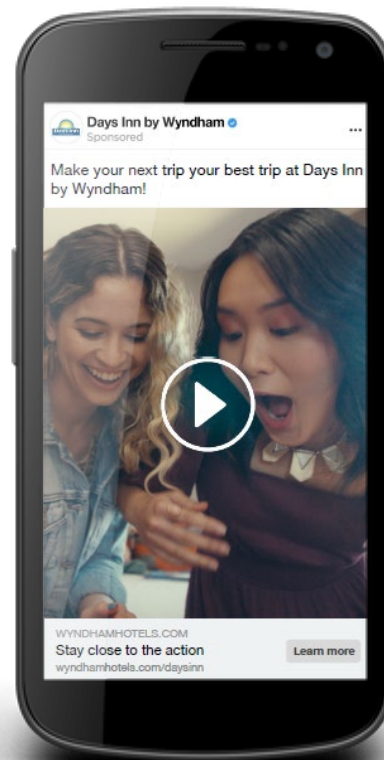
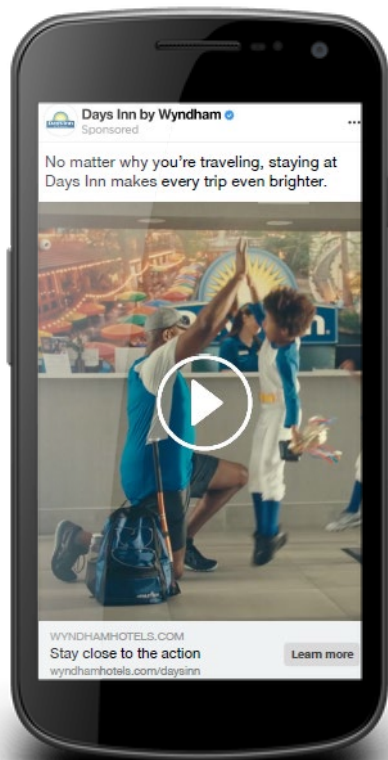
Mobile Media





Social Media

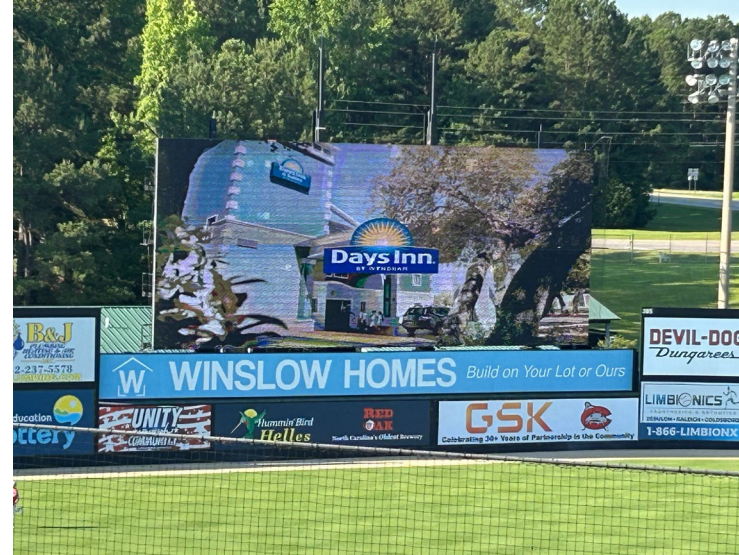
[Click here to view social media videos.](#)





Minor League Baseball Integration

[Click here to view the MiLB video.](#)





Posted to select club social channels that are featuring the Days Inn video board spot.

Copy:
Summer is officially here ☀️ Seize the days at a [@DaysInn] near you for the perfect Summer getaway!

Earn [@WyndhamRewards] points on qualified Days Inn stays and redeem for MiLB tickets and experiences, free nights, and more!

(for FB/X)
Book now at www.wyndhamhotels.com/days-inn



Campaign Results

Results are for Adrian Award judging only. Confidential. Not for Distribution.

AWARENESS

245MM

Media Impressions

ENGAGEMENT

23.2MM

Video Completes

Up 13% YoY

CONSIDERATION

1MM

Website Visits

CONSIDERATION

290%

Above SVR Benchmark for Digital Channels

CONSIDERATION

1.36%

Social SVR

76% above benchmark YoY

CONVERSION

1.1MM

Hotel Visits

Thank You

