



In Our Hometown

Campaign Overview & Creative



OVERVIEW

We understand how comforting it is to feel like you're in familiar surroundings, especially when you're away from home. At Baymont by Wyndham, we believe in simple, warm hospitality - just like popping in to see the next-door neighbors. We welcome you, your family, and even your four-legged companions with open arms.

The "In Our Hometown" campaign was created to highlight the inviting, hometown hospitality that Baymont by Wyndham offers to guests of all generations. This campaign features the brand's 2023 Baymont Buddy of the Year ambassador, Meatball, and her family. In a 2023, we launched a contest to find our annual Baymont Buddy of the Year, who would be showcased in our upcoming integrated marketing campaign. to be featured in our upcoming integrated marketing campaign. This campaign was seamlessly integrated across multiple channels including Linear TV, Connected TV, Digital Video, Audio and social media.





Marketing Objectives

- Amplify brand awareness and consideration displaying Baymont's unique blend of local warmth and welcoming atmosphere, appealing to guests of all generations, including their beloved pets.
- Reinforce Baymont as one of Wyndham's trusted brands.

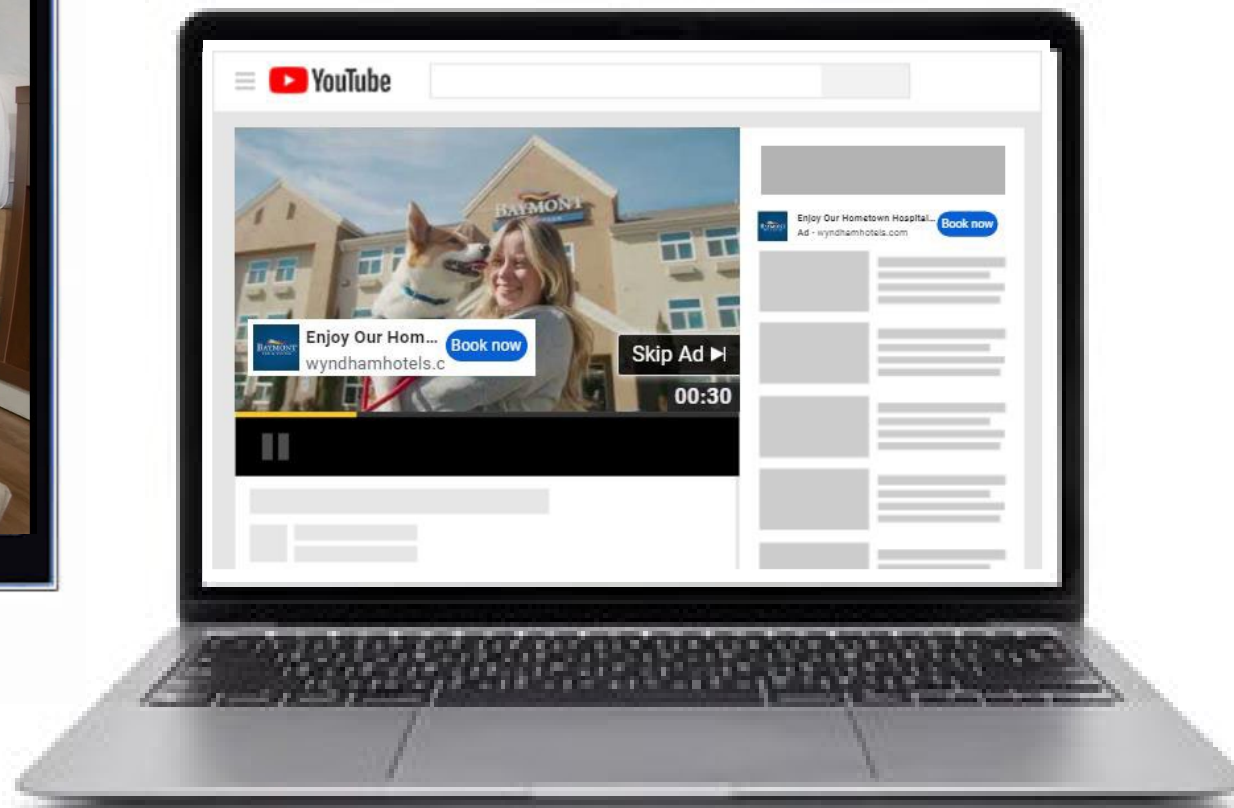




Creative Video Assets

[Click here to view the 0:30 video asset](#)

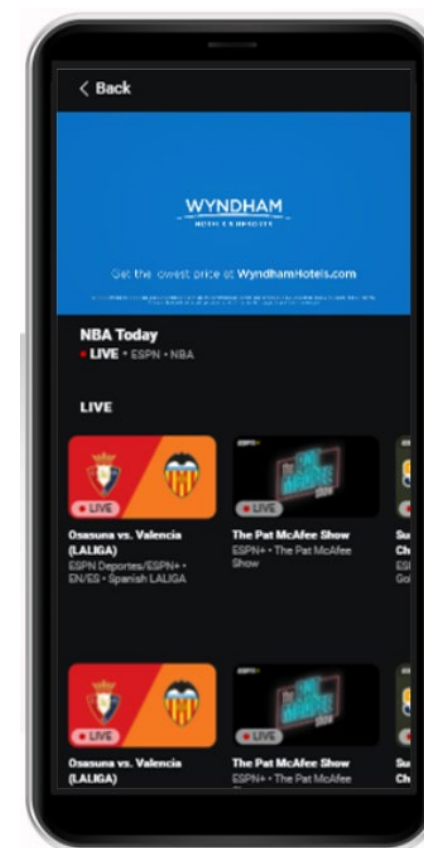
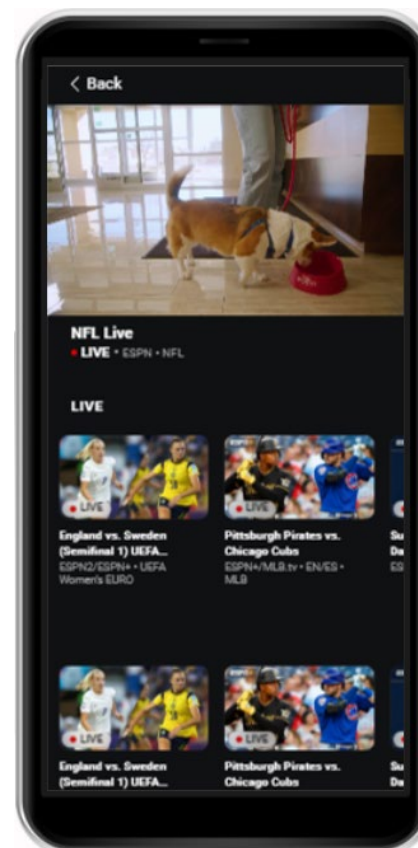
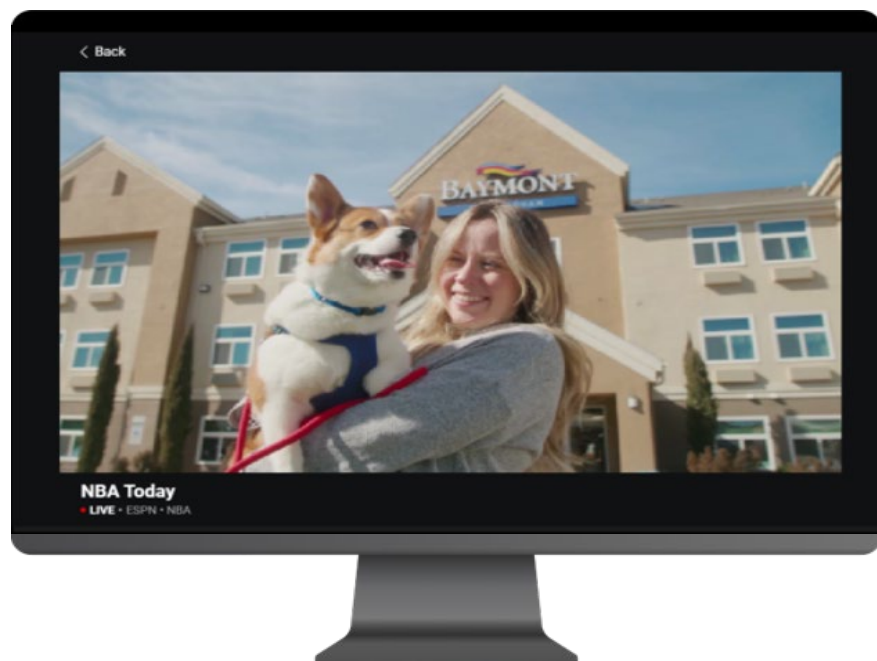
[Click here to view the 0:15 video asset](#)





Connected TV, Digital Video & Audio

[Click here to listen to the live read audio](#)



Sponsorship Integration

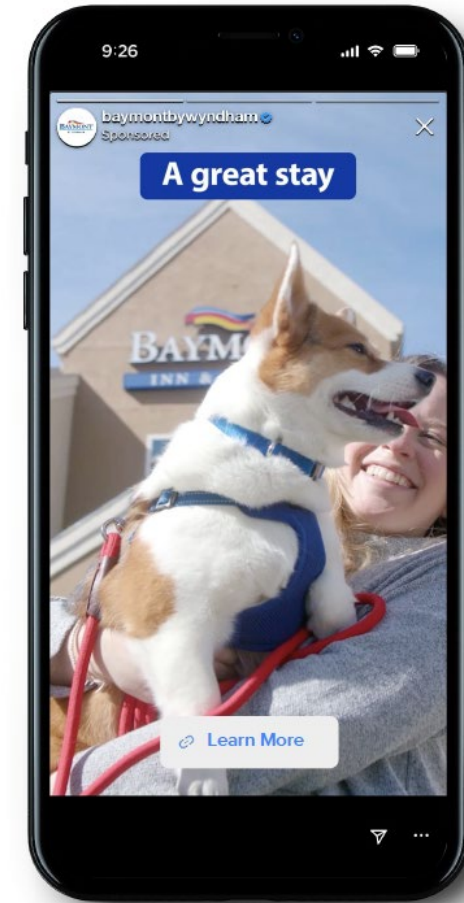
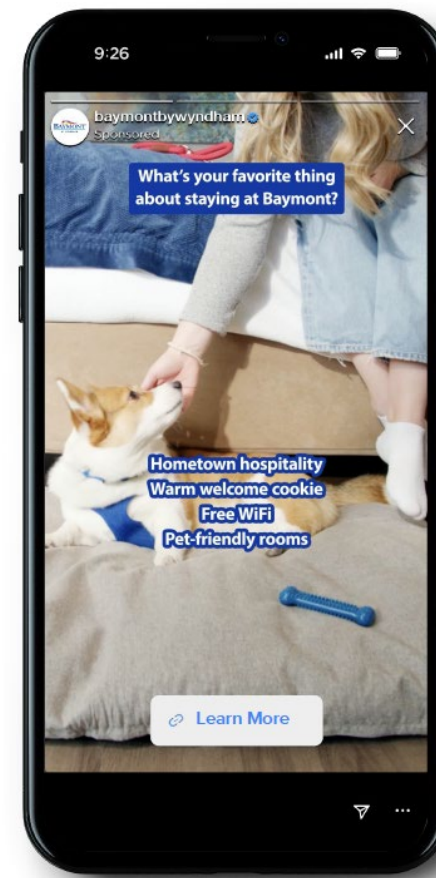
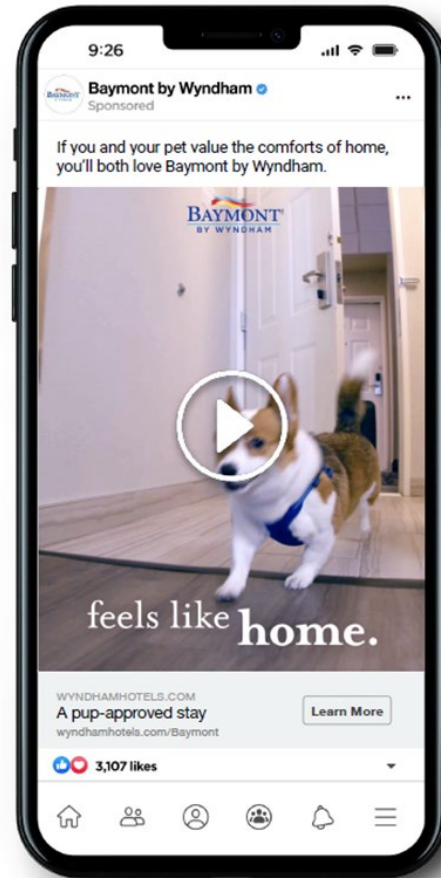
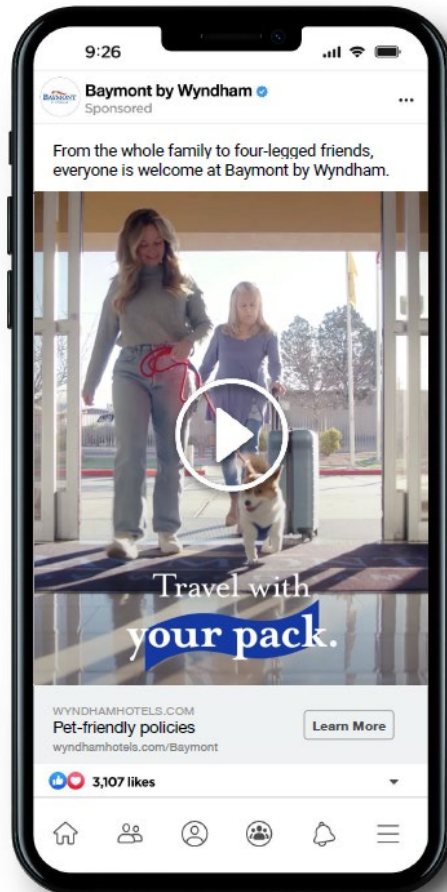
[Click here to see Little League World Series Integration](#)





Social Media

[Click here to view social media assets](#)





THANK YOU