



Tonight La Quinta. Tomorrow You Shine.



La Quinta delivers hospitality that works as hard as you do.

Whether you're taking care of business or traveling for fun, at La Quinta by Wyndham you'll be met with friendly service, contemporary rooms, and thought full amenities to maximize your stay.

Tonight, lay back and relax. Tomorrow, you shine - rested, recharged and inspired to make the most of whatever your day has in store.



Marketing Objectives



- Reinforce our brand positioning by showcasing how La Quinta by Wyndham delivers hospitality that works as hard as our guests.
- Increase consideration for La Quinta.
- Drive growth in midweek bookings.

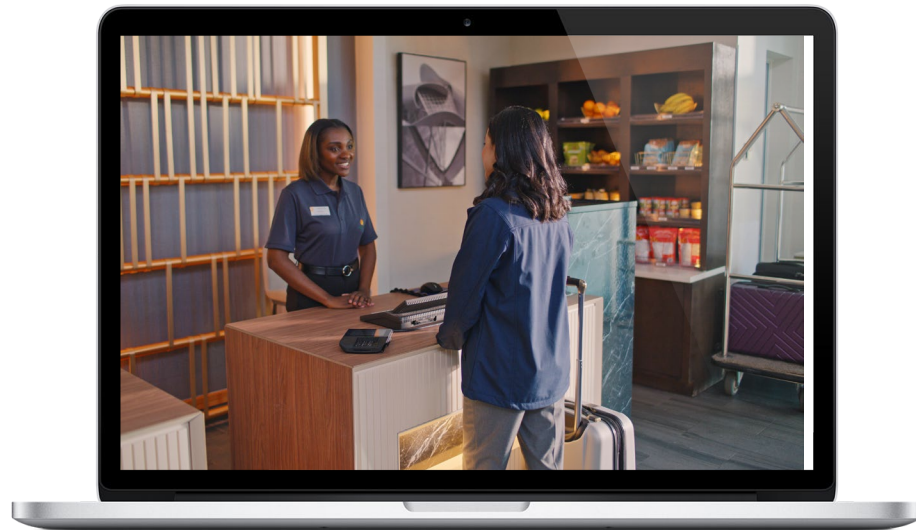


Campaign Assets

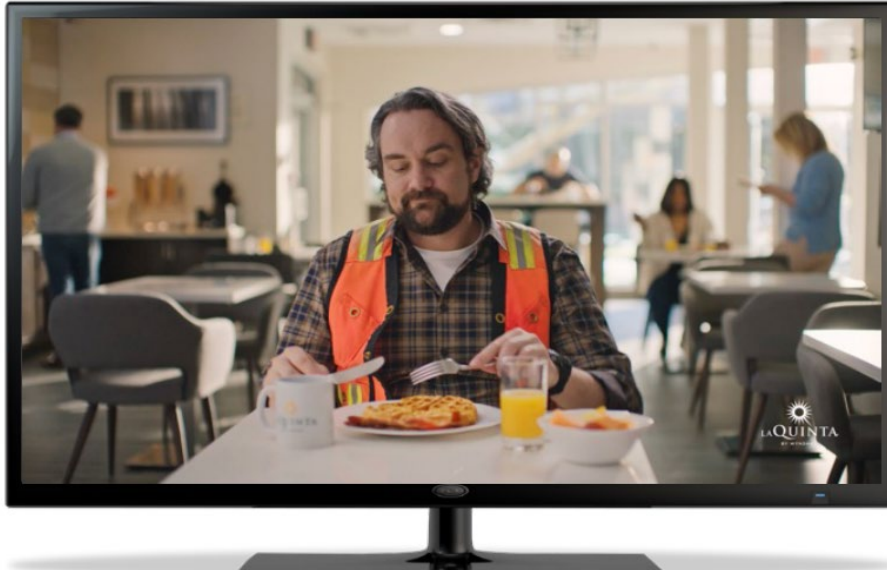


Creative Video Assets – Linear TV

[Click here to view the :30 and :15 video assets on YouTube](#)

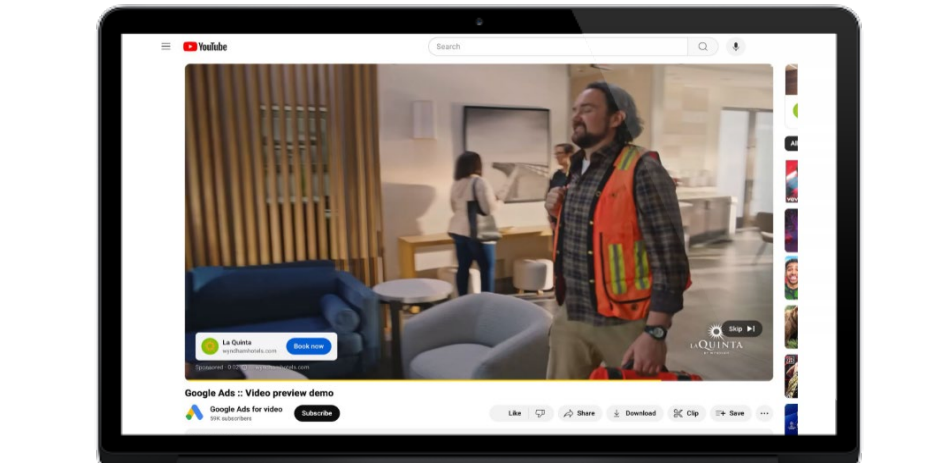
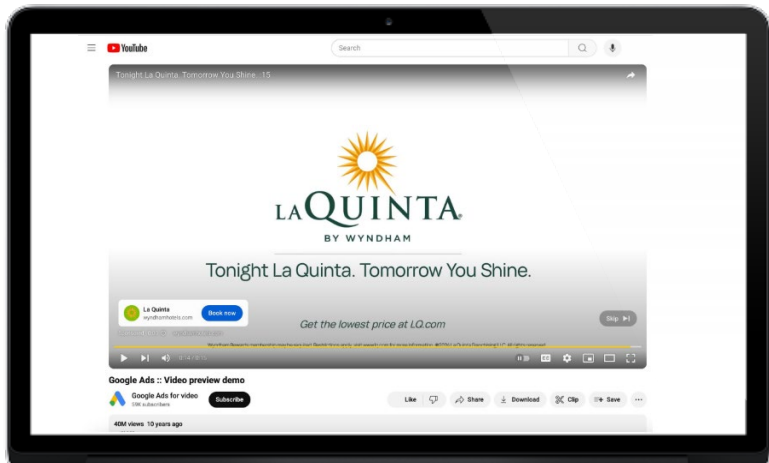


Connected TV

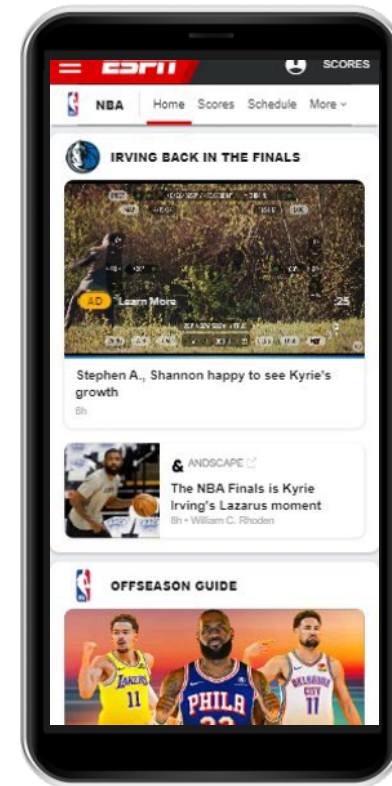
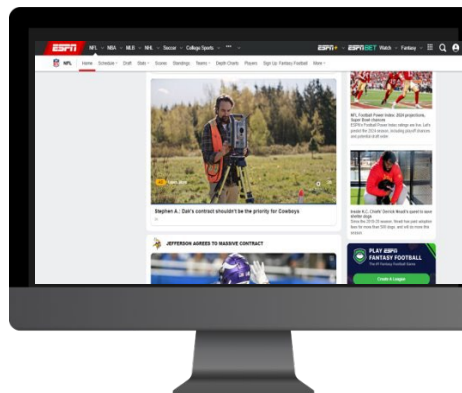
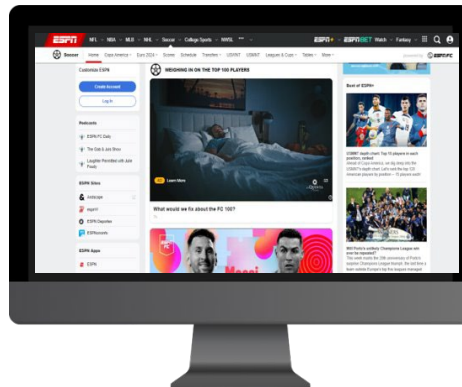
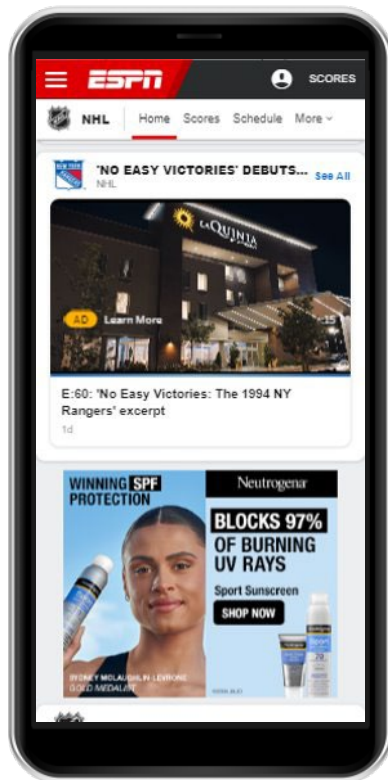


Digital Video



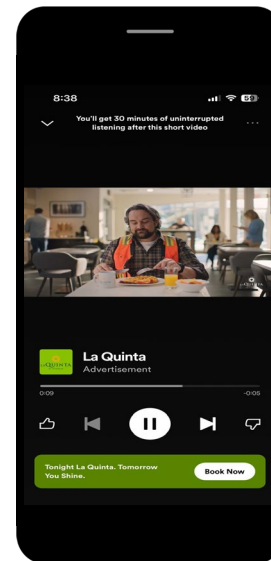
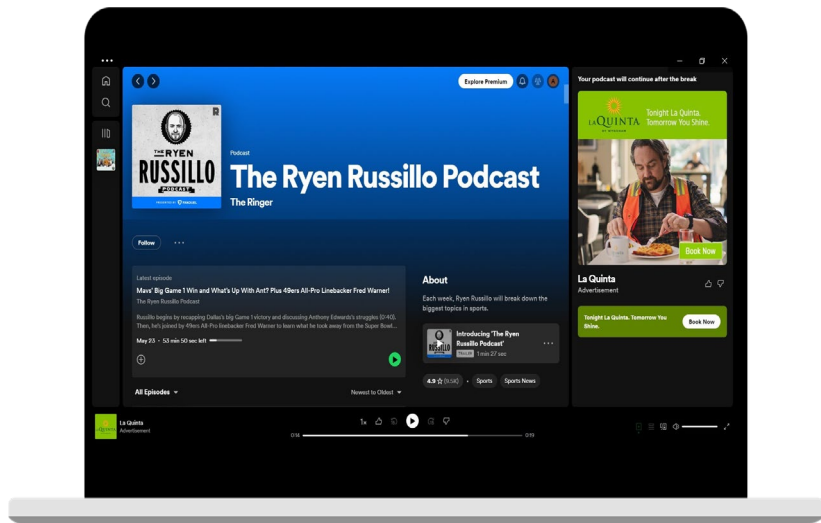


Mobile & Desktop



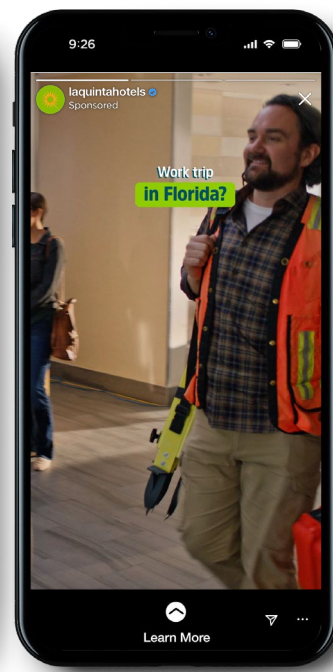
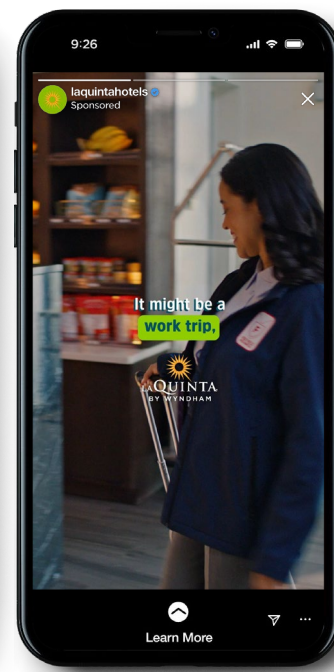
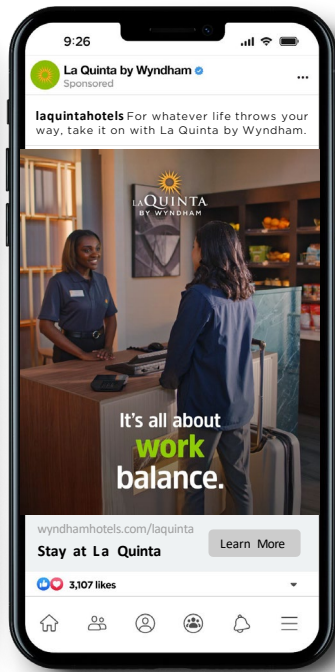
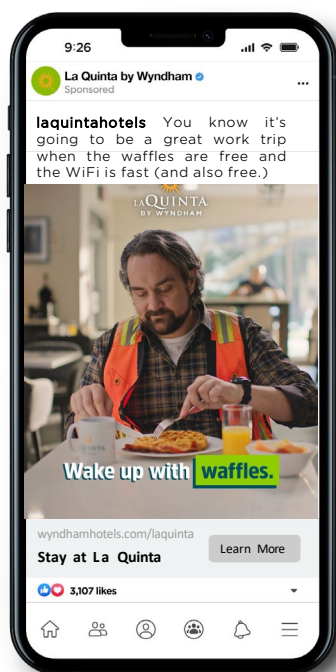
Streaming Audio Spot

[Click here to listen to the audio spots](#)



Social Media

[Click here to view the social spots](#)





Thank You!