

Being Bold with DoubleTree by Hilton and The Luna Cinema



Client: Doubletree By Hilton [Hilton Brand]

Project: Brand activation in partnership with The Luna Cinema. 350 events at iconic venues across the UK. 450,000+ guests attended over a 3 year programme.

Industry: Hospitality

Business challenge: To raise brand awareness and improve brand recognition for this new Hilton brand to the UK. It was critical that the brand activation reflected and articulated the special personality of the DoubleTree by Hilton brand.

Solution: We used bold ideas to create a memorable brand activation that caught people's attention and created lasting brand recognition.

- *A warm welcome* - We made sure DTbH owned the space with prominent and memorable branding right from the start, with a warm welcome by brand ambassadors and the gift of a welcome pack which included a signature cookie and props for the social media competition on the night, for every guest.
- *Quirky conversation starter.* Each event had a competition device that acted as a talking point and illustrated the personality of the brand - from pop-out sunglasses for photo opportunities to pass the parcel with inflatable Hilton signature cookies.
- *Giant bed.* One lucky winner at each event won the chance to watch the film from a brand standard DTbH bed, complete with mini bar.

Results: DoubleTree by Hilton exceeded this activation target and grew brand awareness by an outstanding 88%. The 1st year alone generated;

- **Advertising** > 135,116,256 exposures
- **PR** > 58,684,482 exposures- numerous mentions of the bed including The Times, Sun and Harpers Bazaar
- **Social media** > 14,432,154 exposures- 49% increase in Facebook fans in the UK
- **Experiential** > 561,451 exposures - and gave out 68,000 cookies. That's 2.4 tonnes of cookies, or cookies weighing 2.97 Mini Coopers!

Total exposures = 208,794,343