STOP CLICKING AROUND

Best Marketing Operation 2016
EXECUTIVE SUMMARY

THE HILTON BOOK DIRECT CAMPAIGN WAS DEVISED IN RESPONSE TO THE GROWING IMPACT OF ONLINE TRAVEL AGENTS (OTA’S) ON THE GLOBAL TRAVEL AND HOSPITALITY INDUSTRY. OTA’S HAVE, FOR SOME TIME, CLAIMED TO GIVE THE BEST TRAVEL AND ACCOMMODATION OPTIONS AND PRICES. HILTON WANTED TO CHALLENGE THIS CLAIM AND TO CHANGE CONSUMER PERCEPTION OF WHERE THEY COULD GET THE BEST DEAL AND TO CHANGE THEIR BEHAVIOUR.

THE ‘STOP CLICKING AROUND’ CAMPAIGN SOUGHT TO CHANGE MIND-SETS AND BOOKING BEHAVIOUR WITH AN INTEGRATED, MULTI-PLATFORM STRATEGY TO PROMOTE THE SIGNIFICANT BENEFITS TO BE HAD FROM BOOKING DIRECT.

THROUGH A CONSOLIDATED, COLLABORATIVE EFFORT ACROSS THE HILTON BUSINESS AND EXTERNAL AGENCY PARTNERS, HILTON’S ‘STOP CLICKING AROUND’ CAMPAIGN WAS THE COMPANY’S LARGEST MARKETING INITIATIVE IN ALMOST A CENTURY.

THIS IS THE ‘STOP CLICKING AROUND’ STORY ..SO FAR.
WHY THE NEED FOR A BOOK DIRECT STRATEGY?

Online Travel Agents (OTAs) are having a significant impact on the global travel industry:

- Price is the #1 factor for guests
- 60% of OTA bookers believe they always get the lowest price
- OTAs are owning guest relationships
- Hilton Book Direct benefits were not clear to guest

OTAs spend significantly more than Hilton on their marketing operations. We needed to communicate the ‘Book Direct’ message successfully in order to cut-through the clutter.

HILTON’S CAMPAIGN OBJECTIVE

To change consumer perception that online travel agents provide the best rate and to re-educate travellers
THE 2016 MEDIA PLAN
USING EXPERIENTIAL MARKETING AND MEDIA TO ACHIEVE OUR GOALS

NEW
Launch with FIRST EVER for Hilton media channels and partners, maximising impact of the NEW message

NOW
Continue with premium, bold placements, to evolve what’s been working based on 2015 performance - TO BE ‘SEEN, HEARD AND REMEMBERED’

NEXT
Look out for INNOVATIVE opportunities, unexpected environments, and continuous LEARNING

Compare brand impact from both control and exposed groups
Hilton’s target audience consists of two key groups, roughly represented as **Young Couples & Families**

### City Prosperity

High status *city dwellers* living in central locations and pursuing careers with high rewards

- **Target Demo:** 26–35
- **Household Income:** £150k

### Domestic Success

Thriving families* who are busy bringing up children and following careers

- **Target Demo:** 36–45 with male skew
- **Household Income:** £70-£99k

### How this informed our planning

- We needed to target an affluent audience. Therefore, all of our TV and cinema buying was against ABC1 adults
- We knew that we needed our advertising to appear in premium environments – for example quality print and arthouse cinema
- Video on Demand highly targeted to ensure we knew exactly who we were speaking to
- Our audience were big readers of quality and commuter print titles. This directly informed our title selection for the Book Direct campaign’s print element

*Source: *Experian Mosaic UK profiling inc. Hilton UK stay data*
## TRUE MULTI MEDIA CAMPAIGN WITH CLEAR ROLES OF EACH CHANNEL AND SET KPIS

<table>
<thead>
<tr>
<th>ROLE</th>
<th>TACTICS</th>
<th>KPIS</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV</td>
<td>Big broadcast communication, building wide reach of TV copy</td>
<td># of impacts</td>
</tr>
<tr>
<td>VOD/ONLINE VIDEO</td>
<td>Deliver coverage against a hard-to-reach audience, and allow further interaction</td>
<td># of video views (or impressions for unskippable formats)</td>
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<tr>
<td>CINEMA</td>
<td>Drive recognition in a highly engaging and attention grabbing environment</td>
<td># of impressions (footfall)</td>
</tr>
<tr>
<td>PRINT</td>
<td>Regularly remind of the new proposition, in relevant environment and high dwell time</td>
<td>Reach &amp; Frequency against core target audience; Number of impressions</td>
</tr>
<tr>
<td>DOOH/OOH</td>
<td>Unveil campaign via attention-grabbing formats in high traffic and dwell time</td>
<td># of impressions (footfall)</td>
</tr>
<tr>
<td>ON PROPERTY</td>
<td>Drive team engagement and on property activation</td>
<td># Hilton HHonors enrollments</td>
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### TACTICS
- **Impactful launch and maintained frequency during key booking periods in 1H of the year.**
- **Unskippable formats to maximise impressions across devices, and allow further engagement.**
- **Arthouse package with National premieres top up, incl. Batman v Superman to boost admissions delivery.**
- **Consistent presence and high frequency, up-weighted during key periods in high-indexing titles.**
- **Burst scheduling in multiple locations across key cities, targeting commuters in key day-parts.**
- **Internal launch to promote SCA messaging at all customer touchpoints.**

### KPIS
- **# of impacts**
- **# of video views (or impressions for unskippable formats)**
- **# of impressions (footfall)**
- **Reach & Frequency against core target audience; Number of impressions**
- **# of impressions (footfall)**
- **# Hilton HHonors enrollments**
To align with the “Stop Clicking Around” campaign, all on-property collateral was refreshed in the new brand identity.

**Languages**

- Key Card and Key Card Packets:* English – European & UAE
- Elevator Wraps (UK & Europe): English & In-language Versions
- Wristband & Badges: (English Only)
- Digital Plasma Screens + Elevator Flyers: – In-language Versions & English - KSA and African Image Versions
- Key Card and Key Card Packets:* English – KSA and African Image Versions, in-language Versions

**Assets Available**

* Denotes that a local language version is available along with a few other versions with different graphics.
ON PROPERTY ACTIVATION

Hotel teams were issued with wearable merchandise; elevators were wrapped; digital plasma screens updated; and key cards / key wallets supplied with ‘Stop Clicking Around’ messaging.
A FULLY INTEGRATED APPROACH ALLOWED EACH OF OUR FRANCHISES TO EXPERIENCE THE IMPACT OF THE CAMPAIGN DIRECTLY THROUGH THEIR BUSINESSES

Stop Clicking Around is a natural extension to selling the benefits our loyal HHonors members deserve. On property resources have been rolled out with wrist bands, badges, key cards and wallets. Lift Wraps are ordered!

We are excited about growing our differential with our competitors with digital key, continued app development and lots of growth through HHonors direct bookings.

As a franchise, our owners appreciate the rewards in committing to Stop Clicking Around and the opportunity to reduce commission payments by growing more direct bookings.

Since launching Stop Clicking Around in our hotel we have been able to better meet the expectations of our guests and improve our Hilton HHonors member experience. Apart from that the team members have enjoyed discussing the campaign with our guests which has helped increase our enrolments in Hilton HHonors.

Nick Boyd,
Rooms Division Manager
Hilton London Kensington

Richard Martin,
General Manager
Hampton by Hilton
Exeter Airport
Stop Clicking Around - Start Playing
We executed a bespoke experiential takeover working in partnership with PR, Event and Hilton HHonors teams. Stop Clicking Around fever hit King’s Cross station with an eye-catching stunt. This allowed us to reach high volumes of consumers, as well as delivering key messages from the campaign, encouraging social engagement and Hilton HHonors sign-ups.

CAMPAIGN DELIVERY

837
People played the game within 13hr timeframe

More than 260k reached on social media through posts, tweets & shares on the day

27 pieces of feature led coverage across UK, UAE & Germany with a total circulation of more than 7 million

445
People signed up to receive information from Hilton HHonors (almost 50% of players)

5.5m heard about the campaign on Smooth Radio

Facebook Reach 34k

Estimated Twitter Reach 23rd February

225k Accounts Reached
WE WENT OUT WITH A BLAST, CUTTING THROUGH THE CLUTTER AND PRODUCING

ATL/ONLINE TOTAL OF 841 ASSETS PRODUCED FOR PHASE 1 IN 18 LANGUAGES

UK NATIONAL PRESS

MARIE CLAIRE
1ST APRIL

AL JAZEERA 25TH MAR

ITV PRE-ROLLS, 30SEC UNSKIPPABLE

MILLENNIAL MEDIA (MOBILE): UNSKIPPABLE (15") + SKIPPABLE (15” & 30") PRE-ROLLS

STATION VIDEO
MUNICH CENTRAL STATION

MSN ARABIA SPONSORSHIP

CAMPAIGN DELIVERY
WE DROVE IMPRESSIVE SOCIAL ENGAGEMENT THROUGH SOCIAL CHANNELS

#STOPCLICKINGAROUND

Launch objectives
• Drive campaign awareness
• Drive traffic to Brand.com via prospecting and retargeting strategy
• Drive engagement via compelling content

What we’ve done

<table>
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<tr>
<th>185 posts</th>
<th>2m reach</th>
<th>57k engaged</th>
<th>122k video views</th>
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How many people saw something on Facebook?
How many times did these people engage?
How many video views?
OUR HOTEL CHALLENGE CONTINUED TO CONVEY THE BENEFITS OF BOOKING DIRECT

15 hotels over 15 weeks in 10 countries have been challenged to do something extra for their guests that booked direct.

30 Boosted Social Posts across 15 Hotels in 10 Countries

- **803k+** Reach (avg 26.7k per post)
- **23.4k+** Post Clicks (avg 780 per post)
- **7.5k+** Reactions (avg 250 per post)
- **88** Comments (avg 3 comments per post)
- **216** Shares (avg 7 per post)
- **836** Landing Page Visits

Team member and guest feedback have been overwhelmingly positive with online comments like:

- “I LOVE love love this idea.” Hilton Amsterdam
- “I was one of the lucky guests to receive this treat – a lovely surprise, thank you Hilton Vienna!” Hilton Vienna
ARE WE CHANGING CONSUMER BEHAVIOUR?

Campaign Results
Evaluating the campaign performance

- A total of **300m ad view opportunities** were delivered from February - May across the UK, Germany, UAE & Saudi Arabia
- First ever **UK TV ad - 23.3m UK Adults** have seen it across the period of 9 weeks
- May Advertising recall recorded at **42%***
- Increase in **brand ‘buzz’ score** from 2.6 in Jan to **3.6** in May**

*Source: *Hilton UK Campaign Tracker  
**YouGov Brand Index
HILTON HAD THE THIRD HIGHEST SHARE OF VOICE (UK) AMONGST OUR OTA COMPETITOR SET

Total Hilton Media Spend (15th Feb - 31st May) gained significantly YOY

Trivago, Expedia, Booking.com and Kayak were all active while the Stop Clicking Around campaign was live, but Hilton’s total SOV was able to remain strong.

Source: Addynamix 2016
BOOK NOW
41%
Made me want to book a stay

BRAND CONSIDERATION
48%
More likely to consider staying

50%
More likely to “book direct”

Hilton’s UK Campaign Tracker: representative sample UK citizens who stay in hotels
HILTON BRAND ATTRIBUTION EXCEEDS EXPECTATIONS AT 60%

Media KPIs

Ad Recall Total
- March 2016: 40%
- April 2016: 36%
- May 2016: 42%

Brand Linkage
- March 2016: 3.8
- April 2016: 4.9
- May 2016: 8.5

In May 60% of UK hotel users who recalled the SCA campaign correctly attributed it to Hilton.

This equates to 8.5m of the UK hotel user community.

60% brand linkage is the highest we have ever recorded, internationally.
**Driving Traffic:**
EMEA Web Direct Visits +11.1% YoY

**Driving Profit:**
EMEA Web Direct Revenue +27% YoY

**Driving Loyalty:**
HHonors Enrol. +63% YoY

Source: Hilton Worldwide Customer & Marketing Analytics May YTD
ACKNOWLEDGEMENTS

The successful launch of the EMEA Book Direct campaign would not have been possible without the immense contributions made by many teams across the EMEA business.

- **Project Lead:** Marketing Operations
- Ecommerce and Digital Acquisition
- Loyalty and Partnerships
- PR
- Regional Marketing EMEA
- Brand Marketing
- Legal

- CRM/GDM
- Creative Services (US)
- Campaign Management (US)
- On Property teams
- Global HHonors & Portfolio Marketing Teams
- Partner Agencies: OMDi, OMD London, TAG London