



HILTON HONORS ASPIRE CARD CAMPAIGN STRATEGY

Presented by the **Isthmus Agency**



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Hilton

ABOUT ISTHMUS

Our name, "Isthmus," reflects a narrow strip of land with water on either side, forming a link between two larger areas of land, corresponding to the geographic location of Madison. In the same way, our agency serves as a bridge, connecting our clients to their consumers.

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SITUATION ANALYSIS

SITUATION ANALYSIS

Hilton History Background

Hilton Worldwide Holdings Inc. is one of the biggest hospitality companies in the world known for their exceptional experiences, hospitality innovation, and highest quality stay. The company was initially founded by Conrad Hilton in 1919 when he bought the 40-room Mobley Hotel in Cisco, Texas. Conrad later on acquired other hotels across Texas to expand their portfolio and throughout the decades. In 2007, The Blackstone Group bought Hilton Worldwide Holdings Inc. for \$26 billion, making it one of the largest and most expensive hotel deals in history. As for today Hilton went from a \$5000 investment by Conrad to a multi-billion dollar hospitality brand, with a total of 22 brands, 7,295 properties worldwide in 123 countries and territories, and is still growing. Dedicated to its vision of bringing the best hospitality services, Hilton has welcomed more than 3 billion guests in more than 100 years, earning a top spot on Fortune's 100 Best Companies to Work For list. Hilton's loyalty program, Hilton Honors, was first created in 1987 and started to gain traction by 1994 when it began offering both hotel credit points and airline credit miles. In the following year, American Express and Hilton Honors introduced their first co-branded credit card which allowed cardholders to gain points on everyday purchases. To date there are more than 165 million members of Hilton Honors and many American Express Hilton Aspire cardholders.

Industry and Market Overview

Hilton were losing profit during the pandemic due to the lockdown, however the brand also quickly recovered due to good branding management and outstanding performances. They partnered with American Express and donated over 1 million hotel room nights for frontline workers during the COVID-19 pandemic. In the early months of the pandemic, Hilton saw a decline in revenue. In Q1 2020, Hilton's total revenue was \$1.92 billion, compared to \$2.25 billion in the same quarter the previous year, marking a 14.7% decrease. To manage the reduced demand, Hilton temporarily closed a significant number of its hotels.

When adjusted for special items, Hilton's net income more than doubled to \$434 million during the fourth quarter, compared to the same period the previous year, resulting in diluted earnings per share of \$1.59. This exceeded Bloomberg consensus estimates of \$1.22 per share. The adjusted net income for the entire fiscal year of 2022 reached \$1.36 billion, representing a significant annual increase of 132%. Moreover, this figure surpassed pre-COVID levels for the second consecutive quarter, rising by 7.5%.



SITUATION ANALYSIS

Industry and Market Overview

Property rental and competitors industry is blooming as big sites like Airbnb and VRBO are more focused on offering private spaces anywhere in the world with a variety of different price ranges. This is because consumers are drawn to more work space, having ellness & wellbeing space, digitized guest experiences, having apps to check in, book, articles, point, and personalized experiences.

Consumers are now more focused on hospitality programs with members only events such as concerts, Broadway shows, personalized recommendation, and rewards such as coupons, deals, and birthday rewards.

Furthermore, customers would prefer companies that are more mindful about the environment, sustainability and diversity.

As AI is becoming a more and more powerful tool, more industries are adopting AI to with customer services, such as a 24/7 chatbot.

Competitive Analysis

Advantages of Hilton Hotel:

- Diverse Portfolio of Brands
- Hilton Honors Loyalty Program
- Global Presence
- Consistent Quality and Service
- Innovation and Technology
- Sustainability Initiatives
- Meeting and Event Facilities
- The ResMax program



SITUATION ANALYSIS

Competitive Analysis

Advantages of Hilton Competitors

- Marriott
 - They offer points per dollar at a higher rate than what Hilton currently offers
 - Hilton points are worth 0.5 cents apiece
 - Marriott points are worth 0.8 cents apiece
 - Hilton has the lowest value per points among 7 top hotel points programs, via NerdWallet
 - Marriott has more locations globally, with hotels in 139 countries and territories. Hilton, on the other hand, only has hotels in 123 countries and territories.
 - Marriott has more than 8,000 properties compared to Hilton's 7,000
 - Nearly double the amount of brands than Hilton
 - Hilton has 18 brands worldwide
 - Marriott has 30 brands worldwide
- Airbnb
 - Airbnb is found in more countries than Hilton, with Airbnb being in 191 locations to Hilton's 123.
 - Ability to be more inexpensive, and allows for more flexibility in rates and pricing than Hilton

Consumer Analysis

Primary market:

Our Primary target market will be seasoned and motivated career professionals, specifically in business, management, and financial positions. It is likely that they will be between the ages of 45-65 and have an annual income of \$200,000 - \$250,000. In terms of social media, they will be best targeted through Facebook and TV.

- Salary: 120% more likely to be Hilton Honors with a salary of \$200,000-250,000.
- Sex: 33.7% of Hilton Honors are women Race: 76.5% of Hilton members are White
- Age: 19.6% of Hilton Honors are 45-54, 20.1% of Hilton Honors are 55-64, and 20.8% are 65
- Occupation: 17.9% of Hilton members are in business, finance 18.8% of Hilton Honors are professional and are in related fields
- People with occupations in the professional and related field are 30% more likely to become Hilton Honors member
- Marital Status: 62.1% of Hilton Honors members are married Social Media: 21% of Hilton Honors members use Facebook most often



SITUATION ANALYSIS

Consumer Analysis

Secondary market:

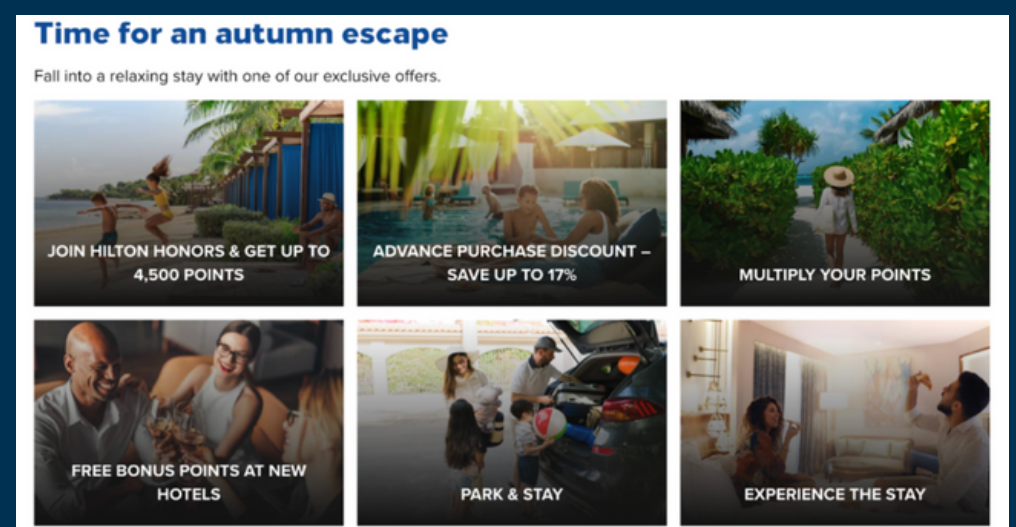
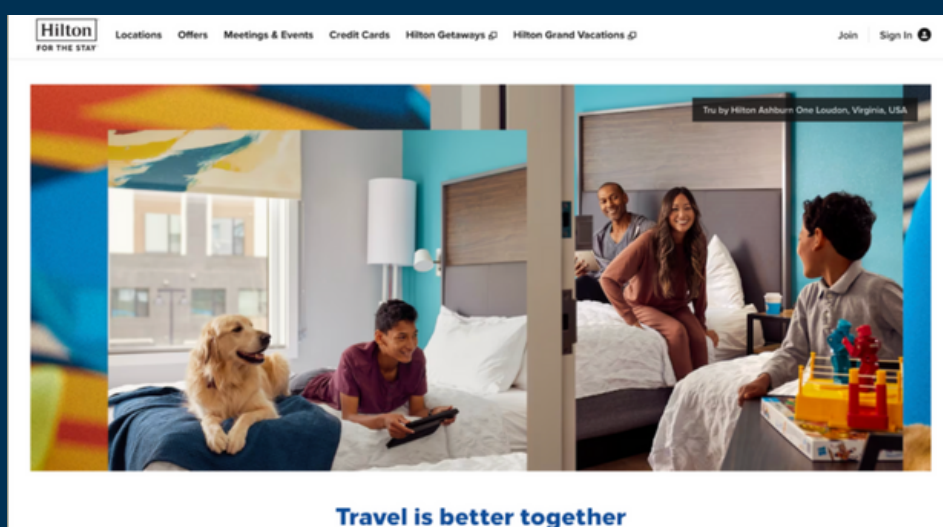
For our secondary market, we plan to break into an emerging market of successful, hardworking young professionals. Specifically, we will target 25-34-year-olds with an annual income of \$100,000-150,000. Essentially, we hope to expand the age parameters of our primary market by bringing awareness of the card to these go-getters at an earlier point in their careers. This will encourage brand loyalty starting at a younger age. At this point, they are mainly traveling for work and can be best targeted on LinkedIn and through out-of-home advertising on their commute to work.

- Age: 14.7% of Hilton Members are 25-34
- Social Media: 25.5% of people who use LinkedIn most often are members of Hilton Honors
- Occupation: 17.9% of Hilton members are in business, finance
 - 18.8% of Hilton Honors are professional and are in related fields
 - People with occupations in professional and related field are 30% more likely to become Hilton Honors member

Brand Analysis

1. The Product

- Design and development
 - Family friendly, filtered throughout brands to ensure that most different markets are being met. Brands that are more close-knit, brands that cater to those looking for a nicer stay, as well as brands that emphasize comfortability with DoubleTree and affordability with Spark
- Packaging
 - The look of their website contains a large majority pictures of people having fun together, and pushing points and the word 'free' often in order to push the point system



SITUATION ANALYSIS

Brand Analysis




2. The Price

- Psychological pricing
 - The credit card page of the Hilton website offers a great example of psychological pricing, where it pushes the Hilton Honors Aspire Card. The earned amount of Hilton Honors Bonus points is 20,000 higher than the tier below, which sits at 130,000. It also emphasizes the growth seen in bonus points made through purchases made directly with hotels and resorts within the Hilton portfolio (+2 from 12x at the previous tier), bonus points on flights booked directly with airlines or Amex Travel, on car rentals booked directly from select car rental companies, and at U.S. restaurants (+1 from 6x at the previous tier), as well as points on all other eligible charges being the consistent 3x, which isn't an increase from the previous tiers.
- Sales
 - Pushing points as a major factor for Hilton, making up a majority of their homepage on their website and being brought up in many different areas across the site as a whole. The points focus is big, and is a big pivot and transition to their credit cards, which offer a big increase in the percentage of points that you can accrue, as well as a major amount of bonus points (150,000) upon signing the card and spending \$4000 in eligible purchases on the card in the first 3 months
- Price or Value
 - The credit card page puts the other tiers of cards on the same page as the Hilton Honors Aspire Card, allowing consumers to see the increase in value as the tiers go up and up until you reach the Aspire Card. With the layout of the page and how the Aspire Card is going to get the consumer the most amount of points per card, it is framed as the best deal or price for what consumers who frequent Hilton can find

Keep On Earning

Earn Hilton Honors Bonus Points for each dollar of eligible purchases on your Card.†

- **14X Bonus Points** on purchases made directly with hotels and resorts within the Hilton portfolio
- **7X Bonus Points** on flights booked directly with airlines or Amex Travel, on car rentals booked directly from select car rental companies, and at U.S. restaurants†
- **3X Bonus Points** on all other eligible charges

		
Hilton Honors No Annual Fee‡	Hilton Honors Surpass® \$95 Annual Fee‡	Hilton Honors Aspire \$450 Annual Fee‡
— Welcome Offer —	— Welcome Offer —	— Welcome Offer —
Earn 80,000 Bonus Points†	Earn 130,000 Bonus Points†	Earn 150,000 Bonus Points†

SITUATION ANALYSIS

Brand Analysis

3. The Place

- Channels
 - Online
 - The sole place for consumers to sign up for the Hilton Honors Aspire card, directly on the Hilton website
 - Market coverage
 - Via [The Points Guy](#), on their list for Best Credit Cards for Hotel Stays, it can be seen that the Aspire Card is absent from the list. The only card from Hilton on the list is the Hilton honors American Express Surpass Card, while Marriott Bonvoy has two different cards on the list. Could be an indicator that this card isn't a popular item in the hotel credit card market
 - In-Person
 - Not available to sign up for in-person

4. The Promotion

- Personal selling
 - Per a source at Hilton's DoubleTree location in Madison, the Hilton Honor Aspire Card as well as the other cards are not sold in-person, or are not able to be acquired anyone other than online at the Hilton site
- Point of purchase
 - Finding the Hilton Honors Aspire Card for purchase is only available online, where consumers can sign up and purchase the card from the Hilton website directly
- Merchandising
 - Need to evaluate further, but don't see much related to merchandising surrounding the Hilton Honors Aspire Card

SITUATION ANALYSIS

Paid Media Analysis

Regarding engagement and number of followers, Hilton is a leader in the travel and hospitality industry. Hilton promoted through creating Hilton's Price Match Guarantee at Hilton.com or app, then launched advertising campaigns across different media platforms that spoke directly to today's traveler. Their Instagram account has the highest level of engagement compared to the brand's other social media accounts. The brand creates premium content and expands its content generation efforts by leveraging user-generated content.

And Hilton is weighing their paid media toward channels most used by relevant consumer target groups. A statistic in 2019 showed that Hilton spent more than 100 million dollars in TV ads, which is the highest amount paid that year in the hospitality industry in the U.S. In comparison, the Best Western hotel chain spent 24.3 million U.S. dollars on TV ads in the same period.

Hilton's target customer base is high-income, middle-aged, and elderly professionals from the upper social class. Hilton has implemented AI, machine learning (ML), and advanced analytics in AI-driven customer service, chatbot messaging, and data analytics to deliver personalized guest experiences.

Its competitors (Hyatt, Marriott) are using the same platforms to promote:



SITUATION ANALYSIS

Paid Media Analysis

Its competitors (Hyatt, Marriott) are using the same platforms to promote:

- Facebook
 - Hilton has 722k followers and more than 674k likes. Facebook's advertising approach is divided into two parts, daily budget or total budget, Hilton can target its ads according to its own situation.
- X (Twitter)
 - Hilton's Twitter feed also shares reports on the latest travel industry software, new brand partnerships, and business articles that provide interesting perspectives on the modern traveler.
- Instagram
 - Hilton taps into Generation Hashtag with world's first 'Waitographer'
 - Waiters are trained to have the skills to take the highest quality pictures for both guests and meals.
 - Action is likely to attract GenZ and millennials
- Tiktok
 - Hilton has utilized some of TikTok's most popular influencers to help promote its hotels and facilities.
- Youtube
 - Although Hilton publishes original content on the platform less frequently than other platforms, Hilton does a great job of showing ads and creating a series "Hilton. For the stay," "Hilton+Music," "Off the menu," "How to..." and "property spotlight" to attract more customers.
- LinkedIn
 - Their page has around 1.95 million followers and features history, news, and content most appealing to their B2B audience and business travelers.
- Website (Hilton.com)
 - Hilton promotes by creating Hilton's Price Match Guarantee and a series of awesome perks when customers book at Hilton.com.
- Expedia accelerator
 - Expedia Accelerator allows hotels to opt into paying a higher commission for a higher placement on Expedia. If a room is booked through your higher listing, you will pay the higher commission decided upon.
 - One-third of bookings are for hotels in the top 1 spot (Of the top 30 positions on search results pages).



SITUATION ANALYSIS

Paid Media Analysis

Hilton isn't on these platforms:

- Snapchat: Hilton doesn't promote itself on Snapchat, which is a popular app for GenZ and millennials. Hilton shouldn't miss this opportunity to attract new customers and bring more influences to the younger generation.
- Youtube/ TikTok: Hilton should use their own employers as examples to explore the hotels online and introduce the benefits with details, and create a campaign hashtag #hiltonfamily, and so on.
- Livestream through TikTok: nowadays, Hilton can use websites to sell their hotel rooms through livestream with lower prices and discounts only in the livestream, even drawing lucky visitors to become free room users.

Category Creative Analysis

Not only does Hilton position itself as a provider of high-quality and luxurious accommodations, but they integrate unconventional advertising in their campaigns to captivate and engage their target audience in unique and memorable ways. These nontraditional advertising practices, like the "It Matters's Where You Stay" and "Music Happens Here" campaigns, along with initiatives like pop-up rooms at Ryder Cup and rooftop concerts, have been very successful, differentiating themselves from competitors and resulting in exponential growth. These elements are evident throughout Hilton's print and digital advertisements, social media outlets, and their company website.

Hilton has consistent branding across all advertising mediums. The Hilton Aspire Card has its own branding that includes messaging about upgrading your travel, realizing your travel dreams, and the exclusive offers that elevate your stay. Hilton provides thematic consistency across its print and digital advertising, social media outlets, and company website that competitors like Marriot Bonvoy often struggle to match.



SITUATION ANALYSIS

Category Creative Analysis

While Marriot Bonvoy does provide thematic consistency across its print and digital advertising campaigns, with consistent messaging prompting travelers to “roam around the world,” they struggle to extend this consistency to their social media outlets, company website, and even hotel credit cards.

Unlike Hilton, which has its very own branding for The Hilton Aspire Card that is consistent in design and messaging across other mediums, Marriott faces challenges achieving similar uniformity.

Hilton uses the aspect of humor to “push against some of the common but unspoken pitfalls of travel, boldly poking fun at what can go wrong when booking or on a trip.”

- “The advertising creative has a fun, relatable tone in which Hilton breaks from the formulaic approach seen across the industry, highlighting the benefits Hilton offers to make guests feel cared for – from amazing service and pet-friendly travel to the choices available in the Hilton Honors app to skip the front desk and personalize your stay, to Confirmed Connecting Rooms by Hilton and more.”
- Features Paris Hilton, who grew up living in numerous Hilton hotels and is inspired “in part by the legacy of her family, whose belief in the power of travel and the hotel stay to connect people and cultures continues to motivate Hilton team members around the world today.
- The idea was born from the vision that hospitality advertisements are almost focused entirely on the destination, not the stay.



SITUATION ANALYSIS

Category Creative Analysis

Hilton hopes to prove that the stay is the crucial factor that can make or break any trip. The campaign places the hotel front and center, “elevating the role and importance of the stay at a time when lodging advertising is a sea of sameness, featuring overused destinations, cliché walks on the beach and generic descriptions of travel.”

- “...we’re reminding guests that at the heart of a great trip is a great stay and that it’s just different when that stay is with Hilton,” Mark Weinstein, CMO
- “As we enter this next era of travel, it has never been more important to consider where you stay – and Hilton is uniquely committed to making sure your stay is everything you need it to be.” Mark Weinstein, CMO
- “In developing the campaign, we were inspired by showing the realness of travel; the tensions, the hardships, the too-high expectations. It goes against convention in the hospitality category and it’s an exciting space for the brand to own,” said Amy Ferguson, chief creative officer



SITUATION ANALYSIS

Category Creative Analysis

Hilton: Music Happens Here Advertising Campaign

How: Hilton's Music Happens Here series, which is open to Hilton Honors' 62 million members, invites them to intimate, invite-only events like OneRepublic at Abbey Road, Aloe Blacc at the House Of Blues in New Orleans, and other events including artists like Beck and Lady Antebellum. Members can either use their points to bid on tickets or premium members receive invites.

- "The Music Happens Here program provides Hilton Honors members with access to top concerts, private meet-and-greets, one-on-one experiences, and exclusive shows at Hilton hotels/resorts and in iconic music landmarks."
- Hilton created "Music Happens Here to celebrate this rich history of music by highlighting musical hotspots in cities around the world and building a full program around them."
- Created different video-form content in the shape of "episodes" that highlighted and celebrated each music hotspot, diving deeper inside each music scene with interviews and inspiration behind the songs and artists that emerged from these locations.

Hilton created Music Happens Here "because they were looking for ways to reenergize their Honors program, specifically by engaging with their members within the music space."

- Provides Hilton Honors members with a personalized and once-in-a-lifetime experience that will immerse them in the world of music and create lasting memories, ultimately enhancing their loyalty to Hilton and solidifying the brand's reputation as a provider of unique and unforgettable experiences.

Impact: "The end result was a compelling campaign that generated excitement among their current members and even inspired non-members to join."



SITUATION ANALYSIS

Public Opinion Analysis

After considering the various opinionated customer reviews on YouTube, the general consensus on the Aspire Card remains the same - it is a great valuable card if you know how to make the most of it! The benefits far outweigh the annual cost whether through its Diamond Status, airline points, free night stay, or one if it's many other perks. Notably, the negative reviews (with strong click bait titles) were really not that critical. It seems as though the negative reviews come from fear of a change in the future of the card, which is really non-problematic for our current day and/or come from someone who simply doesn't use the card enough. With that being said, the Aspire Card is extremely beneficial for those who know how to use and who mainly stay at Hilton Properties! The card may seem less justifiable to those who only stay at Hilton properties a couple of times a year.

According to a survey presented on Roper iPoll, 58% of consumers are cutting down on travel/vacation due to inflation. With that information in mind, it re-emphasizes the importance of targeting business travelers as they are not spending their disposable income. Hilton announced they were extending their Diamond Status for members through March of 2023 - therefore, someone who got the card in 2019 could cancel their card (and no longer have to pay the annual fee) while still receiving the benefits of the card. Notably, this is irrelevant today as it is past that date, however, it seems many cardholders canceled their cards after this announcement. Beyond Hilton specifically, the rise of AirBnb and VRBO has impacted hospitality stays. In customer reviews videos, many actually mentioned the value of staying at a hotel in comparison to AirBnb or VRBO. They argue that part of the joy of taking a vacation is to not do the dishes, to have clean sheets, to have someone to answer your questions at your disposal, etc. Staying at a Hilton property offers that next level of service that an AirBnb or VRBO would not. Once again, it seems the best target market for the card will be people who continuously stay at Hilton and already have that mindset.



SITUATION ANALYSIS

SWOT Analysis



- Globally recognized brand
- Large and loyal customer base with over 112 million registered members
- Strong workforce satisfaction and benefits package
- Fortune 500 status with a wide range of job opportunities
- Diverse brand portfolio catering to different market segments
- Good social media presence



- High staffing costs
- Difficulty in affording and retaining a large workforce
- Potential for increased operational costs and reduced profit margins
- Vulnerability to negative reviews



- Leveraging social media marketing
- Expanding into developing countries with a demand for affordable labor
- Developing markets in Asia and Latin America
- Pursuing mergers and acquisitions to consolidate expertise and customer base



- Potential legal cases leading to significant financial losses
- Competition from industry giants like Airbnb, Marriott, Hyatt and more
- Geopolitical conflicts, such as the Russia-Ukraine conflict, disrupting global operations

SITUATION ANALYSIS

Key Issues and Implications

- Price
 - Emphasize the benefits instead of price value, points, etc
 - Shy away from showcasing how our point system compares to Marriott and what points equate to in currency
- Less Locations
 - Emphasize the benefits of rooms or services.
 - Emphasize putting an emphasis on ensuring that our current locations are the best they can be, instead of pushing for more locations
- Not valuable for people who don't stay at Hilton frequently
 - Helps to identify who our target market is
 - Identify if there are specific subsets of our target consumer base that would benefit from specialized marketing to that subset
 - Should focus on people who are already staying at Hilton rather than trying to get new people to choose Hilton



CAMPAIGN STRATEGY



CAMPAIGN STRATEGY

OBJECTIVES

We are looking to promote the Hilton Honor Aspire Card in an effective way. We hope to engage our target consumer base with a successful campaign that will inform the consumer base of the Hilton Point system. The campaign will connect existing Hilton Honors members and Hilton consumers with the Hilton Honor Aspire Card. It will draw in consumers who frequent other hotel brands to bring them from current competitors. We are creating a campaign that engages with our primary and secondary targets in ways that can be effective for both of those niches, while not alienating either group. Additionally, we hope to create distinct avenues to promote the Aspire Card to our primary and secondary targets in ways that are more differentiated and unique on platforms that are more frequented by one or the other in order to hone in on their specific characteristics. We will understand what other markets our target consumer bases participate in and at what levels they participate, while also understanding the behaviors and habits of our target consumer bases to better grasp who they are and how to sell to them. We work to understand where the Hilton brand stands in the market so that we can better promote the Hilton brand's unique differences in comparison to competitors when possible.

Memo Overview

Our campaign is speaking to motivated, career professionals. We are looking to send a main message to those individuals that lets them know that while they are already traveling, why not start accruing benefits while they are at it. The key word for this campaign is connections, with connecting our consumers with one another and connecting them with places they may travel. They should care about this campaign as we are informing them that there are awards that are waiting for them to use, and they should believe us as passionate cardholders can share their success stories. They should feel excited for this opportunity to gain points and travel sensibly. Our goal for our primary targets after they see our campaign is for those individuals to use their cards more often, whereas for our secondary target we are looking for them to apply for the Aspire card and join our loyalty program.



CAMPAIGN STRATEGY

Consumer Target

After careful analysis, our primary target market will be seasoned and motivated career professionals, specifically in business, management, and financial positions. It is likely that they will be between the ages of 45-65 and have an annual income of \$200,000 - \$250,000. In terms of social media, they will be best targeted through Facebook and TV.

Profile 1: Eric, a CFO of a tech startup, makes an annual salary of \$220,000 and is a passionate member of Hilton Honors through his Aspire card. He travels weekly and has accrued benefits throughout the last 15 years. As a 55-year-old, he recently celebrated his 30th wedding anniversary with his wife and three kids at the Hilton in Aruba using the rewards he's accrued. He knew of the Hilton Hotel in Aruba through an ad he saw on cable TV as he watched his favorite football team on Fox Sports. He loves to show off his wonderful anniversary on Facebook.



CAMPAIGN STRATEGY

Profile 2: Jada, a CMO at a clean beauty company, makes an annual salary of \$210,000 and is a passionate member of Hilton Honors through her Aspire card. She is passionate about her work and dedicates most of her time to her career. Sarah travels once a month for work but enjoys weekend trips to visit her friends and family. For her next trip, she will use her benefits as a Diamond member to get a free night in the Hilton Waldorf Astoria Hotel in Washington, DC, to celebrate her 45th birthday. Jada spends her nights relaxing from work by watching her favorite shows on all the big streaming platforms; Hulu, Netflix, HBO Max, and Disney+.



Supporting data:

- Salary: 120% more likely to be Hilton Honors with a salary of \$200,000-250,000.
- Sex: 33.7% of Hilton Honors are women
- Race: 76.5% of Hilton members are White
- Age: 19.6% of Hilton Honors are 45-54, 20.1% of Hilton Honors are 55-64, and 20.8% are 65
- Occupation: 17.9% of Hilton members are in business, finance
- 18.8% of Hilton Honors are professional and are in related fields
- People with occupations in the professional and related field are 30% more likely to become Hilton Honors member
- Marital Status: 62.1% of Hilton Honors members are married
- Social Media: 21% of Hilton Honors members use Facebook most often

CAMPAIGN STRATEGY

Consumer Target

Secondary market: The desired goal is awareness

For our secondary market, we plan to break into an emerging market of successful, hardworking young professionals. Specifically, we will target 25-34-year-olds with an annual income of \$100,000-150,000. Essentially, we hope to expand the age parameters of our primary market by bringing awareness of the card to these go-getters at an earlier point in their careers. This will encourage brand loyalty starting at a younger age. At this point, they are mainly traveling for work and can be best targeted on LinkedIn and through out-of-home advertising on their commute to work.

Profile 1: Josh, 26, is an entry-level investment banking analyst in Boston, MA, with an annual income of \$110,000. After working hard in college, he secured his position and committed to starting his career at this bank. He works overtime most days and is often sent on business trips. He uses LinkedIn a lot to post tips on building a good portfolio and finding internships and jobs for undergraduates who are interested in the same career path as him.



CAMPAIGN STRATEGY

Profile 2: Annabella, 30, is the founder and CEO of a tech startup that blossomed while she was in college. She now makes around \$150,000 per year. She has spent the last 9 years building her team in Charlotte, North Carolina, and she is now hoping to expand across the country. Her interest in receiving travel benefits has spiked since her routine now revolves around business meetings in different states. She uses LinkedIn frequently for her hiring process, networking with industry professionals, and staying updated on the latest trends in the tech industry.



Supporting data:

- Age: 14.7% of Hilton Members are 25-34
- Social Media: 25.5% of people who use LinkedIn most often are members of Hilton Honors
- Occupation: 17.9% of Hilton members are in business, finance
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CAMPAIGN STRATEGY

Creative Brief

- What are the three key issues that this campaign must address?
 - Hilton Hotels is a provider of high-quality and luxurious accommodations with hotels in more than 120 countries and territories.
 - The Hilton Aspire Card provides a range of rewards and benefits for guests who stay at Hilton frequently.
 - Hilton Honors, Hilton's loyalty program, is free to join and offers more value, benefits and perks in comparison to its competitors.
- What do we expect our target to do, feel or understand as a result of this advertising?
 - We expect our target to understand that Hilton Hotels provides high-quality and luxurious accommodation and that Hilton Honors and the Hilton Aspire Card also offer a range of rewards and benefits that provide unmatched value compared to its competitors. We expect our target to feel more confident in Hilton's role as a more affordable angle to competitors, and we hope this campaign convinces current Hilton members to either join the loyalty program or apply for the Hilton Aspire Card.
- What is the key insight that we have into our consumers?
 - Our consumers are seasoned and motivated career professionals, specifically in business, management, and financial positions. They are married with kids and have a high annual disposable income. Our consumers hope Hilton can provide them with an unparalleled hospitality experience compared to competitors like Marriot Bonvoy.
- What is the strategic "one thing" we need to communicate?
 - The strategic "one thing" we need to communicate is that our primary and secondary markets are already traveling, so why not start earning Hilton Honors points and accruing benefits while they're at it?
- What tone will the campaign strike?
 - The campaign has a fun, relatable tone highlighting the benefits Hilton offers to make guests feel cared for - from exceptional service and affordability to the range of rewards and perks that Hilton Honors and the Aspire Card provide compared to its competitors. This campaign aims to replicate the distinctiveness found in previous Hilton campaigns, using unconventional and creative approaches to captivate and engage the target audience in ways that are unique and memorable.



CREATIVE PLAN



CREATIVE PLAN

Overview

Hilton Hotels is a provider of high-quality and luxurious accommodations with hotels in more than 120 countries and territories. The Hilton Aspire Card and Hilton Honors, Hilton's loyalty program, provide more value, benefits and perks in comparison to its competitors. Our campaign appeals to seasoned and motivated career professionals through unique and memorable designs with easily identifiable logos, taglines, and imagery. Our campaign strategy will consist of TV advertisements, social media-promoted content, print advertisements, and billboards.

Through our eye-catching advertisements, which have random travelers doing abnormal and senseless things in Hilton locations, we hope to indicate that joining Hilton Honors is a no-brainer. For example:

Why go to a rainforest without a rain jacket?

Why go canoeing without a paddle?

Why go to Antarctica without a coat?

Why play baseball without a bat?

Our message strategy emphasizes the impact of the Hilton Honor Aspire Card point system. Many travelers are already engaged in activities that earn them points, intending to redeem these for rewards in the future. However, a significant number of these individuals are unaware of the point system, resulting in missed opportunities and wasted potential benefits.

Selling Premise

In comparison to our competitors, the Hilton Aspire Card is a premium travel credit card, offering invaluable rewards and elite status in comparison to its competitors.

Campaign Theme

Our campaign's "big idea" is that both primary and secondary markets are already on the move, and the Hilton Honors Aspire card offers a valuable opportunity for these travelers to make the most of their journeys by earning rewards. This requires no additional effort or change in behavior from our audience but instead urges customers to understand that their travel alone can become a rewarding experience through Hilton.



CREATIVE PLAN

Print Advertisement Magazine Ads

**Why run a
marathon
without shoes?**



**DON'T
TRAVEL
SENSELESS.**

Hilton

WHERE REWARDS MAKE SENSE

**Why drive a
car without
wheels?**



**DON'T
TRAVEL
SENSELESS.**

Hilton

WHERE REWARDS MAKE SENSE

Our magazine advertisements are designed to capture the reader's attention through seemingly counterintuitive scenarios. These designs use large, bolded text with eye-catching imagery, logos, and taglines to ensure that the content is easily understood and digested. Magazines are frequently flipped through in a relatively quick manner. We decided to use a Hilton color scheme complimented by an off-white background, making it a visually appealing advertisement.

CREATIVE PLAN

Print Advertisement

Billboard Ads



Why run a marathon without shoes?

DON'T TRAVEL SENSELESS.

Hilton

WHERE REWARDS MAKE SENSE

A man in a blue tank top and black shorts is running barefoot. He has a race bib on his chest. The background is white.



Why go to Antarctica without a coat?

DON'T TRAVEL SENSELESS.

Hilton

WHERE REWARDS MAKE SENSE

A woman in a floral shirt and shorts is standing with her arms crossed, looking cold. A cloud with rain and snow is above her. The background is white.

The billboard advertisement serves the same purpose of spreading awareness and brand recognition of the Hilton Aspire Card and Hilton Honors. The design aims to be concise and easily digestible to catch drivers' attention as quickly as possible. Drivers are mindlessly focused on the road and turn their attention to these billboards as a nice distraction from morning commutes or long weekend drives. The designs above use the same format, color scheme, and overall message as our magazine advertisements to create a memorable and unified campaign.

CREATIVE PLAN

Interactive Advertisement Social Media Ads

Hilton Hotels & Resorts
Yesterday at 7:30 PM · 🌐

Sprint towards success with Hilton Honors. Don't run your career race without the right shoes.

Why run a marathon without shoes?



DON'T TRAVEL SENSELESS.

Hilton
WHERE REWARDS MAKE SENSE

👍❤️😂 100k 500 Comments 12 Shares

👍 Like ↗ Share


View more 500 Comments

Write a comment... 🗨️ 📷 🗨️ 🗨️

Hilton
Promoted

Roll smoothly through your career journey with the Hilton Aspire Card. Don't drive without the right wheels of exclusive benefits and perks.

Why drive a car without wheels?



DON'T TRAVEL SENSELESS.

Hilton
WHERE REWARDS MAKE SENSE

Maximize Travel
<https://hilton.com/> **Apply**

👍💡 331 87 comments 32 shares

👍 Like 💬 Comment ↗ Share 📧 Send

Our interactive social media content is crafted to engage users in a fast-scrolling digital landscape. Using attention-grabbing visuals and concise messaging, we aim to capture consumers interest amid the online noise. With a cohesive Hilton-inspired color scheme, our content is designed for quick consumption, ensuring our message resonates with social media users as they navigate their social feeds.

CREATIVE PLAN

Audio Advertisement

Streaming Service Ad

[Opening scene: A vibrant rainforest with heavy rain falling. A traveler is seen without a rain jacket, looking bewildered as they get drenched.]

Narrator: "Why go to a rainforest without a rain jacket?"

[Transition to a serene lake where a traveler struggles to move a canoe without a paddle.]

Narrator: "Why go canoeing without a paddle?"

[Cut to a vast, icy landscape of Antarctica. A traveler shivers in the cold without a coat.]

Narrator: "Why go to Antarctica without a coat?"

[Switch to a baseball field where a traveler attempts to play without a bat.]

Narrator: "Why play baseball without a bat?"

[Closing scene: A montage of the four previous individuals enjoying Hilton Hotels with the tagline and logo prominently displayed.]

"Travel sensibly with the Hilton Aspire Card. No senseless moves, just endless rewards."

[End with the Hilton logo and a call to action encouraging viewers to join Hilton Aspire Card and experience the sense of rewarding travel.]

Voiceover: Hilton. Where rewards make sense."



MEDIA PLAN



MEDIA PLAN

Overview

Isthmus' media plan will target our primary audiences are middle-aged (45-65 years old) seasoned and motivated career professionals in business, management, and finance from the middle class, and our secondary audience are young (25-34 years old) successful hardworking professionals. Our goal is to enhance the practical benefits of the Hilton Aspire credit card and prove choosing it is a wise decision through our media plan. Isthmus emphasizes the impact of the Hilton Honor Aspire credit point system and reminds the audiences to avoid wasted opportunities to earn potential credit points and benefits. Meanwhile, the Hilton Honor Aspire credit card is the best recognition of elite identity, professionalism is best shown by using it. Our campaign will maximize reach and frequency to expose advertisements through TV cable and streaming, podcasts, billboards, and social media platforms at least(many) times. Our public relations plan will bring attention to our campaign by further drawing in our audience through news hits, events, and promotions. We have tailored our media timing, types, locations, allocations, and purchases to reach the greatest number of potential customers through media campaign strategy.

Media Aperture

Our campaign will begin at the end of spring till the beginning of the summer, and also in fall. Utilizing two pulse periods of three months. The first pulse will start from **April to June 2024**, we expect our potential customers will have time for credit card applications and start using them during the summer traveling. The second pulse will start from **December to February 2025**, two months in advance of the mid-February Super Bowl, and take into account the big Black Friday discounts in November, and the shopping needs of big holidays such as Thanksgiving and Christmas.

We predict our existing customers and potential customers to define the season range. We have mainly targeted summer holiday times and winter break times for customers to use the Hilton Honor Aspire credit card for shopping or traveling. We also considered leaving time for customers to apply for credit cards successfully. Therefore, these two pulse periods are the best time to promote our credit cards through the media.



MEDIA PLAN

Media advertising would change along with the different targeted audiences, types of promotions, and platforms. We would promote advertisements on impact media (billboards and Super Bowl) traditional media (TV cable and podcasts) and social media (TV streaming, Facebook, and LinkedIn). For TV cable and streaming, we would use video advertisements; for podcasts, we would use 15s pre-roll and 30s mid-roll. We would invest 3 billboards for 6 months, mainly in big cities Chicago (Midwest) and Orlando(southern). For social media platforms, we mainly use targeted banner ads with targeted times and audiences throughout the day and seasons.

Geographic Allocation

Our campaign will primarily target the southern region of the United States. The Midwest region will be another region to look at advertising as well. However, we do not want to target the Northeast and the West as they are not as popular regions with Hilton Honor members living currently based on the research data. Target cities included: Charlotte, NC, Nashville, TN, Chicago, IL, New Orleans, LO, Tallahassee, FL, Tampa, FL, Detroit, MI, Minneapolis, MN, Columbus, OH, and Houston, TX.

For the impact media, we purchased 50 units and want to reach 50% audiences of the Super Bowl, we will need to reach about 2500 GRP in total to let each potential customer see the messages at least 50 times. For digital media, we spent about 18,000,000 impressions to expand our influence on streaming and social media platforms. Our goal is to contact as many target people as possible in cities in these areas because human beings have a tendency to subconsciously choose the brand chosen by the majority of people and trust it, which is beneficial to build our loyalty brand.

Media expenditure and Budget Allocation

Our total media budget is \$20 million, and after allocating a contingency budget of \$500,000 for unexpected costs and situations, we have a budget of \$19,500,000 to use for media buying.



MEDIA PLAN

Impact Media

We will spend \$3,598,800 on impact media, including Super Bowl and outdoor billboards. We believe that the high overlap between our potential customers and the Super Bowl audience will allow us to advertise during the game. According to our preferences of primary and secondary targeted audiences, we believe that our targeted audiences will pay attention to the advertisements during the show. It also coincides with the planned timing of our second media pulse from December to February in preparation for the Super Bowl.

At the same time, we focus on the Midwest and the South of the United States, and the billboard is mainly placed in two big cities, Chicago and Orlando, for six months (December-February, April-June) to lay the groundwork and warm-up for our competition and publicity.

Digital Media (TV streaming, social media)

We will spend \$415,000 on fixed digital media costs and \$2,172,000 per CPM digital media costs for a total of \$2,587,000 on digital media spending.

We would mainly use Search Engine Marketing (SEM) for Google, Bing, and Yahoo's keyword searches, and utilize Search Engine Optimization as well for six months in a year, from April to June and from December to February. Instead of 12 12-month promoting media plan, we would rather save budgets and keep our potential audiences focused for six months to prevent them from getting tired of seeing our ads.

For the streaming platforms used, we would mainly select Youtube and Hulu to promote our Hilton Honor Aspire credit card. Our secondary target audiences are more likely to be using streaming services, as opposed to their older counterparts in the primary market using more traditional cable TV. YouTube unstoppped ads and Hulu streaming ads are the best options to choose from.

According to data, 25.5% of people who use LinkedIn most often are members of Hilton Honors. We will advertise through LinkedIn and will place banner ads for six months only throughout the year. Finally, we will place banner ads on Facebook to attract more primary targeted audiences, as they are the target audience visiting this site frequently.



MEDIA PLAN

All the digital media would promote mainly on 10 cities inside the United States, they are Charlotte, NC, Nashville, TN, Chicago, IL, New Orleans, LO, Tallahassee, FL, Tampa, FL, Detroit, MI, Minneapolis, MN, and Columbus, OH and Houston, TX from midwest and southern part.

Traditional (TV cable and Podcasts)

A budget of \$13,314,200 is allocated for traditional media, and we will emphasize advertising on cable television primetime, network television primetime, network television late night, national radio morning drive, national radio evening drive, spot cable television primetime, spot television primetime and national men's magazine. We will only focus on ten big cities inside the United States, these locations and timing of media promotion will become the most effective in reaching our target audience.

By using cable/network/spot cable television whether in primetime or late night, we will place on ten cities instead of nationwide. The advertisement would normally last for 30 seconds between popular shows or in the middle of the popular show.

By using national radio stations (morning and evening), we want our audiences can get our messages on the way to work and on the way back home. They would be 15s pre-roll and 30s mid-roll appear in the popular radio shows. We wish we could get all the audience's attention twice a day and keep getting the idea of "don't travel senseless" to unconsciously insert the Hilton Honor Aspire credit card into their heads and make it become a well-known product.

The reason why we specifically select magazines for men instead of general interests and women, we believe that men would be more attracted to credit card ads than women while they read magazines. We are specifically targeting several popular magazines to insert our media campaign picture on the top or in the middle of magazines to keep readers interested.

After all the media strategies, we wish to attract as many audiences as possible and make potential customers of the Hilton Honor members become the official members.

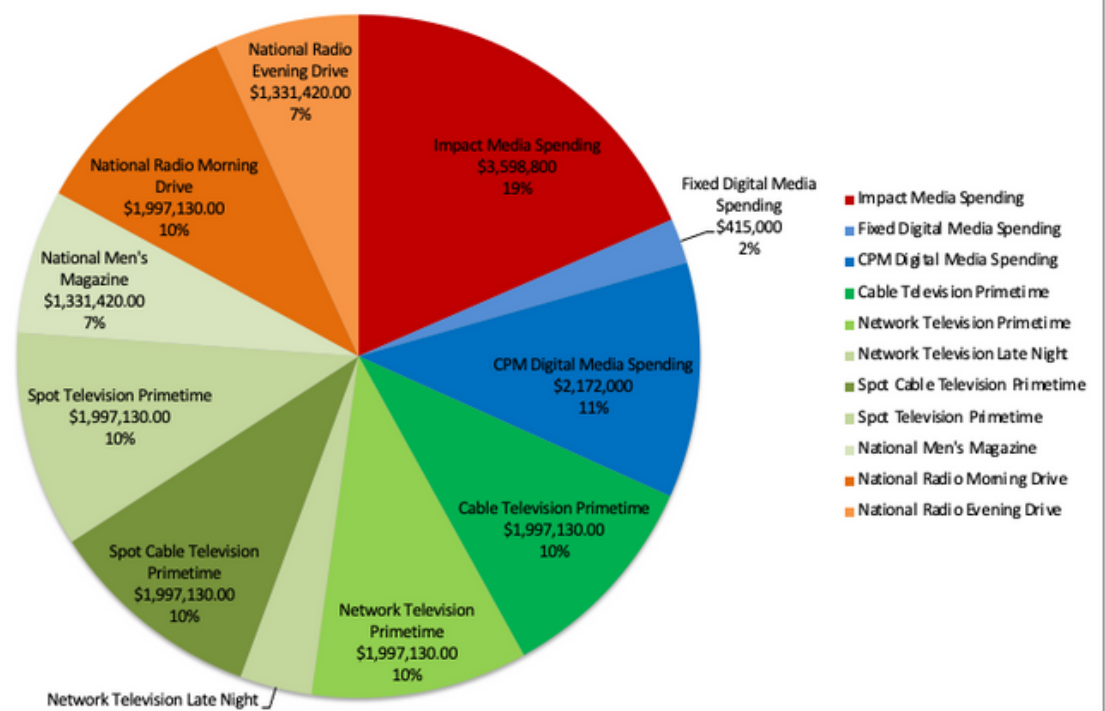


MEDIA PLAN

Spreadsheets

Media Planning Spreadsheet					
Total Budget	Impact Total	Digital Total	Contingency	Remainder	
\$20,000,000.00	\$3,598,800.00	\$2,587,000	\$500,000.00	\$13,314,200.00	
IMPACT MEDIA					
MEDIA CATEGORIES	UNIT ALLOC.	COST PER UNIT	\$ ALLOCATION	NOTES	
Super Bowl	50	\$59,376	\$2,968,800	Appeal to primary and secondary target audiences	
Outdoor Billboard-1 market	18	\$35,000	\$630,000	3 billboards for 6 months(in Chicago and Orlando)	
SUM TOTAL			\$3,598,800		
DIGITAL MEDIA - Fixed Cost					
MEDIA CATEGORIES	UNIT ALLOC.	COST PER UNIT	\$ ALLOCATION	NOTES	
Google Keyword Search SEM	6	\$50,000	\$300,000	From April to June, December to February(6 months)	
SEO	1	\$25,000	\$25,000	SEO flat cost for 1 year	
BING Keyword Search SEM	6	\$10,000	\$60,000	From April to June, December to February (6 months)	
Yahoo Keyword Search SEM	6	\$5,000	\$30,000	From April to June, December to February(6 months)	
SUM TOTAL			\$415,000		
DIGITAL MEDIA - CPM Cost					
MEDIA CATEGORIES	UNIT ALLOC.	CPM	IMPRESSIONS	\$ ALLOCATION	NOTES
Youtube unstopped ad	6	\$20.00	10,000,000	\$1,200,000	only promote on Youtube in targeted months
Hulu streaming ad	6	\$30.00	5,000,000	\$900,000	only promote on Hulu in targeted months
Facebook targeted Banner ad	6	\$6.00	1,000,000	\$36,000	only promote on Facebook in targeted months
LinkedIn targeted Banner ad	6	\$3.00	2,000,000	\$36,000	only promote on LinkedIn in targeted months
SUM TOTAL				\$2,172,000	
TRADITIONAL MEDIA (Television, Radio, Print)					
MEDIA CATEGORIES	% ALLOCATION	CPP TOTAL	\$ ALLOCATION	GRPS	Notes
Cable Television Primetime	15%	\$19,227	\$1,997,130.00	104	
Network Television Primetime	15%	\$33,103	\$1,997,130.00	60	
Network Television Late Night	5%	\$24,776	\$665,710.00	27	
National Radio Morning Drive	15%	\$2,913	\$1,997,130.00	686	
National Radio Evening Drive	10%	\$2,913	\$1,331,420.00	457	
Spot Cable Television Primetime	15%	\$12,324	\$1,997,130.00	162	
Spot Television Primetime	15%	\$32,066	\$1,997,130.00	62	
National Men's Magazines	10%	\$28,618	\$1,331,420.00	47	
SUM TOTAL	Must = 100%		\$13,314,200.00	1605	Note: Use this GRPS calculation for flowchart

Fixed Digital Media Spending	\$415,000	2.13%
CPM Digital Media Spending	\$2,172,000	11.14%
Cable Television Primetime	\$1,997,130.00	10.24%
Network Television Primetime	\$1,997,130.00	10.24%
Network Television Late Night	\$665,710.00	3.41%
Spot Cable Television Primetime	\$1,997,130.00	10.24%
Spot Television Primetime	\$1,997,130.00	10.24%
National Men's Magazine	\$1,331,420.00	6.83%
National Radio Morning Drive	\$1,997,130.00	10.24%
National Radio Evening Drive	\$1,331,420.00	6.83%
Total Spending	\$19,500,000	

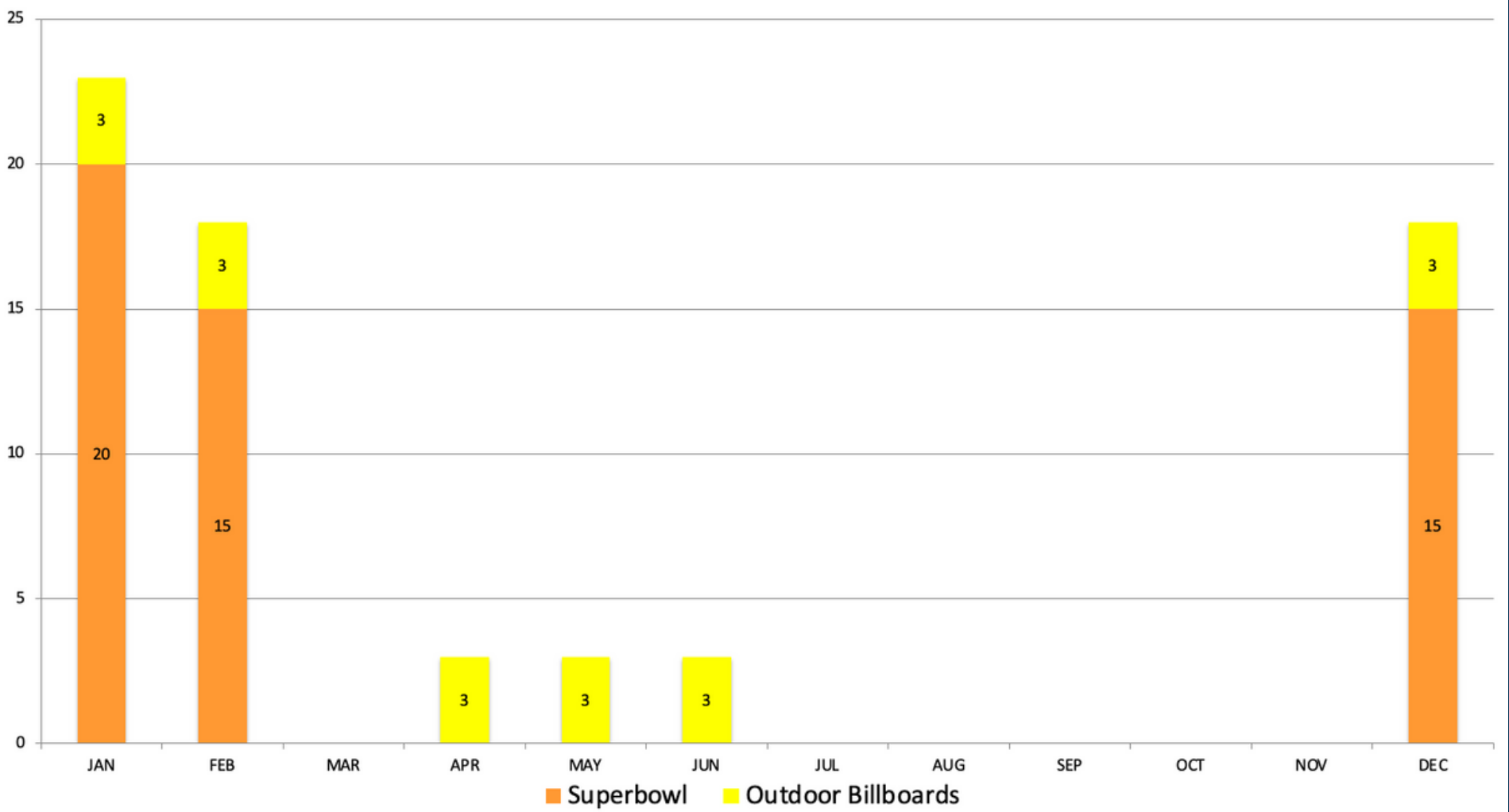


Flow Charts

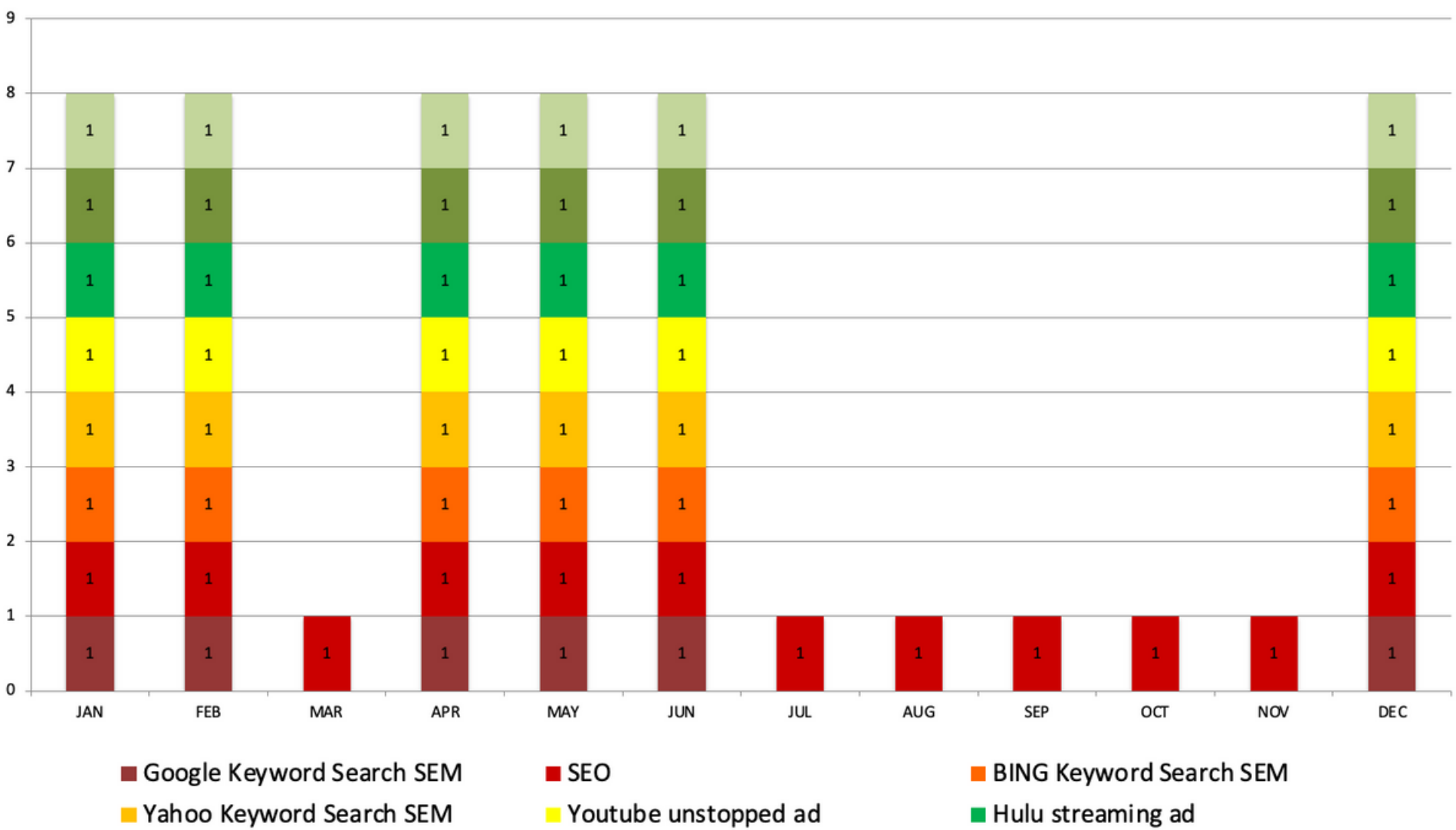
Combined Flow Chart

MEDIA CATEGORIES	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Impact Media	23	18	0	3	3	3	0	0	0	0	0	18	68
Fixed Digital	4	4	1	4	4	4	1	1	1	1	1	4	30
CPM Digital	4	4	0	4	4	4	0	0	0	0	0	4	24
Traditional	273	267	0	283	284	321	0	0	0	0	0	177	1605
Sum	304	293	1	294	295	332	1	1	1	1	1	203	

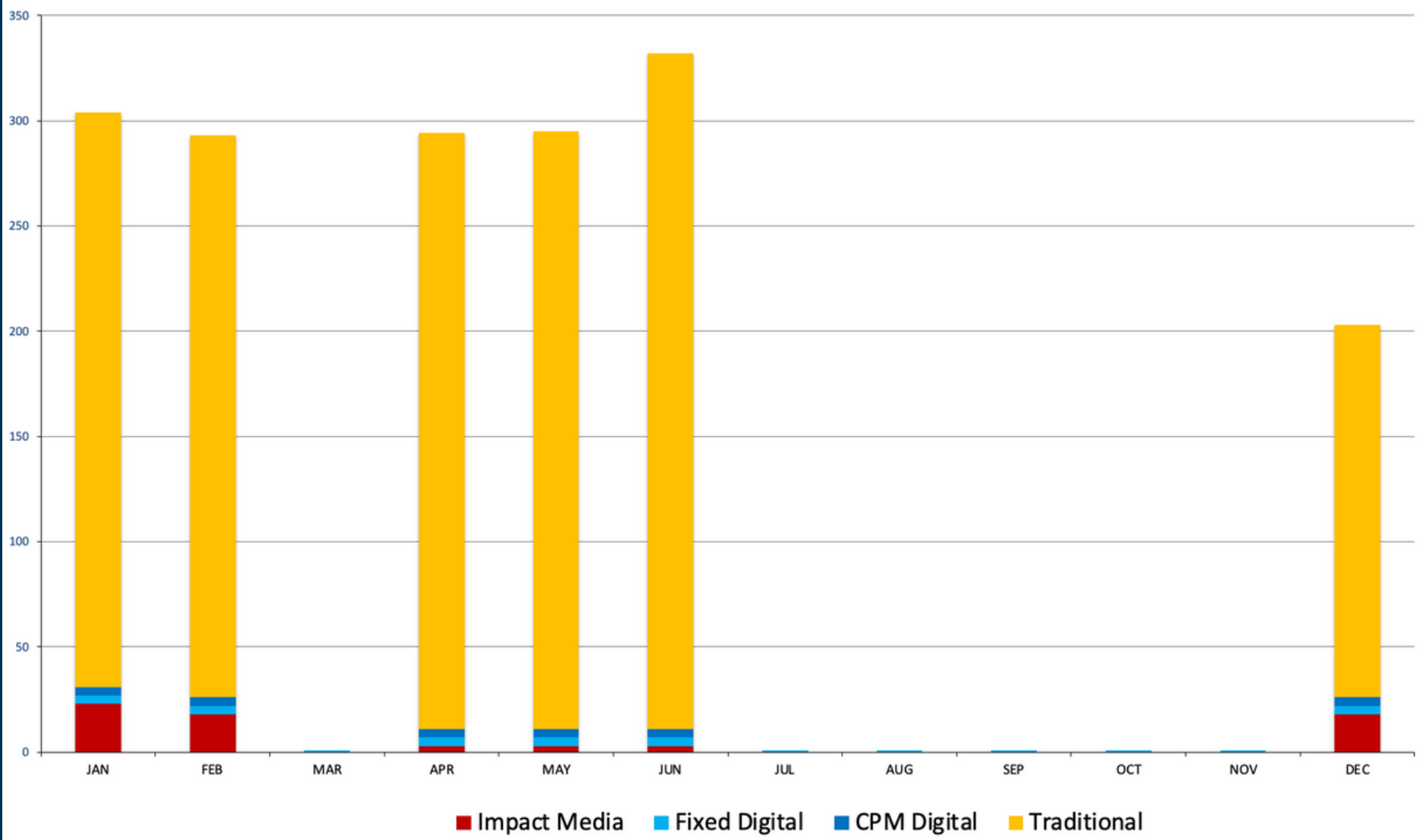
Impact Media Flow Chart



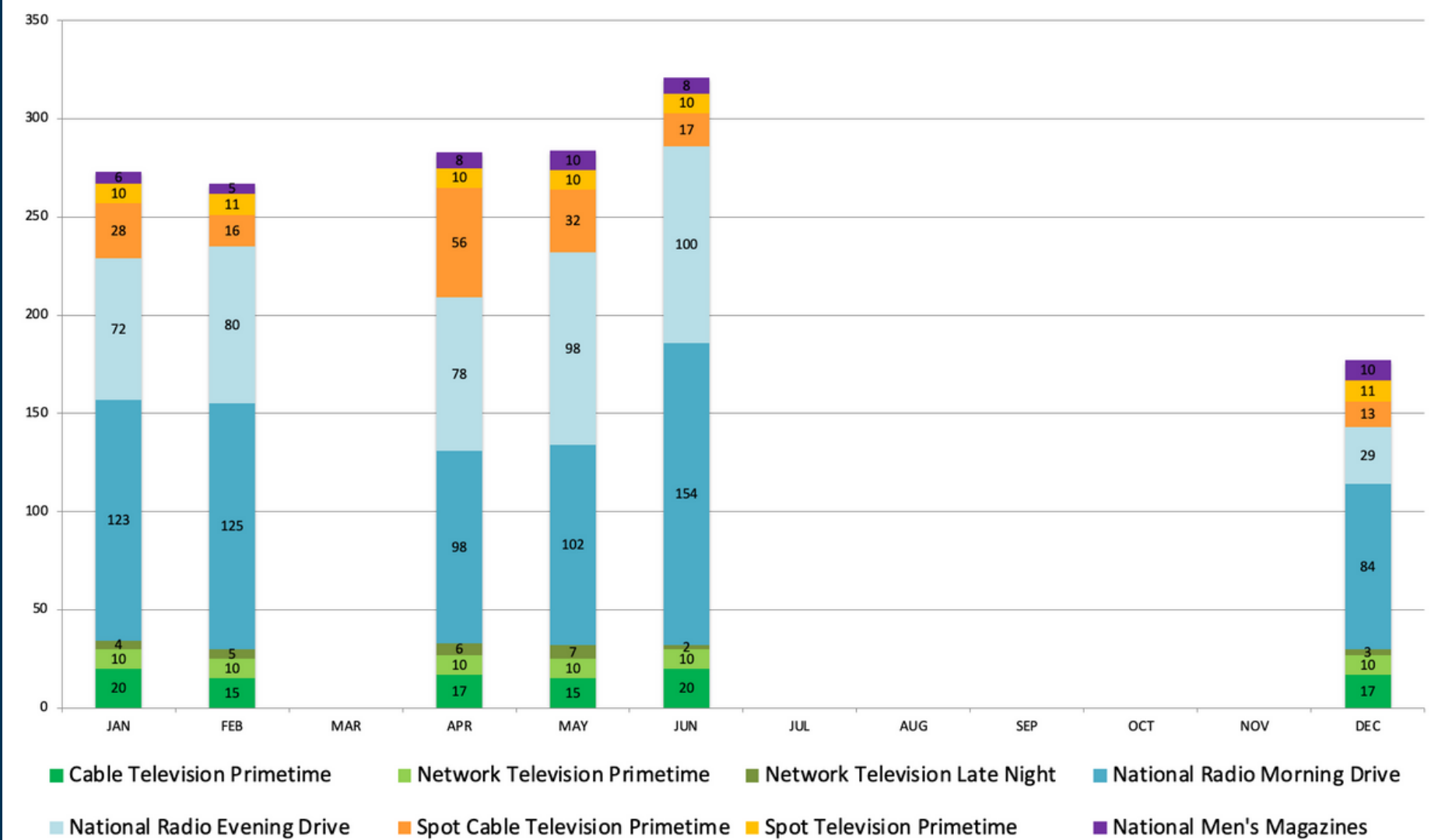
Digital Media Flow Chart



Combined Media Flow Chart



Traditional Media Flow Chart





**PR &
PROMOTIONS**

PR & PROMOTIONS PLAN

Public Opinion

In terms of the broader hospitality and travel industry, it is important to look at this statistic presented on Roper iPoll: 58% of consumers are cutting down on travel/vacation due to inflation. With that information in mind, it re-emphasizes the importance of targeting business travelers as they are not spending their disposable income on travel.

After considering various opinionated customer reviews on YouTube, the general consensus on the Aspire Card remains the same - it is a great valuable card if you know how to make the most of it! The benefits far outweigh the annual cost whether through its Diamond Status, airline points, free night stay, or one of its many other perks.

Notably, the negative reviews (with strong clickbait titles) were really not that critical of the credit card. It seems as though the negative reviews come from fear of a change in the future of the card, which is really non-problematic for our current day and/or come from someone who simply doesn't use the card enough.

With that being said, the Aspire Card is extremely beneficial for those who know how to use and who mainly stay at Hilton Properties! The card may seem less justifiable to those who only stay at Hilton properties a couple of times a year.

Beyond Hilton specifically, the rise of Airbnb and Vrbo has impacted hospitality stays. In customer reviews videos, many actually mentioned the value of staying at a hotel in comparison to Airbnb or Vrbo. They argue that part of the joy of taking a vacation is to not do the dishes, to have clean sheets, to have someone to answer your questions at your disposal, etc. Staying at a Hilton property offers that next level of service that an Airbnb or Vrbo would not. Once again, it seems the best target market for the card will be people who continuously stay at Hilton and already have that mindset.

Based on current media hits, it is clear that Hilton has created a non-problematic environment for themselves and/or are handling their risk management effectively. The articles that show up in the search are brand activations, such as a special room looking over the 10th green for the Ryder Cup and a Chance the Rapper concert. Another notable media hit is Hilton's new partnership with Tesla to incorporate EV charging stations in their hotels.



PR & PROMOTIONS PLAN

Below is a compilation of some relevant media hits:

- [Hilton Honors Bonus Points & Rate Offers Update October 2023 - LoyaltyLobby](#)
- [Hilton Honors American Express Aspire card review - The Points Guy](#)
- [Tesla's installing its universal EV chargers at over 2,000 Hilton locations - The Verge](#)
- [Chance the Rapper Rooftop Concert at theWit Chicago, a Hilton Hotel](#)
- [Ryder Cup 2023: Hilton built a hotel room above Marco Simone's 10th green and it looks absolutely incredible | This is the Loop | GolfDigest.com](#)

Stakeholder Analysis

The needs and expectations of our stakeholders are crucial in sustaining a successful campaign for the Hilton Honors Aspire Card. Communicating and collaborating with these various entities will contribute to not only our campaigns success but the future success of the Aspire Card.

Cardholders:

- Our primary stakeholders are the individuals holding and using the Hilton Honors Aspire Card. This group is directly influenced by the card's rewards, benefits, fees, and the overall Hilton experience.

Hilton Hotels and Resorts:

- The Hilton corporation is of course a major stakeholder in their credit card. They are closely connected with the Hilton Honors loyalty program that the card supports.
- Hilton partakes in passive ownership and franchise operations which extends this group of stakeholders even further. Beyond ownership, Hilton employees are a notable stakeholder within the brand.

American Express:

- Because American Express is the issuer of this credit card, they are a notable stakeholder. The card's success contributes to American Express's profitability, customer acquisition, and its partnerships with Hilton.



PR & PROMOTIONS PLAN

Travel and Hospitality Industry:

- While this is a broader entity, the general industry has an interest in this card's performance as a determinant of trends and preferences across the field.

Investors and Shareholders:

- Both investors in Hilton and American Express are considered stakeholders for the Hilton Honors Aspire Credit Card as they naturally monitor the market performance.

Hospitality Partners:

- Any array of businesses that partner with Hilton in their loyalty program and through the card's rewards program (airlines, rental car companies, service providers, restaurants, etc.) have a joint interest in the success of the card.

Statement of PR Strategy

The primary objective of the PR strategy for our "Where Rewards Make Sense" campaign is to generate widespread awareness and engagement around the Hilton Honors Aspire credit card. Through the use of intentional media hits and organic social media presence, we will emphasize the practical benefits of the card and promote the newly launched "Senseless Not Pointless" social media challenge. The underlying goal is to position Hilton as the travel credit card that just makes sense, creating an honest and exciting experience for cardholders.

With our audience primarily composed of financially cautious individuals actively considering their travel credit options, our PR approach will emphasize the rewards of the Hilton Honors Aspire card with full transparency. We strive to foster an open dialogue between the credit card and its cardholders, showing how Hilton and American Express collectively prioritize their customers. The PR and promotions will have a casual tone, creating a comfortable and reassuring atmosphere for the audience to feel at ease with the thought of the Aspire card. This strategy reflects Hilton's commitment to offering genuine value to position the credit card as the best choice for Hilton's loyal audience.

PR Tactics (Publicity Programs and Events)

Phase one of our campaign will go from April of 2024 to June of 2024 and will be relatively simplistic with a variety of ad forms in alignment with our "Where Rewards Make Sense" campaign. However, our second phase will involve in-depth PR Tactics to reach our audience and the media.



PR & PROMOTIONS PLAN

Starting in December of 2024, we will launch our “Senseless Not Pointless” Social Media contest by sending a press release to all major news outlets and media contacts along with posting the launch on the app. We will encourage our stakeholders to partake in the challenge as an initial insight boost. The winner will also witness the premiere of the Super Bowl ad featuring star athletes playing football without a ball, as a finale advertisement of the “Where Rewards Make Sense” campaign.

This unforgettable event promises an exciting atmosphere and exclusive rewards for the challenge winner.

This challenge will reinforce our core message while encouraging the audience to join us in the “Senseless Not Pointless” social media challenge to discover how every moment can make sense when they’re rewarded with exclusive benefits and unforgettable experiences through Hilton. They will be reminded to embrace their creativity and let the rewards of thoughtful spending redefine their journey. Hilton believes in making every cardholder’s experience truly senseful and rewarding.

Media Relations Strategy and Target Vehicle

We will encourage the media to cover our Social Media challenge and Super Bowl tailgate by sending our press release that emphasizes the creativity, uniqueness, and comedy of our campaign. Not only is the challenge accessible to our target market, but it can be understood by anyone. Our press release will focus on the potential to win Super Bowl tickets and attend our Super Bowl tailgate that will offer remarkable prizes.

Ideally, we would land The Today Show to highlight the “Senseless Not Pointless” social media challenge which would draw in even more people to participate. While the challenge itself may be seen first by our secondary target audience, news attention would broaden the reach to our primary audience.

Media Contacts:

- NBC News; NBCNewsMediaRelations@nbcuni.com, (212) 413-6142
- ABC News; news.tips@abc.com, (212) 456-2828
- ESPN; espnpr@espn.com
- CBS News; evening@cbsnews.com, (212) 975-3247
- Fox Sports; NewsFromFOXSports@fox.com



PR & PROMOTIONS PLAN

Promotional Activities (Contests and Incentives)

This engaging “Senseless Not Pointless” contest aims to encourage users to showcase their creativity by posting senseless actions on social media, such as traveling to unexpected locations without the appropriate gear, playing football without a ball, or even running without shoes.

Participants are invited to share their videos using the hashtag #SenselessNotPointless and by tagging Hilton and American Express on social media platforms. The challenge serves as a playful way to highlight the importance of thoughtful travel experiences that align with Hilton’s current campaign’s message: “Where Rewards Make Sense.”

One challenge winner and 3 additional guests of their choice will have the opportunity to join the Hilton Super Bowl tailgate experience during the 2025 Super Bowl weekend in New Orleans, Louisiana. This will include access to the tailgate and tickets to the game. The exclusive package includes an all-expenses-paid trip to the Super Bowl weekend, an opportunity to win a signed NFL jersey, Hilton Honors Status with one year of a waived annual fee on the Hilton Honors Aspire Card, and a 5-night vacation at any Hilton property. The challenge will end on January 12th, 2025 and the winner will be announced on January 15th. The winner will also witness the premiere of the Super Bowl ad featuring star athletes playing football without a ball, as a finale advertisement.

Buzz/Viral Social Media Marketing

We will start a social media campaign for people to start creating examples of senseless acts that tie into the Hilton brand, where they will create videos and examples across platforms with the #SenselessNotPointless. Because the launch of the social media challenge will be months into our audience seeing our original campaign advertisements, they will be familiar with what these videos look like. The top performers in this trend will be invited to our Super Bowl tailgate, where they will have a chance to win a free year of the Hilton Honor Aspire Card, as well as four tickets to the Super Bowl and a five-night stay at a Hilton location.



PR & PROMOTIONS PLAN

Beyond our audience, our stakeholders that are already consumers of Hilton, without the Aspire Card, will have an opportunity to win a free year of the Aspire Card, with the potential to be retained after this trial. They may also be able to win a Hilton stay for five-nights, as well as Super Bowl tickets for those that are Hilton members but also big football fan by participating in our challenge. Stakeholders will also receive a notice of the competition and a chance for early submissions into the contest! If high interest is shown, we could also offer our stakeholders a separate chance to win tickets to our Super Bowl weekend festivities.

Our #SenselessNotPointless trend showing examples of senseless acts will generate "buzz" because people are encouraged to create the best senseless act for our Hilton campaign. and passing the words around since we offer a wide range of amazing prizes. Users across various social media platforms will also be inclined to participate in the trend as the winners of this promotion will be formally invited to our Super Bowl tailgate.

Discussion of Events and PR Support

While phase one of our advertising campaign follows relatively traditional advertising and targets our primary target audience, our second phase targets our second audience by appealing to social media and new ad age tactics.

The success of our Social Media challenge will be somewhat reliant on our media coverage, but we believe that this will be achievable through a fun challenge launch and a press release highlighting not only the challenge but the incredible rewards of winning and insights into the Hilton Honors Aspire Card.

Budget Overview & Media Kit

Because our Social Media challenge requires very little, if any, money, we will be able to spend a large amount on our Super Bowl weekend festivities. This would include providing transportation (including flights) and lodging in a nearby Hilton location for those selected from our #SenselessNotPointless campaign, with food and beverages being provided for those attending as well. The prizes offered to tailgate attendees will be an additional expense. The physical set up of the tailgate will be included in the PR budget along with celebrity fees for the final advertisement of the campaign. Most of the budget will be spent on the event weekend as our promotions will be naturally occurring through the social media challenge.



PR & PROMOTIONS PLAN

Press Release #1

December 1, 2024

Issued by: Hilton

Contact: Cody Amble, cmamble@wisc.edu (608) 444-4514

FOR IMMEDIATE RELEASE

Hilton and American Express Team Up for a Chance to Win Big at the Super Bowl

NEW ORLEANS, La. - Hilton and American Express have launched the "Senseless Not Pointless" social media challenge in line with the Hilton Honors Aspire credit card. This engaging campaign aims to encourage users to showcase their creativity by posting senseless actions on social media, such as traveling to unexpected locations without the appropriate gear, playing football without a ball, or even running without shoes.

Participants are invited to share their videos using the hashtag #SenselessNotPointless and by tagging Hilton and American Express on social media platforms. The challenge serves as a playful way to highlight the importance of thoughtful travel experiences that align with Hilton's current campaign's message: "Where Rewards Make Sense."

One challenge winner and 3 additional guests of their choice will have the opportunity to join the Hilton Super Bowl tailgate experience during the 2025 Super Bowl weekend in New Orleans, Louisiana. This will include access to Hilton's tailgate and tickets to the game. The exclusive package includes an all-expenses-paid trip to the Super Bowl weekend, an opportunity to win a signed NFL jersey, Hilton Honors Status with one year of a waived annual fee on the Hilton Honors Aspire Card, and a 5-night vacation at any Hilton property. The challenge will end on January 12th, 2025 and the winner will be announced on January 15th.

"Join us in the 'Senseless Not Pointless' social media challenge to discover how every moment can make sense when you're rewarded with exclusive benefits and unforgettable experiences through Hilton. Embrace your creativity and let the rewards of thoughtful spending redefine your journey. Hilton believes in making every cardholder's experience truly senseful and rewarding," said _____, _____ at Hilton

This unforgettable event promises an exciting atmosphere and exclusive rewards for the challenge winner.

To participate in the challenge and to learn more about becoming a Hilton Honors Aspire cardholder, visit <https://creditcard.hilton.com/d/hilton-aspire-credit-card/>

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PR & PROMOTIONS PLAN

Fact Sheet

Hilton and American Express “Senseless Not Pointless” Social Media Challenge

Issued on December 1, 2024, by Hilton

Contact: Cody Amble, cmamble@wisc.edu, (608) 444-4514

What is the “Senseless Not Pointless” social media challenge?

The “Senseless Not Pointless” challenge is a social media campaign launched by Hilton and American Express to promote creative thinking and to engage our audience by showcasing ironic and senseless actions on social media. Participants are encouraged to post videos of actions like traveling without proper clothes, playing football without a ball, or running without shoes, using the hashtag #SenselessNotPointless and tagging Hilton.

How can I participate in the challenge?

Simply create a video of any senseless action (have fun and be creative!), share it on social media with the hashtag #SenselessNotPointless, and tag Hilton. You can participate on any social media platform where there is a Hilton account.

What is the purpose of the challenge?

We want to highlight the importance of a thoughtful travel experience that aligns with Hilton’s campaign message: “Where Rewards Make Sense.” Every moment can make sense when rewarded with the Hilton Honors Aspire card’s benefits and unforgettable experience at Hilton properties.

Why would I participate?

The challenge winner and three additional guests of their choice will have the opportunity to join the Hilton Super Bowl tailgate experience during the 2025 Super Bowl weekend in New Orleans. The exclusive package includes access to Hilton’s tailgate, tickets to the game, an all-expenses paid trip, a chance to win a signed NFL jersey, Hilton Honors Status with one year of a waived annual fee on the Hilton Honors Aspire card, and a 5-night vacation at any Hilton property. Why would you not participate?!

How long do I have to participate? When will the winner be announced?

The challenge concludes on January 12th, 2025, and we will announce the winner on January 15th, 2025.

How can I learn more about becoming a Hilton Honors Aspire cardholder?

Visit [Hilton Aspire Credit Card](#) to learn more about becoming a Hilton Honors Aspire cardholder and the exclusive benefits associated with the membership.

Where is the Hilton Super Bowl tailgate experience taking place?

The festivities will take place during the 2025 Super Bowl weekend in New Orleans, Louisiana.



PR & PROMOTIONS PLAN

Press Release #2

February 24, 2025

Issued by: Hilton

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FOR IMMEDIATE RELEASE

Hilton Expands Decade-long Partnership with International Youth Foundation

MADISON, Wis. – Hilton will expand their long-standing partnership with the International Youth Foundation (IYF) to promote their Travel with Purpose initiative at the Hilton Madison Monona Terrace.

This initiative aims to create opportunities for historically-disadvantaged youth in the hospitality industry. Hilton plans to donate 1% of all revenue from Hilton's Aspire Credit Card to the IYF, with the potential of donating up to \$4 million.

From this partnership comes a free, online course that helps prepare underprivileged youth for a career in the hospitality industry. Successful completion of this eight-week course offers students an automatic position at Hilton's Madison Monona Terrace location.

"The Passport to Success for Hospitality course has helped expand both IYF and Hilton's commitment to education and hospitality worldwide, providing equal opportunities for those from all backgrounds," Sarah Reichle, President of the International Youth Foundation said.

This program has substantially lowered drop-out rates in PTS graduates and 40% of Hilton team members who completed this course were promoted within six months of graduation.

"The benefits of this partnership tie directly to Hilton's core values of integrity, leadership and teamwork. As a global leader, Hilton hopes to encourage future professionals through this program, inspiring other companies to do the same," Hilton CEO Christopher J. Nassetta said.

Aspire Cardholders can trust that their investment in Hilton is helping their respective communities by providing lucrative careers in the hospitality industry, directly providing graduates with job security in a Fortune 500 company.

A press conference with further information will be held on Zoom on February 24, at 5:30 p.m.

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HILTON HONORS ASPIRE CARD CAMPAIGN STRATEGY

Presented by the **Isthmus Agency**

