

Hilton® Honors Aspire Card Brand

Client Brief – 2023 Ad Campaign



WHAT ARE WE TRYING TO ACHIEVE?

Marketing situation.

- The Hilton® Honors American Express Aspire Card is Hilton’s premier charge card
 - Comes with complimentary top-tier Diamond elite status, an annual free weekend night certificate. 14 x per dollar spent on Hilton properties. \$250 airline fee credit. and a \$250 annual resort credit
 - Users earn 150,000 Hilton Honors Bonus Points with the card after making \$4,000 in eligible purchases within the first 3 months of Card Membership. The annual fee is \$450, which is a barrier for many prospective cardholders
 - It’s an expensive card with many benefits but also significant challenges, geared toward travelers who use Hilton properties and have strong credit (rec. credit score of 690-850 or Good-Excellent @ nerdwallet)
 - As a hotel chain, Hilton not only faces pressure from other major hotel chains like Marriott, but also from the gig- economy players like Airbnb and VRBO. They differentiate themselves through their hotel offerings (more than 6,500 properties in 119 countries, with 18 brands in the Hilton portfolio ranging from luxury to budget)
 - The Hilton® Honors American Express Aspire Card is connected to the Hilton Honors loyalty program

Business and strategic objectives.

- Increase card revenues by +8% year-over-year by:
 - Growing total USA household penetration for the Hilton® Honors Aspire Card by winning first-time card holders and retaining existing card holders
 - Growing the Hilton® Honors Aspire Card’s market share within the hotel points card sub-category
- Improve the Hilton® Honors Aspire Card’s brand equity scores in the areas of awareness, perceived value, and bonding with new and existing hotel loyalty members
- Improve the brand image of Hilton properties and the Hilton Honors loyalty program

Potential target markets.

- Primary Target: Demos Matching Existing Card Holders
 - Women & Men 45-64
 - Major Metros on East Coast, in Midwest and Southern States, and along Pacific Coast.
 - Employed and early retirees
 - Annual household income \$100,000-500,000
- Secondary Target: High Prospect New First-Time Card Holders
 - Define Likely High Prospect Group for Expanded Efforts

Campaign goals to convey to target markets.

- Hilton® Honors Aspire Card is the hotel partner I trust in to provide me the best rewards and perks for my travel-related purchases
- I feel smart and savvy when I use my Hilton® Honors Aspire Card to earn points on any purchase
- Hilton provides the right properties for any trip mood I am in – pleasure, work, special events

WHAT CAN THE BRAND OFFER TO GET IT DONE?

Explain the benefits to be highlighted in the campaign.

- Ex. Superior points-earning potential
 - 14X points on eligible Hilton portfolio purchases including hotel stays
 - 7X points on select airline flights, car rentals, and dining
- Ex. Stay for the rewards
 - Points can be redeemed for Hilton Honors program free-night stays, room upgrades, and access to experiences
- Ex. Award-winning Hilton properties & resorts
 - From the elite luxury of The Conrad to hipster-chic of TRU by Hilton, Hilton Honors has the right stay for any of you

WHAT BELIEFS, CONVENTIONS OR TRENDS NEED TO BE ADDRESSED?

Explain the barriers the campaign needs to overcome to achieve objectives.

- Rewards credit card category is oversaturated. It is increasingly difficult to “cut through” rewards card noise to reach frequent and aspirational travelers
- Consumers new to credit cards may be wary of high interest rates and annual fees commonly associated with rewards cards
- American Express is a trusted financial services brand, but Amex credit cards are not accepted as widely as Visa or Mastercard
- Use of short-term vacation rental apps, like Airbnb, boomed during the initial years of the COVID-19 pandemic. As the travel industry seeks to return to pre-pandemic activity levels, traditional hotel brands must clarify their value proposition to guests

WHAT ARE THE DO'S AND DON'TS FOR THE CAMPAIGN?

Explain any executional mandates the campaign should adhere to.

- Hero shot of Hilton Honors Aspire Card should be included in every visual media execution
- Talent should always be portrayed as smart, culturally savvy and confident, whether the actor is portraying a Rewards member/guest or a Hilton employee

WHAT IS THE BUDGET AND TIMELINE FOR THE CAMPAIGN?

Provide key details about the budget & timeline.

- \$20 million working media budget
 - There is no limit to non-working budget items include production costs, experiential/events, and public relations expenses, but these must be touched on in the account pitch
- 12-month campaign starting January 2023
- Key use and acquisition drive periods: pre-Spring break, pre-summer vacation (Memorial Day/Labor Day), pre-winter holidays