



C M R N

W T S N

C A S E

S T D Y

W  
LONDON  
LEICESTER SQUARE



aloft

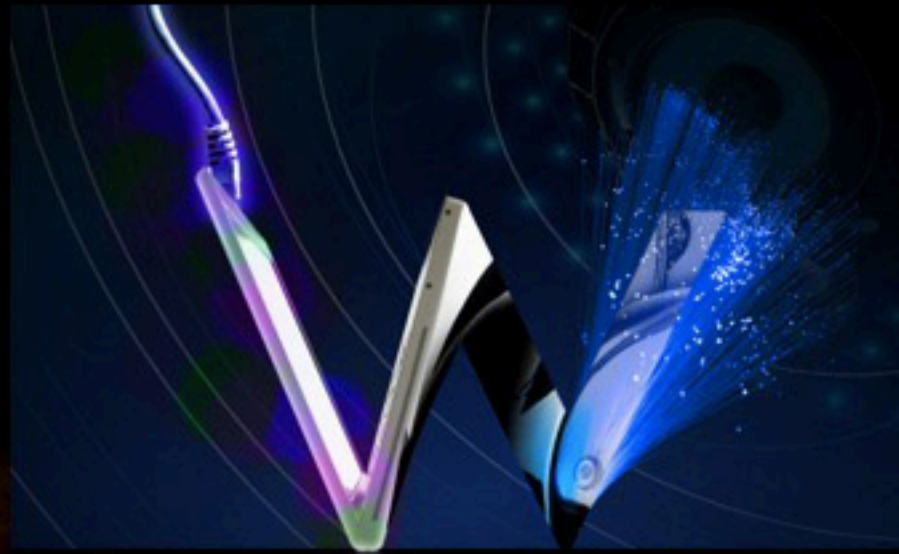
VISION OF HOTELS  
STARWOOD

live  
work  
play  
MetroTech 810



## Turning W Hotels Worldwide into a global icon

W's international expansion required a branding system that relied mostly on visuals and transformed the letter "W" into a versatile icon for each of the Brand's passion points (food, tech, fashion, music, etc.)





**Bringing a global branding effort to the local level:** each property (retreats, spas, hotels, residences) was treated with a life of its own, inspired by what made the locale so unique (the locals, the culture, the experiences available, the services provided, etc.). Regular events (dozens throughout the year) were conceived and executed by working with local management.





## Example of how we kept the brand lively: Wonderlust Live

A series of live performances are available exclusively to the guests and brand loyalists to celebrate W's passion for music. Exclusive compilation of contemporary style and sounds from global talents produced by Sony BMG.

1 (877) WHOTELS (946-8357) | [Help/Options](#)

VIEW HOTELS EXPLORE W DIFFERENCE OFFERS MEETINGS WEDDINGS SHOP [BOOK NOW](#)

# YOUR WONDERLUST LIVE WORLDWIDE TOUR STARTS NOW

W HOTELS WORLDWIDE

SERIES SPOTLIGHT GLAM GETAWAY BEHIND THE SCENES LISTEN LUXE

WONDERLUST LIVE PRESENTED BY

MORGAN PAGES TELL ME WHY featuring Grammy-nominated artist ANGELA McCLUSKEY on our new exclusive CD

FAB FREE NIGHTS!

... CHART-TOPPING ARTISTS LIVE ... [Tell Me Why](#) 01:07

AN EXCLUSIVE WHATEVERWHENEVER @ EXPERIENCE [EXPLORE WHOTELS.COM BEST RATES. GUARANTEED](#)

ABOUT W CAREERS HELP SITE INDEX TRAVEL PROFESSIONALS BEST RATE GUARANTEE CHECK RESERVATIONS

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## WONDERLUST LIVE

SERIES SPOTLIGHT GLAM GETAWAY BEHIND THE SCENES LISTEN LUXE

### PADDY CASEY

Select an Artist [\\$100](#)

Discovered by U2, emerging Irish singer-songwriter, Paddy Casey, gave a stellar show for W Wonderlust Live audience. Check out [W News](#) for the full scoop on his June 10th, 2008 performance at W Los Angeles - Westwood, hosted by producer [Bryan Michael Cox](#), featuring photography by [Mick Rock](#). Couldn't be there? See the show now at [LiveNation](#).

CONCERT PHOTOGRAPHY BY MICK ROCK [Click here for W Videos](#)

[BACK TO MAIN](#) [Tell Me Why](#) 01:07

AN EXCLUSIVE WHATEVERWHENEVER @ EXPERIENCE [EXPLORE WHOTELS.COM BEST RATES. GUARANTEED](#)

ABOUT W CAREERS HELP SITE INDEX TRAVEL PROFESSIONALS BEST RATE GUARANTEE CHECK RESERVATIONS



facebook Home Profile Friends Inbox Valerie Haller Settings Logout Search

**W Hotels Worldwide** Become a Fan

Wall W Insider Photos Video Info Discussion

**W**  
HOTELS  
WORLDWIDE

WELCOME TO W INSIDER WORLDWIDE  
Explore a location on the interactive map: Select a W Hotel

W NEW YORK - The Court  
130 E. 39th Street  
New York, NY 10016  
(212) 695-1100  
Explore property  
The Court facebook page

W NEWS ▶ W HAPPENINGS ▶ W OFFERS ▶

EXPLORE AND SHARE JETSET TIPS AND MORE

Whenever you arrive in any country, whether it be by boat, plane or whatever you are vulnerable. You have all your cash, cards, documents and anything else valuable on you right at that moment. It is even worse if you have never been there before and look like you "we-ur". There are always people who are willing to "help". Every precaution you take will help to avoid any potential problems. After all you do not want someone to "help" themselves to your belongings, when you have just arrived.

WONDERLUST LIVE  
EXPERIENCE CHART-TOPPING ARTISTS LIVE  
WITH W HOTELS EXCLUSIVE MUSIC SERIES  
SEE ACCESS NOW!

DISCOVER THE NEWEST WONDERS OF THE WORLD.  
EXPLORE NEW W HOTELS NOW  
TAKE THE REEL

COME VISIT US AT WWW.WHOTELS.COM 1800.WHOTELS

Advertisement

**Your Profile Is Naked**

No profile is complete without fantastic tattoo images like this. Choose from thousands of images and symbols. It's easy and free.

**Become A Mystery Shopper**

Want to get paid to shop? Learn about becoming a mystery shopper and you could make up to \$28 a hour. Learn more here.

**The Matt Fried Hour**

It's the talk show you need to see. Comedy, Live Music, Matt and Chris. This Wednesday, 5/27, 9:00 p.m. Under St. Marks.

## W Hotels Worldwide Facebook Page

A single, centralized destination where one could learn all about the W universe: a map to identify and book hotels worldwide, a video player to see the latest events, brand videos or interviews, and a showcase for each individual property.





# aloft<sup>SM</sup>

A VISION OF W HOTELS

The select-service hotel category is cluttered by a character-less collection of “me-too” brands (Hampton Inn, Hilton Garden Inn, Courtyard by Marriott, etc.) where you stay out of necessity rather than by choice.

**How do we emerge from this undifferentiated, “same old” environment?**



GOALS



STRATEGY



RESULTS



## Creating the Aloft experience

We defined our target not by traditional market categories (business traveler, family, etc.) but by their psychographics: tech-addict, playful, information-hungry, socially connected, free-spirited, price-aware, design-conscious, adventurous.

**And we created Aloft Hotels to mirror those behaviors.**

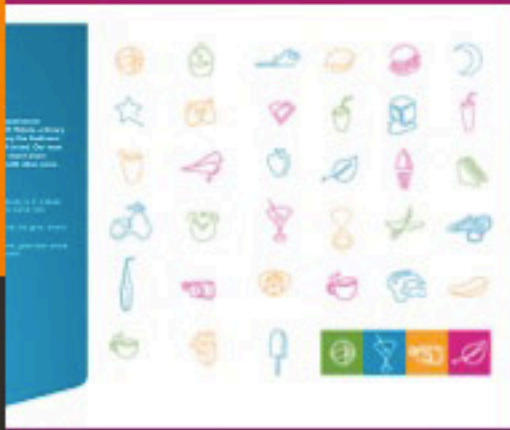




GOALS



STRATEGY



**Creation of the Brand Bible**

Defined the brand identity framework to guide all partners involved (developers, in-hotel staff, etc.).

Positioning  
 Consumer insights  
 Attributes  
 Functional and emotional benefits  
 Core Values  
 Personality  
 Brand language and tone of voice  
 Core brand idea  
 Communication tools (templates)  
 Art Direction (logo, themes, icons, graphics, palette, layouts)  
 Copy Direction (typography, treatments, trademarks)  
 Corporate Identity, etc.



RESULTS





GOALS



# Bringing the brand to life on location

Partnering with Starwood Worldwide, we guided the architecture, interior design from lighting to furnitures, and other core elements of the in-hotel experience. Featured below are the pool table and the W XYZ bar that contribute to Aloft's social atmosphere.

STRATEGY



RESULTS





GOALS



STRATEGY



RESULTS



In-hotel collateral and signage



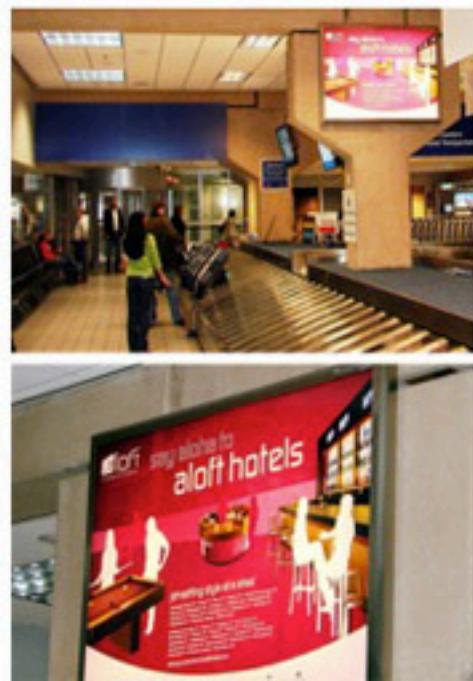
Events, guerrilla activations



Interactive (website, online ads, rich media, email marketing)

# Applying the Aloft Hotels vision consistently across all communication channels

Traditional advertising (out-of-home, newspapers, magazines, direct mail etc.)



Presentation Materials, brochures, videos, etc.



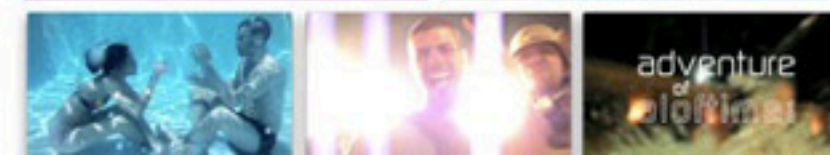
Social Media (Facebook tab)



Viral Video



Applications & Games





## GOALS



## STRATEGY



## RESULTS



## Focus on social media & gamification

Facebook is our target's primary source of info for fresh deals, up-to-date news, customer service and direct dialogue with brands.

We created a custom tab for Aloft's Facebook page allowing users to book hotels, watch viral videos, examine amenities, contact customer services, etc.



Two apps / widgets were also created to convey the playful nature of the brand.

## Results

From 0 to 10,000 Facebook fans in a month.

Interaction rates for the apps 5 times above industry average.





E

S

B

O



A nighttime photograph of the New York City skyline, with the Empire State Building as the central focus. The building is brightly lit, and its spire is illuminated. The sky is a deep blue with some clouds. Other skyscrapers are visible in the background, some with lights on. The overall scene is a panoramic view of the city at night.

# EMPIRE STATE BUILDING OBSERVATORY

**INTEGRATED  
MARKETING**  
INCORPORATING  
SOCIAL MEDIA

**DRIVING  
STRONG  
BUSINESS  
RESULTS**

**INTERNATIONAL  
AUDIENCE,  
LOCAL  
ATTRACTION**



GOALS



**Start from scratch:** build the social presence for the Empire State Building Observatory and gain fans.  
**Drive sales:** grow actual foot traffic and business without ever relying on discounts or promotional offers.

STRATEGY



RESULTS





GOALS



STRATEGY

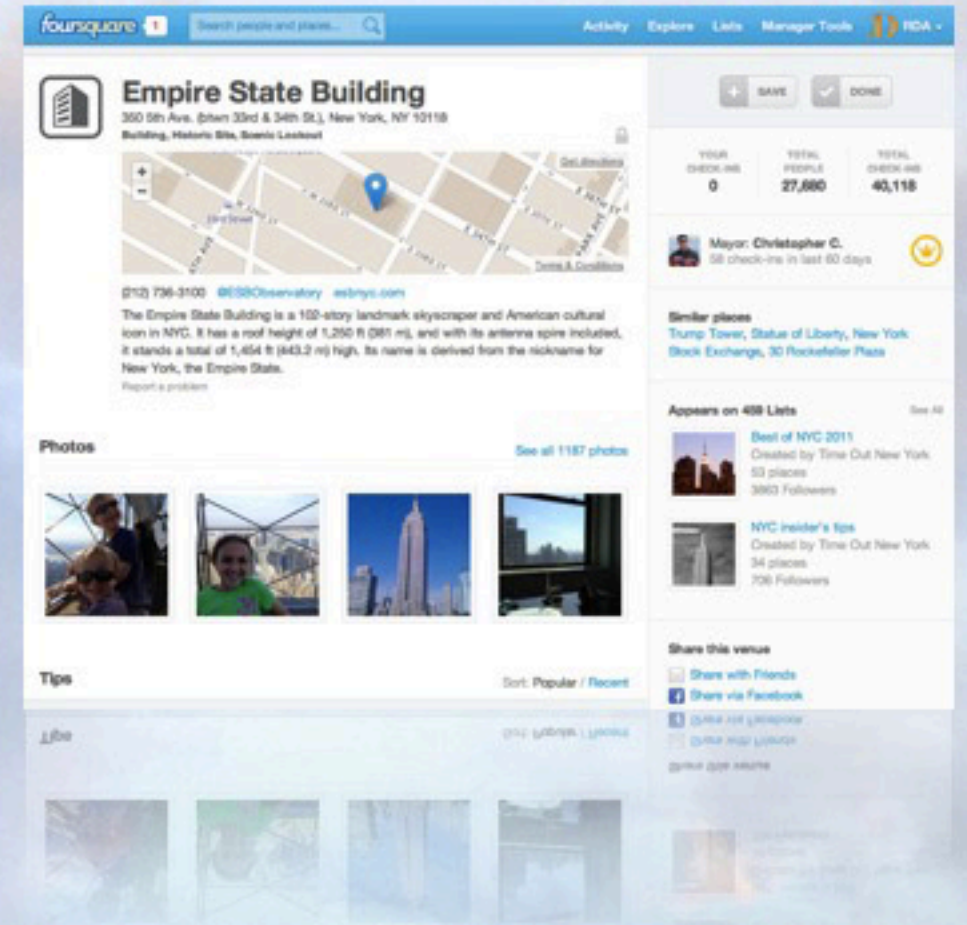


RESULTS



**Creation of social profiles** and active participation 24/7 into the existing worldwide conversation (Facebook, Twitter, Yelp, FourSquare, TripAdvisor and others).

**Engagement:** identification of key influencers, content creation to drive conversations (meaning behind the color of the lights, photos, videos, celebrities).





GOALS



**Drive off-peak traffic:** we raised awareness that the Observatory was open daily until 2am and helped decrease waiting lines & saturation during peak hours.

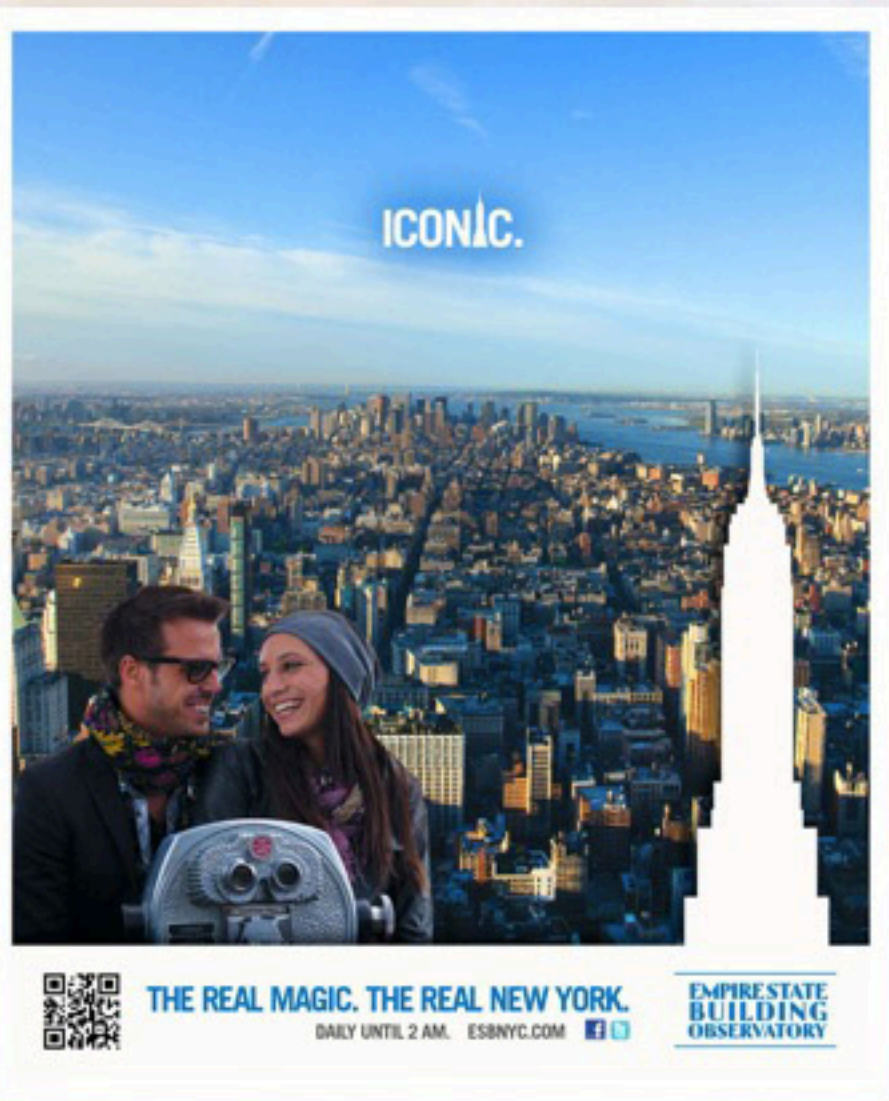
**Uncovering occasions:** we gave good reasons for locals to revisit or revisit the building (dating spot).

**Integrated campaign:** messaging and visuals were always consistent with the ongoing advertising campaign

STRATEGY



RESULTS





## GOALS



## STRATEGY



## RESULTS



**From 0 to 80,000 fans in a year**

**Engagement rate above 5%**

**20% increase in evening admissions year-over-year**

**36% lift in website traffic**

**Hard ROI of 250% for online ad campaign**

**Ticket sales were up 8% over previous year**  
Versus objective to keep sales stable





**N I V E A**





**NIVEA**

CASE STUDY: NIVEA  
**KISS THE ONE YOU LOVE**

**BRINGING AN  
IDEA TO LIFE  
THROUGH  
SOCIAL  
MEDIA**

**FACEBOOK  
APPLICATION**

**LOCAL  
ACTIVATION**



## GOALS



## STRATEGY



## RESULTS



**Brand conversation:** bring to life the overarching NIVEA brand platform “Kiss” on social media.

**Event activation:** create an interactive experience around NIVEA Lip Care’s New Year’s Eve event in Times Square.





GOALS



STRATEGY



RESULTS



facebook

Sign Up Nivea is on Facebook  
Sign up for Facebook to connect with Nivea.

Nivea 25 Like

Wall Info **Kiss Contest** Happiness Polls Photos

**NIVEA**

Information  
Founded: 1911

38,678 People Like This

Favorite Pages

Photos

Wall Photos

AVP NIVEA Tour - Long Beach, CA Open

Will you be miles away from your special someone on New Year's Eve? NIVEA is bringing two deserving long distance couples together for a romantic evening in Times Square. Tell us your story and let all your friends and family to vote for you. You could have an unforgettable midnight kiss in the middle of Times Square!

**KISS THE ONE YOU LOVE THIS NEW YEAR'S EVE**

VOTE FOR YOUR FAVORITE COUPLE

SHARE YOUR STORY NOW

**CURRENT LEADERS**

<b>1<sup>ST</sup> PLACE</b> 585 VOTES <b>SOPHIA &amp; TRAI</b> HOUSTON, TX NEW ORLEANS, LA	<b>2<sup>ND</sup> PLACE</b> 451 VOTES <b>KHAW &amp; JULIE</b> STARBUCKS, MS OCEAN SPRINGS, MS
--	---

**RUNNERS UP**

<b>3<sup>RD</sup> PLACE</b> 175 VOTES <b>ELIANA &amp; BENJAMIN</b> BROOKLYN, NY THUNDERBOLT, NJ	<b>4<sup>TH</sup> PLACE</b> 175 VOTES <b>THESSA &amp; JOSE "MATEO"</b> JACKSON HOOGHE, NY CCNY CITY, NY	<b>5<sup>TH</sup> PLACE</b> 122 VOTES <b>JER &amp; WAINE</b> SHELBY TOWNSHIP, MI MT VERNON, NH
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**NIVEA**

VOTE FOR YOUR FAVORITE COUPLE

SUBMIT YOUR STORY NOW

ADMINISTRATOR

**GET READY FOR THE MOST UNFORGETTABLE NEW YEAR'S KISS EVER**

From recent legs to old times, everyone's long-distance relationship story is different. Share yours and you might just ring in the New Year with the hottest kiss of a lifetime. Just tell the funniest, sweetest, or most dramatic tale to win the most lucky couple with the most votes ever!

**SUBMIT YOUR STORY**

my name is  from

and my favorite NIVEA lip care product is

I'm looking to be reunited with my

who lives far away in

We're separated because...

And this is our story...

Photo

**REQUIRED FIELDS**

Leave your date of birth, contactable addressing etc. Please make a valid picture file, no blank space within it. Set all options on. Date should equal to your permanent address. Note: names, titles or phone information. Email must include name.

First Name  Last Name

Street Address 1  Street Address 2

City  State  Zip

Phone\*  Email Address

\*Contest winners will be contacted by phone on 1/2/12 to verify eligibility. Please read the Contest Rules for details.

Date of Birth  Gender  Male  Female  None

I would like to receive news and updates from NIVEA.

Partner's First Name  Partner's Last Name

Partner's Email Address

I have read and agree to the Contest Rules, and I am providing all correct, contactable addressing with. Please make a valid picture file, no blank space within it. Set all options on.

[View It Works](#) | [Official Rules](#) | [Contact Us](#)

## “Kiss The One You Love”

We invite long-distance couples to tell us why they can't be united with their lover - but deserve to spend New Year's Eve with each other.

NIVEA rewards the two most popular stories by reuniting for a romantic, unforgettable night in Times Square.



## GOALS



## STRATEGY



## RESULTS



SHOW ME:

Most Recent (AB)
  Lead Votes
  Voted on by Friends

Most Votes
  Entries By: All
  Longest Distance

1 2 3 4 5 6 7 8 9 10

**DENZIL & PATRICK**  
WILLOWOOD, MA  
BIRMGHAM, AL

**RACHEL & TERRY**  
(ONE YEAR AGO)  
TOWNSHIP, ME  
BRUNSWICK, ME

**LORENA & ANDRES**  
LOS ANGELES, CA  
SAN FRANCISCO, CA

**BRITTANY & JAKE**  
ROCKY, PA  
HOUSTON, TX

**JACKIE & JON**  
HOUSTON, TX  
HOUSTON, TX

**JORDAN & CHRISTOPHER** 9 VOTES  
WALLA WALLA, WA - SEOUL, KR

Christopher is in his home country of South Korea. After graduating from college, he decided to move back to Seoul to spend time with his family after not living with them for over 7 years. Jordan stays in...

**LORI TAYLOR & RON**  
SACRAMENTO, CA  
HEAVEN, CA

**GINA & JONATHAN**  
PORT CHARLOTTE, FL  
LOUISVILLE, KY

**JORDAN & CHRISTOPHER**  
WALLA WALLA, WA - SEOUL, KR

**CHRISTINA & TOM**  
TY, MO  
TX, OR

**JESSICA & LEX**

**ANDY & LEENA**

**TONIA SERRANO & TONY**

**JORDAN & CHRISTOPHER**

**CHRISTINA & TOM**

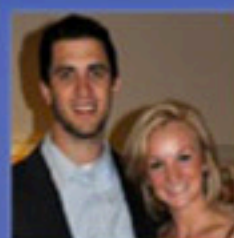
**JESSICA & LEX**

## KISS THE ONE YOU LOVE

Help make this their most unforgettable New Year's Kiss ever



← BACK TO ALL ENTRIES



Report Inappropriate Content

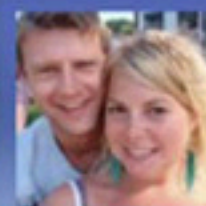
**BRITTANY**  
ROCKY, PA

1,294 mi  
36 votes

**JAKE**  
HOUSTON, TX

**OUR STORY**  
Jake and I went to college at Syracuse together. While for three years I thought he was the good-looking guy on the basketball team, and he thought I was the cute field hockey player, our only real exchange was a passing hello. That all changed one day in the weight room when we started up a conversation, which led to Facebook chats, which led to the start of an amazing relationship. Fast-forward two years, and here we are having celebrated college graduations, taking family vacations, and accepting jobs that have placed Jake with the Houston Rockets and myself with a television station in Pennsylvania. We would love for nothing more than to be together for New Years, and we're hoping you can help us make it a reality!!!

## CURRENT LEADERS



1<sup>ST</sup> PLACE  
1428 VOTES  
**COURTNEY & CHRIS**  
WILDWOOD, MO  
AMSTERDAM, NL



2<sup>ND</sup> PLACE  
1185 VOTES  
**SOPHIA & THAI**  
HOUSTON, TX  
NEW ORLEANS, LA

## RUNNERS UP

3<sup>RD</sup> PLACE  
1072 VOTES



**KHANG & JULIE**  
STARKVILLE, MS  
OCEAN SPRINGS, MS

4<sup>TH</sup> PLACE  
945 VOTES



**HILARY & LEO**  
LA JUNTA, CO  
TUCSON, AZ

5<sup>TH</sup> PLACE  
680 VOTES



**ILIANA & BENJAMIN**  
BROOKLYN, NY  
TOWNSVILLE, AU

**+17,000 Facebook fans in a week**  
(+60% fans over 3 weeks)

**983,594 total post views**

**61,070 unique visits**

**162 entries and 12,888 votes**  
(average of 80 votes per entry)





CASE STUDY: NIVEA  
**NIVEA & RIHANNA**

**CELEBRITY  
PARTNERSHIP  
ACTIVATION**

**FACEBOOK  
CUSTOM TAB +  
SOCIAL MEDIA  
STRATEGY &  
MANAGEMENT**

**LOCAL  
INTEGRATION  
OF A  
WORLDWIDE  
CAMPAIGN**





GOALS



STRATEGY



RESULTS



**Add depth to celebrity partnership:** use social marketing to offer users unique opportunities to engage with Rihanna.

**Capture a younger audience:** convert Rihanna fans into NIVEA fans and reach a new - younger - target audience.



GOALS



STRATEGY



RESULTS



facebook Search

NIVEA USA > Rihanna for NIVEA  
Health/Beauty

Share

NIVEA 100 YEARS SKINCARE FOR LIFE

Behind the Scenes  
RIHANNA  
LOUD  
TOUR 2011

CO-STAR WITH RIHANNA >

Check out Rihanna's "California King Bed" music Video.

Rihanna Loud Tour  
NIVEA Photobooth Images  
DOWNLOAD YOUR PHOTOS >

Win a trip to see Rihanna Live in Prague!  
ENTER SWEEPSTAKES >

342,370 people like this

NIVEA for Men USA

Khloe Kardashian

BellaSugar

Grand Central Terminal

Cosmopolitan

**NIVEA & RIHANNA**  
CELEBRATING 100 YEARS OF SKINCARE

Over the past 100 years, NIVEA has become an iconic brand thanks to our loyal consumers. For our centennial, we are partnering with another icon, global music sensation Rihanna. As a sponsor of Rihanna's US and European Loud tour NIVEA will bring you closer to Rihanna. Her voice will help us bring NIVEA's 100th anniversary to fans all around the world.

**“Rihanna for NIVEA” Facebook custom tab:** hub aggregating all Rihanna-related content and exclusive initiatives/partnerships with NIVEA in one single place (behind the scenes, music video, sweepstakes, etc.)



## GOALS



## STRATEGY




## RESULTS



facebook Search

Nivea > Nivea Tab  
Health/Beauty



**WIN TICKETS TO SEE RIHANNA LIVE IN NJ**  
Plus, enter to see Rihanna perform near you!

**SEE RIHANNA IN YOUR CITY**  
We're giving away tickets to Rihanna shows near you! Enter now to win two tickets to the concert of your choosing. Just pick the show you'd like to attend (keep in mind you'll have to cover transportation yourself) and cross your fingers!

You'll also automatically be entered to win the grand prize, a VIP trip to New Jersey. Winners get: roundtrip airfare to NJ, 2 tickets to Rihanna's East Rutherford show on July 21, 2 autographed Rihanna t-shirts, and a meet and greet with Rihanna backstage.

**SELECT ONE ADDITIONAL CONCERT**  
\* Registration closes at 11:59PM EDT

CITY	DATE	REGISTER BY*
<input checked="" type="radio"/> East Rutherford	July 21	June 19
<input type="radio"/> Baltimore	June 4	May 25
<input type="radio"/> Chicago	June 15	June 6
<input type="radio"/> Minneapolis	June 16	June 7
<input checked="" type="radio"/> Los Angeles	June 28	June 15
<input type="radio"/> Dallas	July 5	June 19
<input type="radio"/> Atlanta	July 12	June 19
<input type="radio"/> Uniondale	July 19	June 19
<input type="radio"/> Philadelphia	July 23	June 19
<input type="radio"/> Boston	July 24	June 19

**YOUR CONTACT DETAILS**  
\*Required fields

First name\*

Last name\*

Address 1\*

Unit/Apt

City\*

State\*

Zip code

Email address\*

Phone number

Date of birth

Yes, I would like to sign up for Rihanna's newsletter

I have read and accept the competition [Terms and Conditions](#) of entry.

By submitting your data you confirm that you have read and agreed to the

Wall  
Info  
Photos (17)  
Video  
Cupid's Challenge  
Events  
Happiness  
Discussions  
Poll  
Polls  
Livestream  
Nivea Tab  
Less

343,024 people like this

Likes See All


Nivea for Men USA  
AVP DANCERS  
Tato Cruz  
Natasha Bedingfield  
The Wendy Williams Show

Subscribe via SMS  
Unlike  
Create a Page  
Report Page

**Facebook sweepstakes:** custom tab allowing people to enter a contest to win tickets to see Rihanna perform in a city near you and meet with her backstage! We promoted this initiative with Facebook ads, online ads and newsletters.

Sponsored Create an Ad

**See Rihanna in Minneapolis**



Want to win tickets to see Rihanna live in Minneapolis on June 16th? Enter now and you could also win a VIP trip to see Rihanna in NJ.




**WIN TICKETS TO SEE RIHANNA IN MINNEAPOLIS!**

And enter to win a VIP trip to see Rihanna in NJ

**ENTER NOW >**

No purchase necessary. Void where prohibited. Subject to official rules.



**WIN TICKETS TO SEE RIHANNA IN MINNEAPOLIS**

And enter to win a VIP trip to see Rihanna in NJ

**ENTER NOW >**

No purchase necessary. Void where prohibited. Subject to official rules.



**GOALS**



**STRATEGY**



**RESULTS**



**450,000 tab views in less than a month**  
**10,000 registrants for the sweepstakes**  
**NIVEA Facebook page grew 100,000 fans**  
**96% fans retention rate**

*rebelles*