



Background

- In a very competitive market Hotels.com needed a point of difference that would give potential holiday-goers a compelling reason to book with them over competitors. The answer – loyalty. Everyone loves a freebie so Hotels.com created its Rewards Programme – a simple proposition – if you book 10 nights you'll get 1 Reward Night for free.

Idea

- In 2016 Hotels.com brought Captain Obvious to our shores with a series of irreverent ads featuring the brand's character positively revelling in pointing out the self evident.
- Evolving from the UK launch campaign, new spots were created to run across the summer of 2017 with a creative nod to one of the year's most popular films - *La La Land*. 'Leisure' featured Captain Obvious and fellow hotel guests singing the praises of Hotels.com Rewards Programme as they dance their way through a rendition of *Singin' in the Rain*'s 'Good Morning' song.

Plan

- Hotels.com had traditionally used TV, VOD and online video to showcase its campaign but in 2017 it was time for Captain Obvious to also come to the big screen.
- Cinema provided Hotels.com with a great opportunity to deliver incremental reach and impact among its core 25-34 adult audience - the immersive cinema environment was perfectly positioned to help the key 'reward night' offer resonate and drive brand preference.



Campaign Details

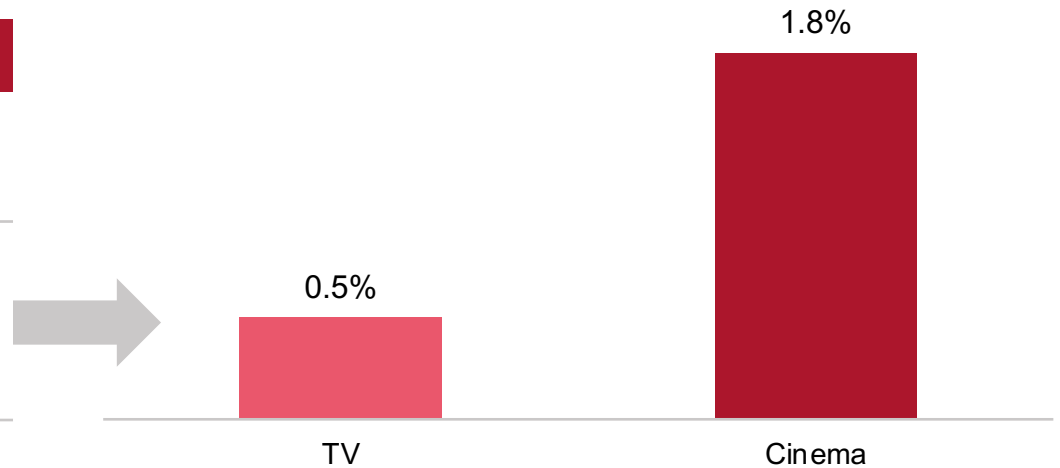
Sector	Travel & Tourism
Target Audience	25-34 Adults
Package	AGP
Media Agency	M/SIX
Creative Agency	CP+B London
Duration	30"



Results

	Total	TV	Cinema
Reach	93%	85%	24%
Hotels.com is different	0.8%	0.4%	0.4%

Impact Per Person - Difference



Summary

- The overall campaign reached 93% with **cinema notable in delivering 24% cover, with 3% incremental reach over TV.**
- TV delivered significant contributions to both comms and prompted brand awareness as well as helping messages relating to trust and the rewards programme resonate.
- Alongside TV, cinema's **immersive environment** helped Hotels.com achieve further **brand difference**. Cinema contributed **50% of the campaign's total impact upon brand difference**.
- This is significant when considering that cinema took only 8% of the campaign budget – showcasing how **efficiently cinema can deliver impact on key brand metrics**.

