

Aloft Hotels

Background

- Aloft Hotels is a brand with emerging music in its DNA.
- Aloft is a hotel that gives its guests the freedom to control and customize their travel adventure, and is also a place where energy flows, personalities mingle, and most notably, where music, pop culture and hospitality fuse seamlessly.
- In October 2012, Aloft planned to host the first-ever, Live at Aloft Hotels Festival at their downtown Dallas location and tapped radio to drive national attention.

Objectives

- Create buzz for Aloft Hotels in 6 key markets outside of the Festival market (Dallas).
- Drive contest participation for an all-expense paid trip to Dallas for the Live at Aloft Hotels Festival.
- Reinforce Aloft's brand message and drive national click-throughs and likes for the Aloft Hotels Facebook page.

Solution

- Radio stations in 6 key markets supported the Live at Aloft Hotels Fall Festival in Dallas by each running a contest to win a pair of tickets for an all-expense paid trip/weekend to attend the Festival which featured performances by:
 - Martin Harley Band
 - Mieko
 - The Dunwells
 - Kao Ho
 - Bean
 - Johnny Stimson
- Radio plans in each market included:
 - Traditional spot buy for Aloft brand spots
 - Promotional spots.
 - Flashbar banners and contest pages on the station websites.
 - Inclusion in loyal listener newsletters and eblasts.



Solution (cont.)

- Facebook and Twitter shout outs.
- Texting campaign to loyal listeners with Aloft bounce back offers.
- In addition, Katz 360 employed a streaming schedule that ran nationally in every market where Aloft Hotels has a presence to drive listeners to Aloft Hotels' Facebook page to enter the contest to win a pair of tickets.

Results

- 1 station, 1 market, received 500 entries in one hour of running the promotion.
- Over 1,200 entries in a 2 day period across 6 key markets.
- 2MM+ digital impressions
- Extremely happy winners.... Excerpt from a note sent to one of the participating stations:

"We truly had an amazing time! The Aloft hotel was incredible... the staff was all great... the concerts they put on with the local talent were all real good! We had a fabulous time! We can't thank Aloft and The Peak enough for sending us there!"