

RADIO case study



Four Points by Sheraton

Background

- Recognizing that it's often the friendly gestures that are most appreciated by business travelers after a long day on the road, Starwood Hotels & Resorts' Four Points brand launched "Friends of Four Points" globally on July 16, 2012.
- During the launch week Four Points hosted a "worldwide wake-up call" on Wednesday, July 18, International Global Free Coffee Day.
- This worldwide wakeup call provided anyone who stopped into any Four Points hotel with a free cup of coffee or tea to help them power through midweek.

"At Four Points, our guests appreciate honest value and genuine service. This new initiative reinforces the fact that we see our guests as 'Friends of Four Points' and that we'll do everything we can to make them comfortable on the road."

Brian McGuinness, Senior Vice President,
Specialty Select Brands, Starwood Hotels
& Resorts

Objectives

- Announce Global Free Coffee Day (Wednesday, July 18) to the area and drive traffic to hotels.
- Drive awareness for Four Points new "Friends of Four Points" promotion.

Solution

- The RAB, in partnership with Katz Group Sales, developed a plan that leveraged announcers from popular news/talk morning shows doing live reads to promote the Four Points free coffee day and the "Friends of Four Points" program.
- Heavy schedule of :30 announcements ran across stations in all North American and Canadian markets (25 markets) where Four Points owns and operates hotels.

Results

- Program deemed successful by the client in that it drove traffic to the Four Points hotels and to their "Friends of Four Points" website.



Four Points Audio #1



Four Points Audio #2