

RADIO case study

Aloft Hotels and NextRadio

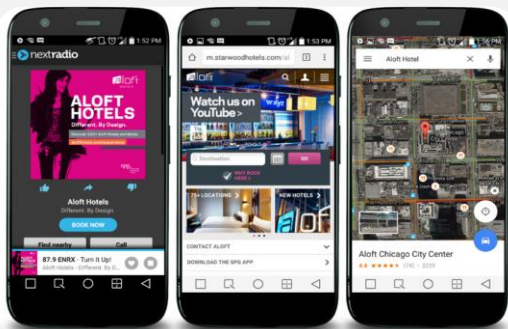


Background

- For the past several years, radio has enjoyed a mutually beneficial partnership with Aloft Hotels including integration and promotional support for its Live at Aloft Hotels music platform, support for Project Aloft Star, brand awareness campaigns and trade opportunities.
- Aloft Hotels consumer target is an early adopter who is into self-expression and is very connected to music.
- In 2016, RAB facilitated a partnership between Aloft Hotels and NextRadio for a pilot campaign that would demonstrate the data and measurement capabilities of a broadcast radio campaign with smartphone integration via the NextRadio app.

Objectives

- Drive FM radio listeners to book hotel stays and find Aloft Hotel locations with the click of a button.
- Capture data through the activation of companion ads on NextRadio, which in turn will measure broadcast radio's ability to deliver engagement among targeted listeners and insights to further direct future radio campaigns.



Solution

- An FM radio pilot campaign that displayed interactive companion ads on the NextRadio app with a rotation of on-air radio ads that targeted today's hyper-connected traveler.
- Campaign ran in sync with 2, 4-week, broadcast radio campaigns in 29 markets including 92 radio stations.
- The Aloft Hotels NextRadio companion ads offered 3 Calls-to-Action embedded within the NextRadio app including:
 - Primary action: **Book Now**
 - Listener heard the ad and had the ability to link directly to the Aloft Hotels website.
 - Secondary action: **Find Nearby**
 - Listener heard the ad and clicked Find Nearby which populated Google Maps displaying the closest hotel to the user's location.
 - Secondary action: **Call**
 - Listener heard the ad and clicked Call to be connected with an Aloft Hotels booking agent.

Results

- Radio ads drove a 2% click conversion as compared to .02% (mobile) and .06% (digital) industry norms.*
- Strong impression conversion with 21.9% of the unique listeners of the campaign also viewed the campaign.

Sources: DoubleClick, Direct Marketing Association, NextRadio

