

RADIO case study

Element Hotels

Background

- Inspired by Westin Hotels & Resorts, Element Hotels promotes balance through flowing, multi-purpose spaces.
- Influenced by nature, the smart, environmentally-friendly design maximizes space and enables guests to use each area in multiple ways.
- As Element Hotels continued to grow its footprint, awareness among the target audience was low.
- Element turned to radio to generate awareness and drive stays immediately following the new year.

Objectives

- Build brand awareness for Element.
- Drive website traffic and new hotel registrations/reservations through a specific call to action.



Solution

- DJ endorsement and content sponsorship programs invited listeners to renew and restore at Element Hotels, inspired by Westin.
- Call to action included a special radio promotion code for 20% off the listeners next stay.
- Radio program ran for one week in 9 markets on 50 radio stations.



Element Spot Starwood



Element Hotels WEEI

Results

- Program successfully boosted Element website traffic during and after the Element radio ad campaign.
 - The campaign continued to provide lifts to website traffic for 2-3 weeks after the spots aired.
- At its peak, website traffic increased by 102%.

