Background:
- Hotels and Resorts (global) was Radio’s 12th ranked category in 2009 at $122M.
- Traditionally, this category spends only 10% of its annual budget across Radio’s sectors.
- Starwood Hotels and Resorts rank 4th across all media sectors within its category, however Radio has received less than 1% share.
- The aloft brand was introduced in 2005, with its first hotel opening in 2008.
- Created to break up the conformity up the staid, traditional select service segment of the hotel industry.
- Offers an urban-influenced, open and vibrant design and a social guest experience at affordable price points.
- 2009 is Starwood’s first significant foray into Radio in support of the social sensibility that the aloft brand represents.

Objectives:
- Long term: Create a tiered architectural platform that will enable Starwood properties at various local marketing budget levels to leverage Radio assets to drive marketing and promotional efforts.
- Short term: Execute 2 key programs that demonstrate the effectiveness / efficiency of Radio to support the aloft brand.

Programs:
- Radio pilot test conducted in Chicago and Dallas achieved positive results for aloft w xyz bar traffic.
- Several trade partnerships executed in local markets based on individual station requests.
- New Year’s Eve Parties at aloft w xyz bars.
- Successful national awareness campaign across 36 Starwood Aloft Hotel markets to promote New Year’s Eve events including:
  - 27 Radio markets, 90 Radio stations.
  - National streaming extension.
  - Heavy weighted schedules throughout the week leading into New Year’s Eve.
  - Promotional overlays for room giveaways.

Results:
- Radio ads drove aloft web traffic – overall highest week ever.
- Radio ads increased social engagement with aloft pages.
- Visits to abuzz/get social page saw significant increase during the flight vs. typical average visits during last weeks of September – November 2009.
- % of visits during the flight saw a 67% lift to aloft abuzz/get social from homepage and 20% lift to aloft abuzz/get social from areas page.
- Starwood agrees that Radio is a strong medium to support their brand(s) the partnership is expected to expand throughout 2010.