

## 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 it's category, however Radio has received less than 1% share.
- The aloft brand was introduced in 2005, with it's 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:

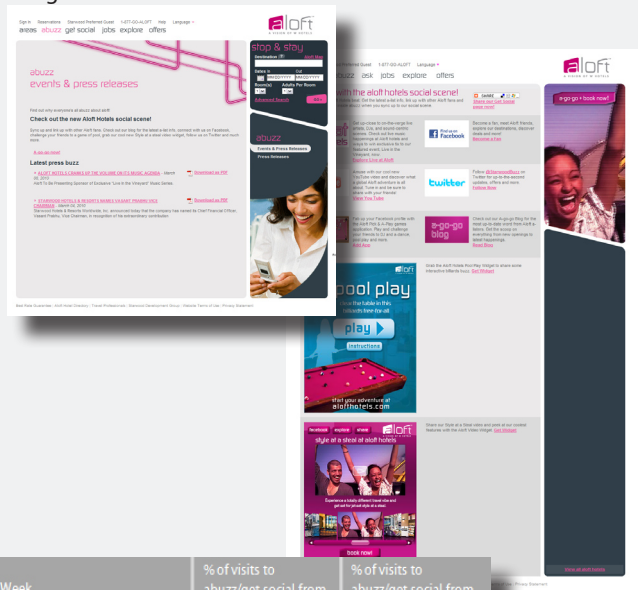
- Radio pilot test conducted in Chicago and Dallas achieved positive results for aloft w xyz bar traffic.
- Several trade partnerships executed in local markets based on individual station requests.
- New Year's Eve Parties at aloft w xyz bars.
- Successful national awareness campaign across 36 Starwood 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.



Week	% of visits to abuzz/get social from homepage	% of visits to abuzz/get social from areas page
9/28/09 - 10/4/09	1.7%	3.8%
10/26/09 - 11/1/09	1.9%	5.3%
11/23/09 - 11/29/09	1.8%	4.8%
Avg. % visits during last weeks in September - November:	1.8%	4.6%
% of visits during w/o NYE (12/28/09 - 1/3/10):	3.0%	5.5%

↑  
67% Lift

↑  
20% Lift

