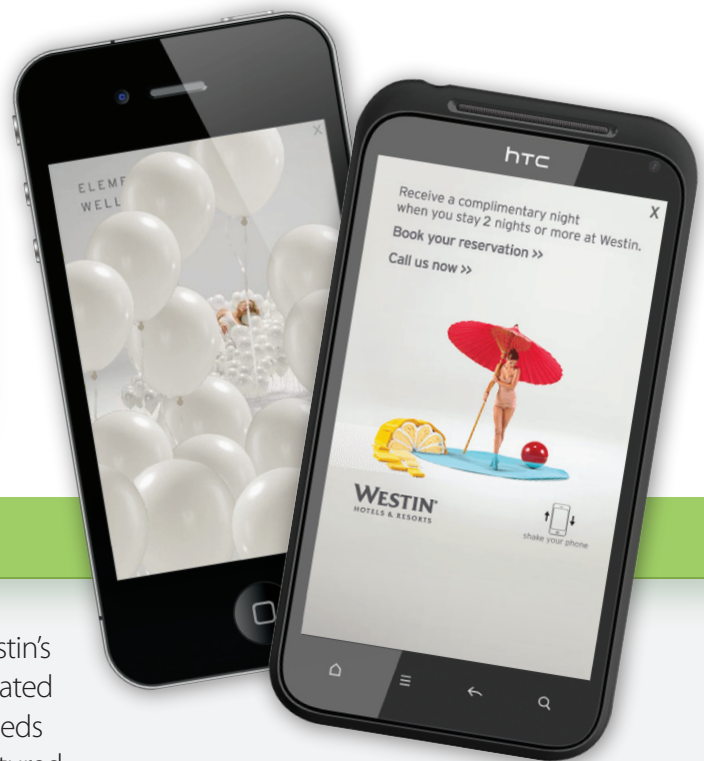


Westin Hotels & Resorts Displays “Elements of Well Being” with Mobile Rich Media Units

GOAL

Extend Westin’s new campaign into mobile channels with cutting edge rich media that would drive brand awareness and preference with travelers on-the-go.



SUMMARY

- **“Shakeable Unit”:** The creative used images from Westin’s new “Elements of Well Being” campaign that demonstrated Westin’s unique ability to better understand human needs and engineer a hotel experience ‘For a Better You.’ It featured the SuperFoodsRx Menu, Heavenly® Bed, and Westin Resorts. The unit put consumers in control of the various images, and allowed them to change the creative displayed by physically shaking their phone.
- **“Balloon Pop”:** Another creative unit featured a screen full of balloons, which users could “pop” by touching. When every balloon was popped, an image was revealed of a woman lying on a bed of balloons, symbolic of how Westin has engineered a good night’s sleep through the Heavenly® Bed.
- **Strong Call to Action:** The units resolved with a complimentary night offer where users could click to call Westin reservations directly or book via a mobile landing page.
- **Smart Targeting:** To maximize the campaign’s media effectiveness, Westin, and their agency Razorfish, created a strategy that would leverage the Millennial Media platform to reach travelers on-the-go. The ads were targeted to high-end smartphone devices, and ran on premium sites, pre-determined by Westin.

“We’ve been very impressed with the ability of the Millennial platform to extend our brand campaign in mobile with high levels of consumer engagement. We are inspired by the results from a recent media effectiveness test indicating our rich mobile units with Millennial are driving positive lifts across key brand attributes.”

~ Christi Gettinger, Sr. Director Brand Management Westin Hotels & Resorts