

Hilton Garden Inn helps guests prepare for their big tomorrow with new ad campaign



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Press Release Summary = **Hilton Garden Inn, the award-winning mid-priced hotel brand, has launched its new national multimedia advertising campaign – entitled "Tomorrow's a Big Day"**

Press Release Body = **Hilton Garden Inn**, the award-winning mid-priced hotel brand, has launched its new national multimedia advertising campaign – entitled "**Tomorrow's a Big Day**" – to communicate how the brand understands that every day is a pivotal day for its hotel guests. Whether guests are staying at the hotel because they have an important business presentation or simply are in town for a fun round of golf, **Hilton Garden Inn** has brought the guest to the forefront as the focal point of the brand's marketing campaign.

*"Tomorrow's a Big Day" print executions clearly demonstrate that [Hilton Garden Inn](#) knows what motivates and drives its guests," said **Jim Cone, vice president – marketing for Hilton Garden Inn.** "The photography in the campaign puts the spotlight on people, not amenities. For example, one print execution shows a female traveler in bed sound asleep. The focus of the advertisement is not the bed but rather the guest. Emphasizing people first is part of the brand's overall goal to help travelers work smart, stay fit, eat well, and, as illustrated in this execution, achieve a 'sleep deep' experience – showing that*

whatever guests need to achieve, Hilton Garden Inn offers the services and amenities for travelers to have everything, right where they need it."

"Regardless of whether a guest is traveling for a new business meeting or a family wedding, the first night of a stay is about preparing for the following day. Our new ad campaign shows how our hotel team members and amenities are focused on enabling our guests to be successful and prepare for tomorrow - their big day."

To effectively illustrate the idea of "**Tomorrow's a Big Day**," the new ad campaign shows there are many ways **Hilton Garden Inn** can help prepare a guest for the day ahead. By depicting people in everyday scenarios and getting ready for their own unique big day, the images convey that **Hilton Garden Inn** is equipped to help any traveler be productive and have a successful stay. Unlike most hotel advertising today where the actual hotel is featured as the main focal point, the new **Hilton Garden Inn** ads put the guest – the hotel's most important asset – at the forefront. Specific elements of the campaign include:

- Print Advertising. The ad campaign breaks in June and runs through the remainder of 2007 in print titles including USA Today, INC., The Week, Inc., Golf for Women, Golf Digest, Fast Company, Wired and Passport.

- Online Advertising. Recognizing that Americans are increasingly turning to the Internet to reserve and book travel, the campaign is being heavily supported online with media buys (June through the remainder of 2007) on Oprah.com, ESPN.com, Forbes.com, CNET.com, Weather.com, SportsIllustrated.com, among others.

- Alternative Broadcast/Online. Additionally, the campaign includes: 15 video vignettes that incorporate footage of guests and how they prepare for their big day. The multimedia and web content was produced by Edge Interactive and Swafford & Company Advertising.

*"The campaign is designed to reach consumers who are pragmatic, thrive on travel and want to achieve success on the road," said **Mandi Dossin, general manager and partner, DGWB Advertising and Communications, the Orange County-based ad agency** that created the campaign. "We want the campaign to establish an*

emotional connection so business travelers
(http://hiltongardeninn.hilton.com/en/gi/promotions/HGI_eadvantage_promo/index.jhtml) know that **Hilton Garden Inn** is the best choice when tomorrow's a big day."

"Tomorrow's a Big Day" campaign was created through a collaborative effort by Orange County, Calif. based DGWB and Los Angeles based Swafford & Company Advertising.

About Hilton Garden Inn:
Hilton Garden Inn is the award-winning, mid-priced hotel brand that continually strives to ensure today's busy travelers have everything they need to be most productive on the road — from complimentary wired and Wi-Fi Internet access in all guestrooms and remote printing to the hotel's complimentary 24-hour business center to one of the most comfortable beds you will ever experience with the **Garden Sleep System**. So whether on the road for personal or business reasons, **Hilton Garden Inn** offers the amenities and services for travelers to sleep deep, stay fit, eat well and work smart while on the road.

Web Site = <http://hiltongardeninn1.hilton.com/>

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