

TESTIMONIAL Holiday Inn Express



“The campaign aims to break through the clutter and communicate the essence of the brand: service and value.”

The extremely popular ‘Stay Smart’ multi-platform campaign, which initially launched in 1998, received an out of home update in one of the most traveled areas in Manhattan- Times Square!

The 5100 sq ft. billboard depicts a supersized chalkboard with one unique element - a life sized mannequin who appears to be writing mathematical equations and formulas all over it. The messaging reads “I’m not a professor, but I did stay at a Holiday Inn Express last night ” with a social call to action, #StaySmart, to drive consumers online to share their ‘smart experiences’.

Audience

Adults 25-54

Media Mix

Spectacular

Market

New York

Objective

As part of its ‘Stay Smart’ campaign, Holiday Inn Express wanted to make a big splash in the heart of NYC with an innovative spectacular billboard!

Rationale

Whether it’s launching a new brand, or re-energizing an old one, nothing beats out of home advertising when it comes to building buzz and excitement!