



Club Carlson enrolments exceed expectation through HEX Motion +



“ The UK is a very important market for Club CarlsonSM.

JCDecaux Airport’s HEX Motion+ ad space gave us high impact, significant presence at Heathrow Airport.

The Heathrow Express advertising enabled Club CarlsonSM to immerse a key audience in the campaign message, leading to increased engagement with the brand. We are very pleased with the results that this strategy has achieved for us in the UK.”

Heather Passe, Vice President of Marketing, CRM & E-Commerce, Carlson Hotels

Carlson Hotels’ launch of their new global hotel reward program, Club CarlsonSM, to replace goldpoints plusSM, presented the perennial media challenge. Carlson Hotels has a need for cut-through, and engagement with, a discriminating target market; but required a cost-efficient spend solution which would fulfil the campaign objective of making the relaunch unmissable in front of a vital business audience by creating a focal point for messages.

JCDecaux Airport was set the challenge via PSI and media agency Riley Hayes to deliver a solution that reached Carlson’s required audience. Heathrow Airport successfully delivered the exclusive business audience, but where would the ad space be most effective? It needed to provide a high-impact message, immersing a discriminating audience for the campaign duration, for a fixed budget.

JCDecaux Airport devised a unique solution for Club CarlsonSM by creating the Broadcast-

classified HEX Motion+, reaching both Departing and Arriving passengers through its combination of digital screen domination and vinyl wrapping throughout the Heathrow Express estate, the UK’s most upmarket out of home environment (96% ABC1, 53% business travellers). This audience proved a perfect match with the audience sought by Carlson Hotels.

HEX Motion+ delivered the brief for exclusivity, incorporating all four faces on Heathrow Express digital screens with high-impact vinyl at key pinchpoints on the passenger journey through the Heathrow Express estate. This combination of engaging digital messaging and vinyl branding immersed business people in the Club CarlsonSM brand while travelling, accompanying them throughout their journey, a critical and relevant ‘touchpoint’ for a hotel brand.

Finally, as a media first, HEX Motion+ ensured that Club CarlsonSM’s use of Heathrow Express

was exceptionally memorable. The core message was supported by a campaign within specific areas of Heathrow Airport itself, carefully planned to provide the required significant presence in these locations and continuing the Club CarlsonSM effect right to the final point.

The four-week campaign ran throughout April 2011 and was seen by almost 400,000 people. It proved exceptionally successful for the brand launch. Club CarlsonSM enrolments during the campaign exceeded expectations. ClubCarlson.com visits from the UK increased significantly during the campaign, up over 85% year-over-year for the campaign period. For the EMEA region as a whole, enrolments are up over 40% year-over-year for the campaign period. The campaign achieved exceptionally positive press coverage on Brand Republic, MediaWeek.co.uk and digital signage online publications.

[Click here to see the Club Carlson Hex Motion + video](#)

