

BrandSights Survey Finds TV and Online Work Better Together for Hotels.com®

HOTELS.COM LEVERAGES TUBEMOGUL'S INTEGRATED SURVEY TOOL TO COMPARE TV AND ONLINE VIDEO BUYS.

THE BACKSTORY

Hotels.com, the leading website for booking hotel rooms online and by telephone, entered the market with a major brand re-launch and needed a partner with integrated campaign planning, buying optimization and measurement tools to quickly gauge awareness and overall perception of the brand.

In the latest campaign spanning both television and digital media, Hotels.com introduced a new spokesperson, Captain Obvious™, who drops in on travelers with commentary about, well, obvious facts about their hotel accommodations. In the end, the spots point viewers to Hotels.com and tout the brand as the “obvious choice” for hotel reviews and room reservations.

THE CHALLENGE

While the idea of booking a hotel room online might seem obvious, the most effective media mix between TV and digital video was less so for Hotels.com and many other leading brands.

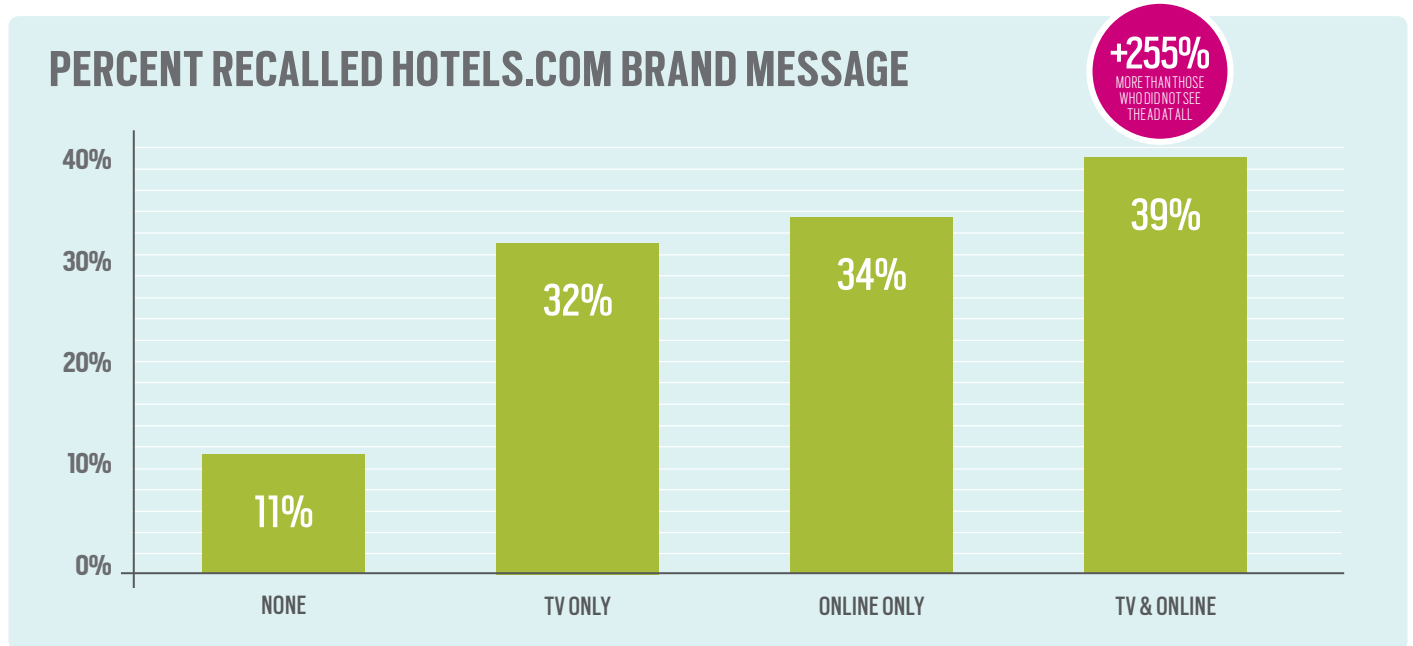


THE EXECUTION

Using TubeMogul's platform, Hotels.com ran a digital video campaign alongside a national television buy. And, through TubeMogul's integrated survey tool, BrandSights, they were able to gauge consumer perception of the brand and understand the relationship between viewership on TV and online to ultimately find out how it all related to their new “obvious choice” brand message.

Using a control/exposed methodology through BrandSights, Hotels.com ran a survey testing for brand message recall of viewers who had:

1. Not seen the ad
2. Seen the ad online
3. Seen the ad on TV
4. Seen the ad both online and on TV



THE RESULTS

Through real-time survey results, Hotels.com was able to determine that online and television ads work better together as their brand message was recalled at the greatest rate by viewers who reported seeing the ads on both TV and online.

Message recall was 190% greater for those who saw the ad on TV only and was 209% greater for online only compared to those who did not see an ad at all. The strongest recall, however, was for those who saw the ad on both screens. Viewers who saw the ad on TV and online had a recall of 39% or 255% greater than those who did not see an ad.