



RED ROOF ON THE ROAD



Normally, guests travel to a hotel. To celebrate its 40th anniversary, Red Roof Inn took the hotel to the guests.

The hotel chain ran its first road show from April to July to show off its \$120 million-dollar investment in renovating and updating its 350 properties nationwide.

"We really wanted to take the room on the road so consumers really understand who we are and what we are now," says Marina MacDonald, senior vice president, sales & marketing.

An 18-wheeler was retrofitted to feature a full hotel room that perfectly replicates a renovated room with modern furniture, wood-like flooring instead of carpet, additional electrical outlets, flat screen TVs, ergonomic chairs, and, of course, the bed. Visitors are free to walk around the room and check out the new look. Forty winners of the sweepstakes prize package will receive a flooring or mattress package like what is featured in the rooms.

The vehicle, supported by the brand's "Nice Place. Nice Price" tag line that launched two

years ago as renovations began, is making stops in Dublin, OH; Chicago; Toronto; and Orlando. The tour was promoted in social media and by email to the brand's Redicard members.

Red Roof's "40 & Fabulous" campaign kicked off earlier this year with 40 free room nights for winners all over the country and will wrap in October with one winner receiving a \$40,000 grand prize. *-PATRICIA ODELL*

NEWCASTLE CRAFTS MEDIA ATTENTION

When Lesya Lysyj joined Heineken USA as its CMO, she had a major goal—to make the company's brands challenge the conventions of how beer is marketed.

"If you look at the beer category, everything is the same," Lysyj said at the ANA Brand Masters Conference. "The ads have a very similar formula. The category norm is very similar in outdoor and on TV. It's 30 seconds with guys and bikini-clad girls, guys and dogs and guys and guys. We had to zig where the category was zagging."

The smallest of the company's brands, Newcastle Brown Ale, was perfectly placed to do that with events in high traffic areas that would draw plenty of media attention.

To engage consumers, the brand held promotions like allowing people to stand behind oversized glasses of frothy Newcastle and have their photos taken looking as if they were submerged up to their necks in malt beer. At another event, a human art installation was created—a man appeared as if he pulling a keg of beer out of the middle of the exterior wall of a building. At another, posters along a wall were plastered over a human so just his legs stuck out.

"We were having lots of fun and stepping

a little bit out of beer category norms. But we needed to get deeper, to come up with a campaign to stand out," she said. "We realized that Newcastle had something important going for it. It's from Newcastle. This is something we needed to nurture and work with."

So Newcastle went back to its roots, playing on the characteristics of Newcastle the salt of the earth, working man's beer from the North East of England. In 2011, it released a campaign with the positioning: "Newcastle is Refreshingly Honest" in a strained world, with the British slogan, "No Bullocks," which in essence means, "No Bull." This year, the 2013 version of campaign promotes the new 14.9-ounce can.

On premise, there was plenty of ingenuity, like coasters that read, "If this coaster doesn't make you want a Newcastle then the coaster sales guy lied to us." The "Geordie Army," an 11-person brand team, hit core markets and Newcastle launched its very first TV spot. Social media was ramped up with video and other content that began racking up likes, 18,000 then 21,000. One snippet of content on Facebook read: "For every person liking this Facebook page, someone will get nothing." Newcastle found it was on to some-



thing and began adding more content, finding success in the model of funny, lightweight, bite-size snippets of content.

"It's very easy for a consumer to come in and take a bite," Lysyj said. "Social got by far the most engagement. If we posted something and got 20,000 likes and something else got 2,000, we tightened our position."

Soon after, when Lysyj met with Facebook to learn about how it was doing, Facebook told her that its average engagement is 1.5%, for Newcastle is was 25%.

For all its efforts, New Castle on-premise sales stopped declining and its six-pack sales started growing after six years of decline and is now Heineken USA's fastest growing brand among younger consumers. "For a small brand, it's getting more attention than it deserves and that's really important for us," she said. *-PO*



THE NEED FOR PERSONAL EXPERIENCES

HOW TO MOVE CONSUMER ENGAGEMENT BEYOND TRADITIONAL TOUCHPOINTS

Three forces have come together to create a perfect storm that's rendered traditional approaches to integration passé. Here's what you need to know.

1. The rise of the experiential consumer:

A new breed of consumer has emerged and it's a game changer for marketers everywhere. This experiential consumer requires a bold new marketing approach that weaves every interaction into an endless series of brand experiences that shape and deepen the relationship with them.

Every interaction with a brand—live and virtual—has become a personal experience. Thanks to digital, social and mobile, these consumers are master aggregators and curators, digesting a constant stream of information. They embrace each new social medium, extending their own very personal communication channels and deepening their individual and fragmented network of influencers.

Experiential consumers are also skilled researchers who can control the marketing conversation, easily tuning brand messages in (and out). Socially active consumers have come to expect a personal experience that delivers on the brand promise in all interactions—before, during and after purchase. Like it or not, these consumers have become dynamic partners in your marketing efforts.

2. Richer data driving richer experiences:

It's no secret that marketers have more intelligence about their consumers than ever before.

Personal devices and a widespread culture of sharing via social media have created an overwhelming pool of rich and accurate consumer data. Experiential marketers, having logged countless face-to-face hours with consumers out in the real world, have been in a position to foresee the real impact and potential opportunities presented by this new reality.

Deeper, richer real-time information strengthens existing data for more relevant interactions. Social-media analytics home in on personal interests so well and on such scale that marketers have unprecedented insight into experiential consumers' hot buttons. Layer in the deep data from live events, and there's a huge opportunity to design highly customized brand experiences. A constant, cumulative data flow lets marketers keep honing the next experience—to the point where the metric predicts what the consumer will want next.

This flow of data also presents opportunities to create a richer system of metrics for evaluating brand experiences and measuring the value of the nuances of those experiences over the life of the consumer's relationship with the brand.

But in order for marketers to fully leverage data, they need to be in a position to process and react to it. Marketers need a system of measurement built to gauge in real time the quality of experiences. They also need an episodic-based approach to planning that allows for constant testing and learning.

3. A new, dynamic consumer relationship:

In the mind of the experiential consumer, access to a wealth of data comes with a wealth of responsibility. Consumers know that marketers have more personal information than ever before, and based on that, they expect brands to recognize and cater to them. Efforts will backfire if marketers underestimate this new social contract and deliver a commodity experience despite all that consumers have shared.

Brands' relationship with the experiential consumer thrives on an exchange of value: personal data and preferences, in exchange for a meaningful and authentic experience. With every interaction, the brand and consumer learn from each other, and that makes future interactions and the relationship better and better.

—SARAH ECK-THOMPSON AND BROOK JAY, CO-FOUNDERS, ALL TERRAIN



NABISCO GOES IN ONE DIRECTION

Swooning, screaming teenage girls need to keep their energy up, and if a summer One Direction tour sponsorship is successful, those young ladies will likely turn to Nabisco snacks to refuel.

The extensive promotion combines everything from FSIs targeting 48 million households, to floor graphics and end caps in 15,000 retail locations like Walmart and Target, to sweepstakes and paid online media opportunities, to on-site sampling at tour stops and bus wraps.

"It's about putting our brands in consumer conversations about what is relevant today to help us break through when it really matters—at point of purchase at store," says Stephen Chriss, senior director, U.S. media and consumer engagement and marketing services at Mondelez International, the parent company of Nabisco brands like Oreo and Ritz, as well as Trident and Stride.

On a local level, a public-relations outreach will promote free tickets to the concerts. Geo-fencing advertising will remind those close to concert sites about the events. At the shows themselves there will be signage, interactive text-to-win videos for seat upgrades and exit sampling.

Some 90% of the seven-figure budget for this program is going against "how to win in store," he said.

"You won't see TV or print, the majority of the focus is online," Chriss says. "The largest part of spend is focused on in store—POS to packaging to in-store media to shopper marketing—that's where I need to win." —PATRICIA ODELL

