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Campaign Creative Concepts | 03/22/17



CONCEPT #1

“NOW OPEN”

“NOW OPEN”

Concept #1: Billboards



OKLAHOMA CITY



MCDONOUGH


“NOW OPEN”

Concept #1: Airport Multi-Panel




you

TruByHilton.com



and

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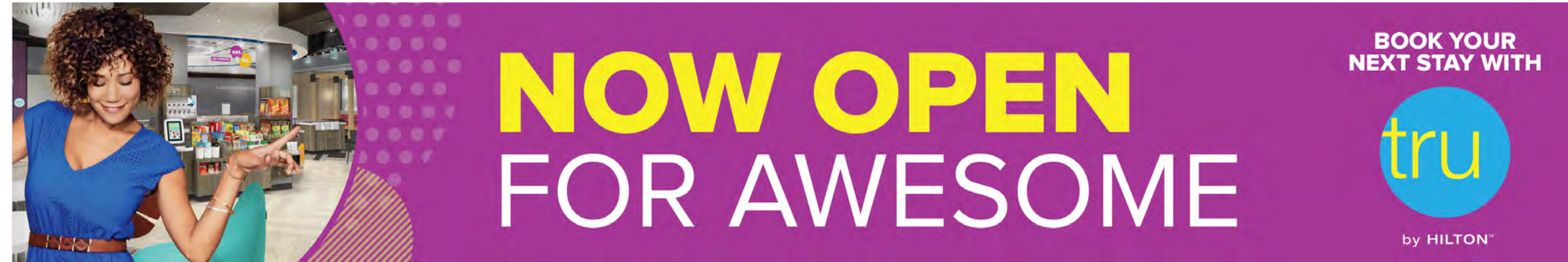
tru

by HILTON™

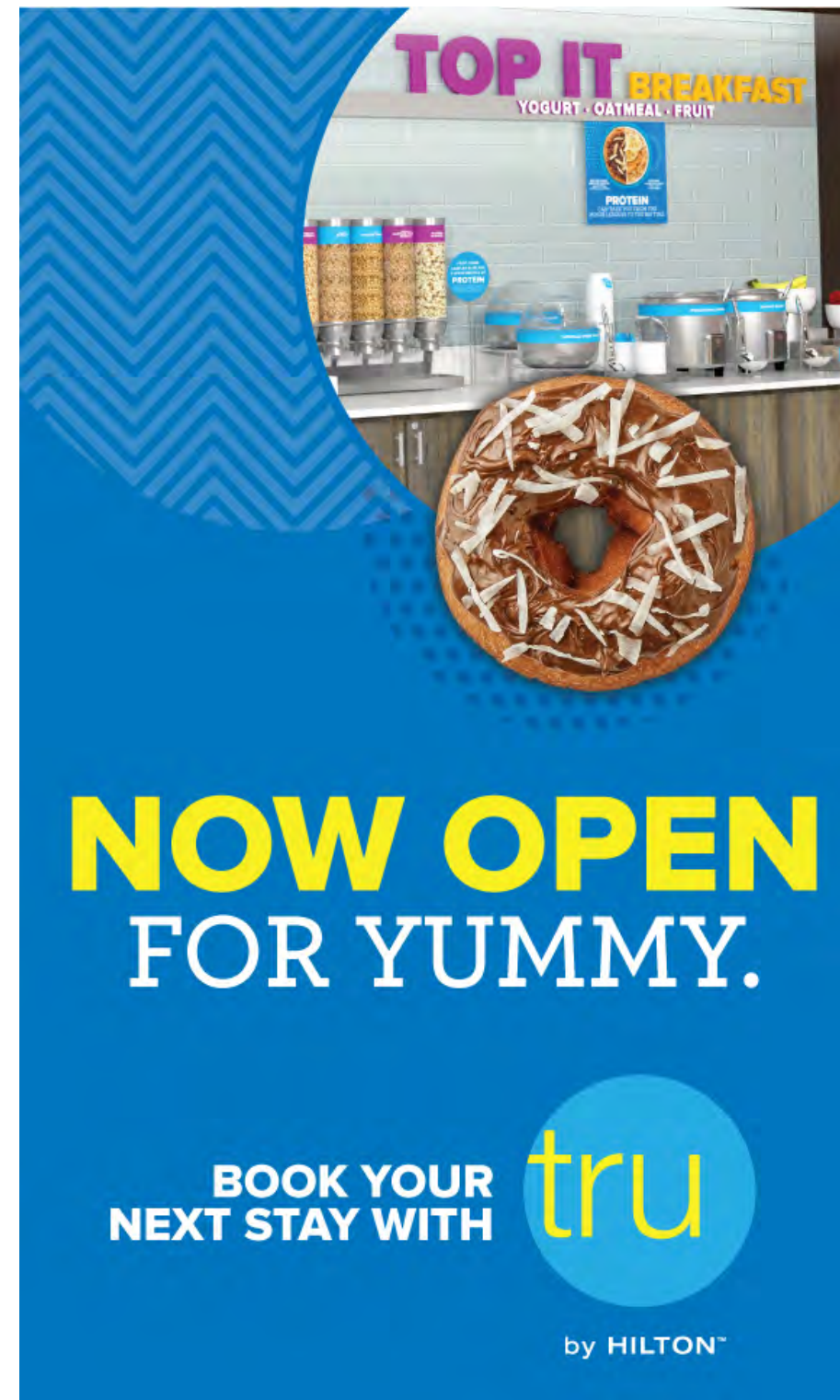
COME SEE WHAT ALL THE ‘US’ IS ABOUT.

TruByHilton.com

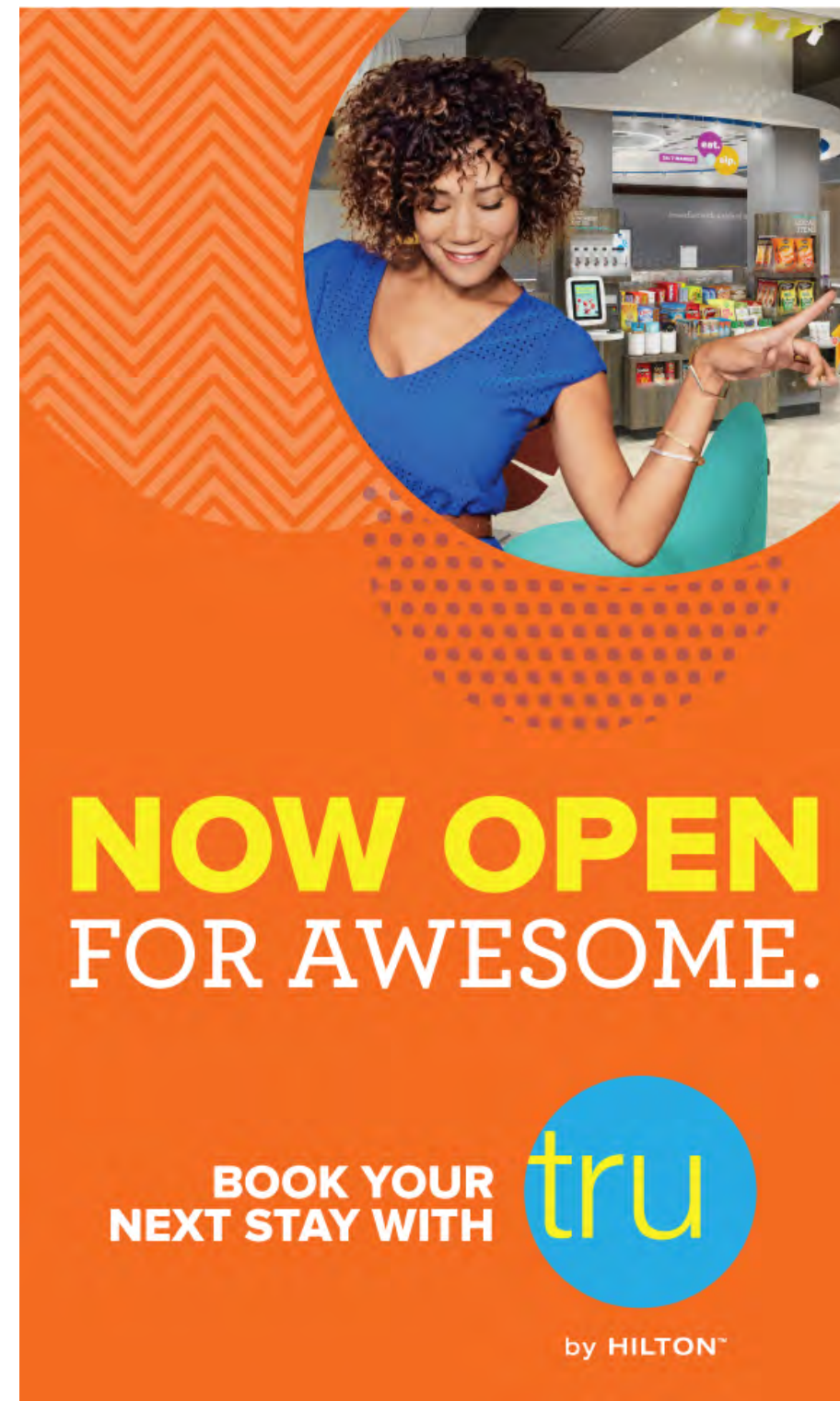
“NOW OPEN” Concept #1: Web Banners



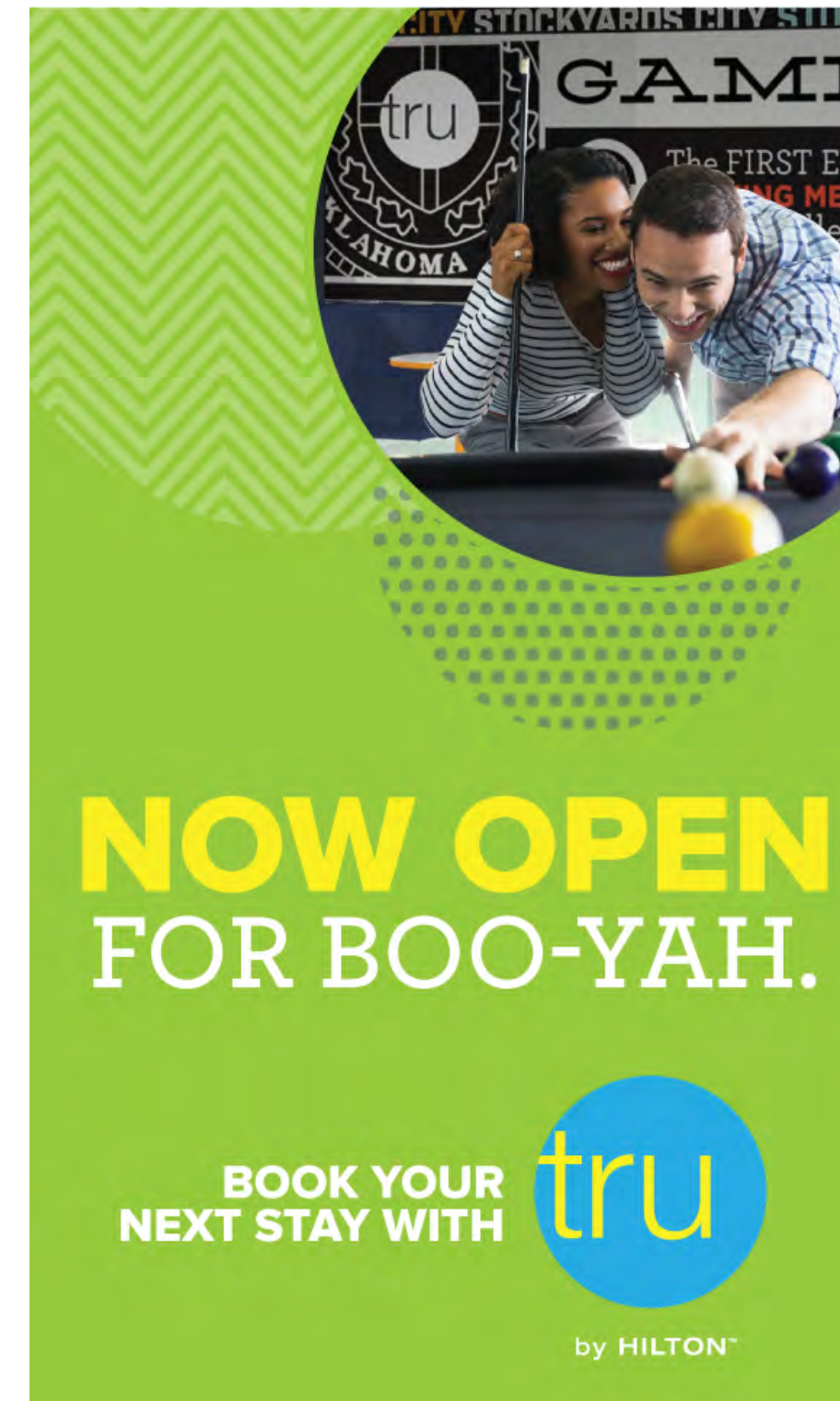
GIF WITH
4 FRAMES



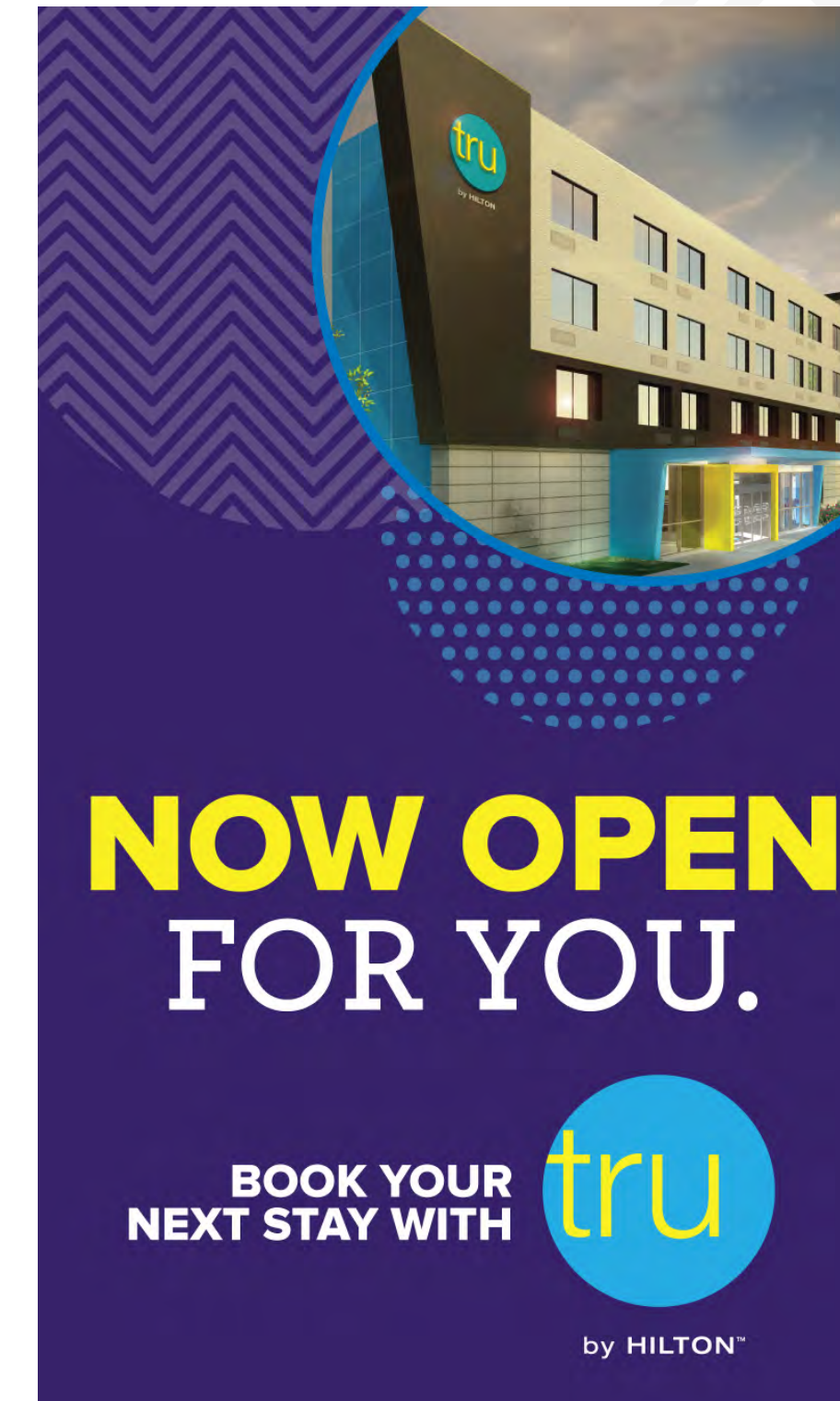
FRAME 1



FRAME 2



FRAME 3



FRAME 4



CONCEPT #2
“COMPLIMENTARY”

“COMPLIMENTARY”
Concept #2: Billboards



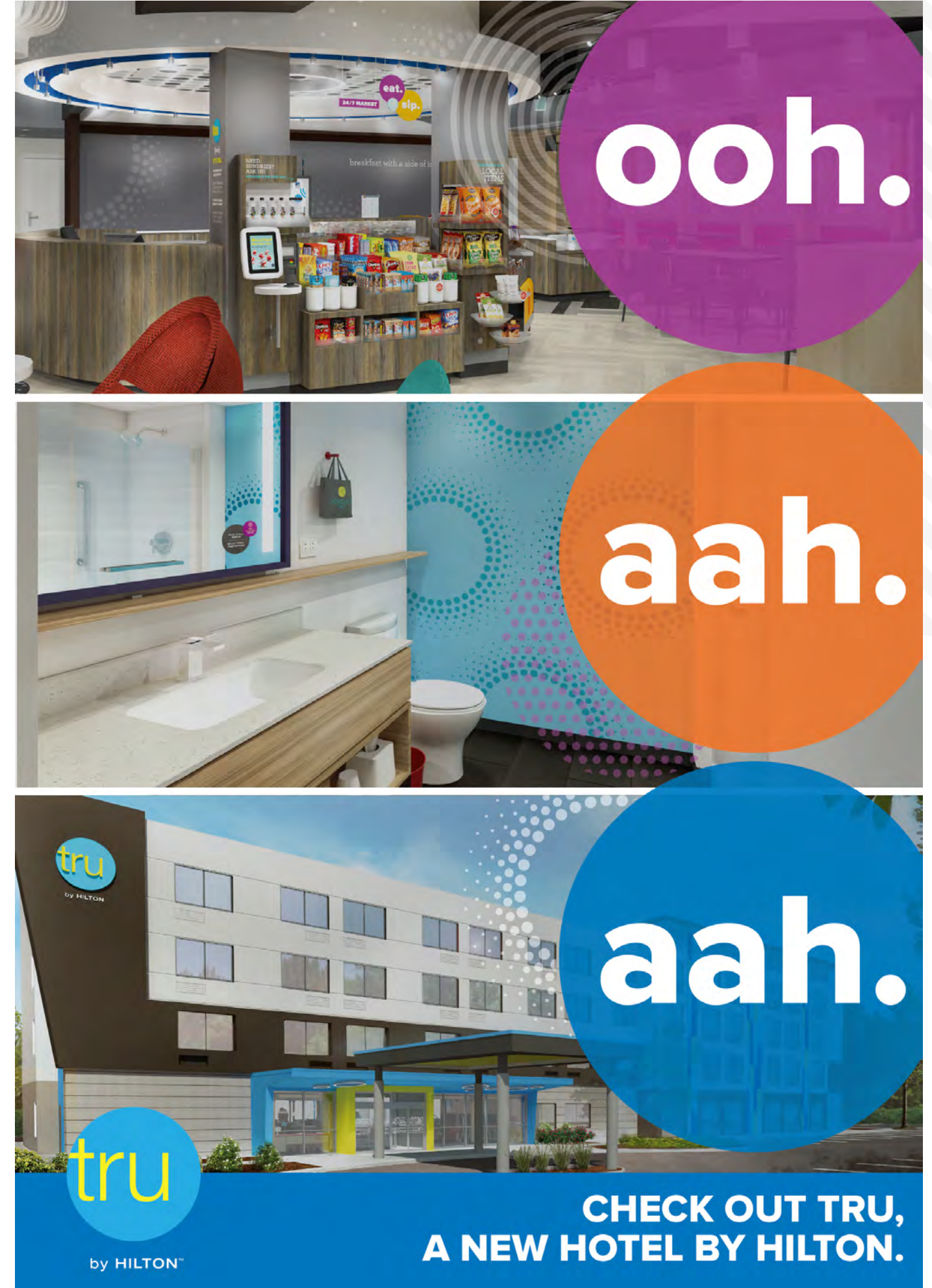
OKLAHOMA CITY



MCDONOUGH

“COMPLIMENTARY”

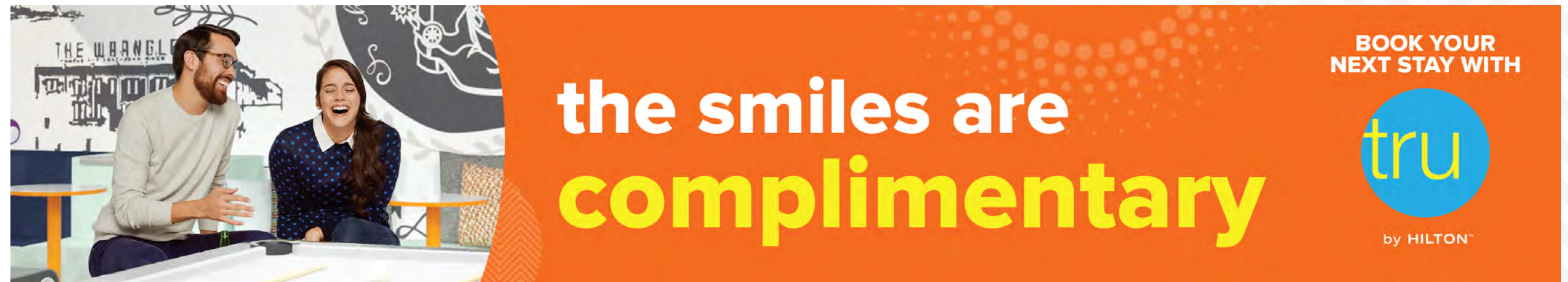
Concept #2: Airport Multi-Panel



“COMPLIMENTARY”
Concept #2: Web Banners



VERTICAL BANNER



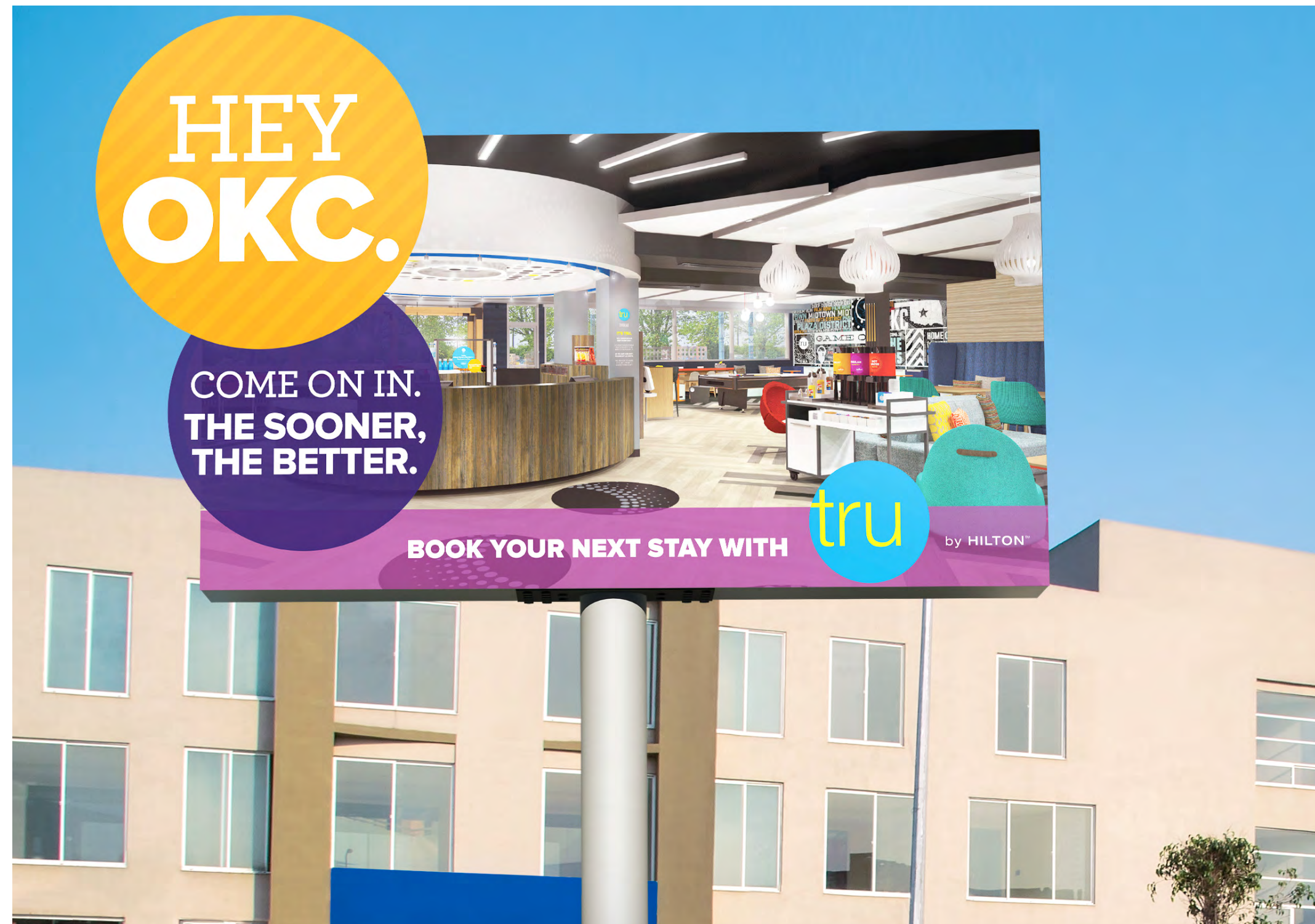
HORIZONTAL BANNER

ALT COPY LINE:
The laughter is complimentary.
Book now at Tru by Hilton.
(VISUAL: PLAY SPACE OR TYPOGRAPHY)



CONCEPT #3
“SEE YOURSELF HERE”

“SEE YOURSELF HERE”
Concept #3: Billboards




OKLAHOMA CITY



MCDONOUGH

“SEE YOURSELF HERE”

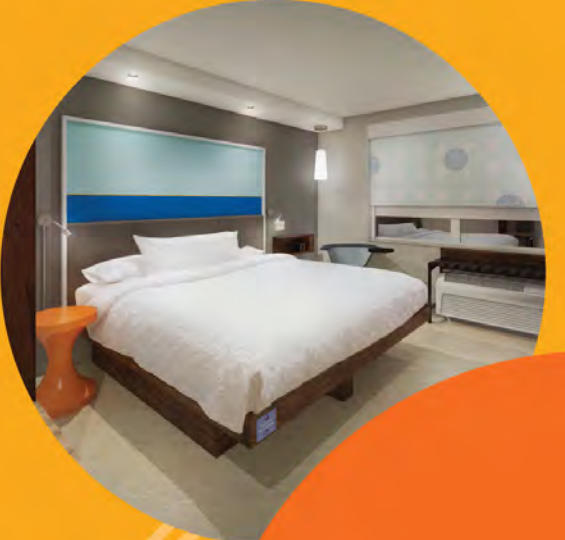
Concept #3: Airport Multi-Panel



you

a match

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and

made

TruByHilton.com



tru

by HILTON™

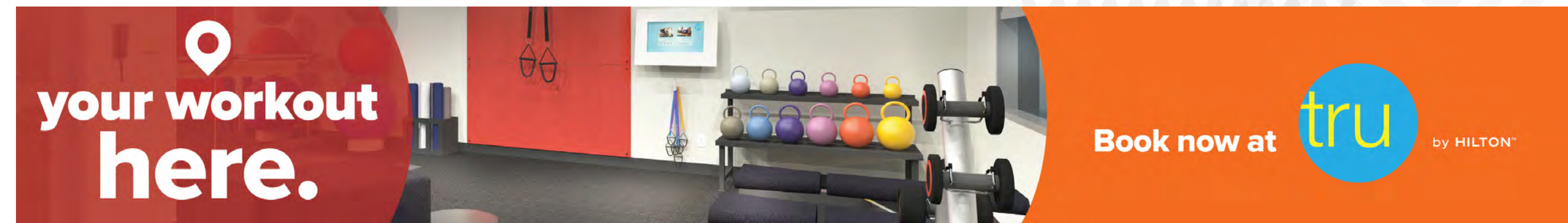
TruByHilton.com

“SEE YOURSELF HERE”

Concept #3: Web Banners



SQUARE BANNER



HORIZONTAL BANNER

ALT COPY LINES:

Your smile here.

Book now at Tru by Hilton [TAGLINE]

Your midnight snack here.

Book now at Tru by Hilton [TAGLINE]

Your big win here.

Book now at Tru by Hilton [TAGLINE]

Thank you!



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