

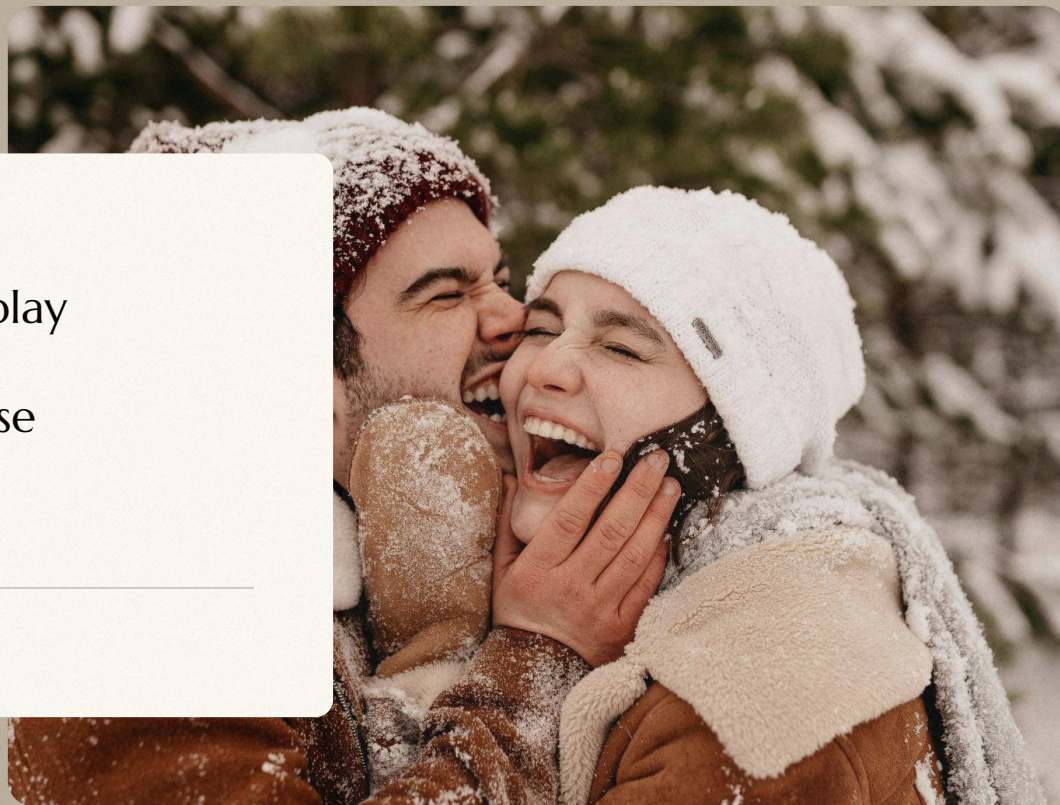


Boston Harbor Hotel

## Winter magic display campaign evokes emotional response driving increased revenue

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DISPLAY MARKETING



ADRIAN AWARD WINNER 2024

gcommerce



# Objective

Boston Harbor Hotel faced a challenge: increasing bookings and revenue during the cold winter months when tourism typically declines.

The Winter Magic display campaign was created to evoke emotional responses and drive increased revenue, with a goal of achieving a monthly Return on Ad Spend (ROAS) of \$10:1.





# Campaign strategy: Evoking wonder



## Winter imagery

Display banner ads featured carefully chosen winter scenes to enact a visceral response, rekindling a childlike sense of wonder about snow and the winter season.



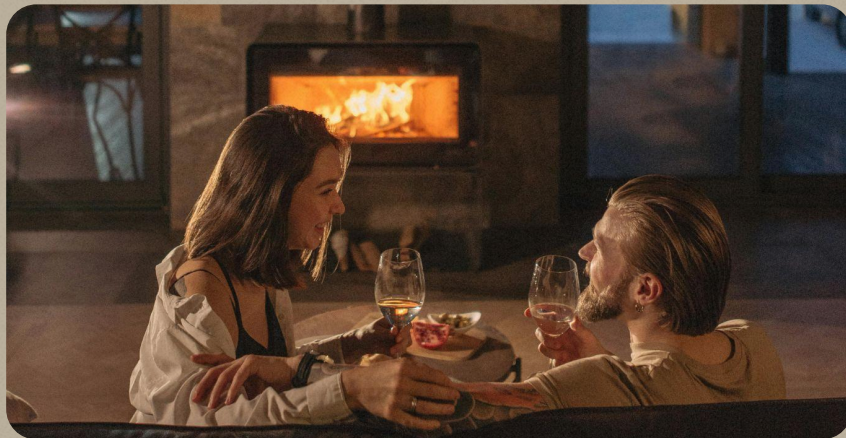
## Romantic scenes

Images included couples ice skating hand in hand, capturing the magic of winter romance in Boston.



## Boston beauty

Snowy cityscapes of Boston showcased the city's winter charm, enticing visitors with its unique seasonal appeal.





# Compelling messaging

## "Warm Up your Winter in Boston"

Inviting visitors to find comfort and warmth in the city despite the cold weather.

## "Celebrate the Season in Boston"

Encouraging tourists to embrace winter festivities and events in the city.

## "Frosty Views, Cozy Memories"

Promising a perfect blend of outdoor beauty and indoor comfort for a memorable stay.





# Results

Top performer- The Winter Magic campaign became the top performer of the entire year, outshining other seasonal campaigns.

Autumn campaign- Winter Magic produced 10% more revenue than the autumn campaign, traditionally a popular tourist season.

Evergreen campaign- The winter campaign generated 88% more revenue than the evergreen campaign, which included explicit offers in the ads.

## Success metrics

DECEMBER 2023 - MARCH 2024

160%

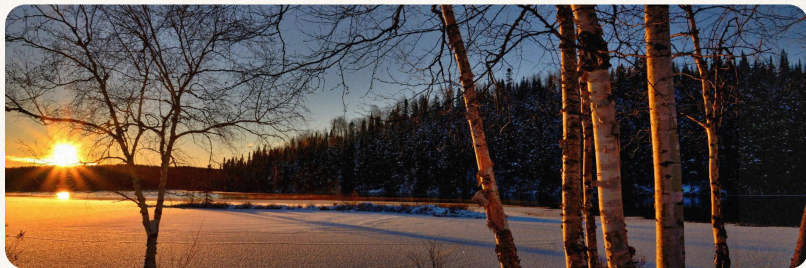
GOAL EXCEEDED

\$26:1

ROAS

\$124,785

TOTAL REVENUE





# Key takeaways and future implications

## 1. Emotional appeal works

The campaign's success without explicit offers proves the power of evoking emotional responses in advertising.

## 2. Winter tourism potential

Boston's winter charm can be effectively marketed to boost tourism during traditionally slow months.

## 3. Imagery over discounts

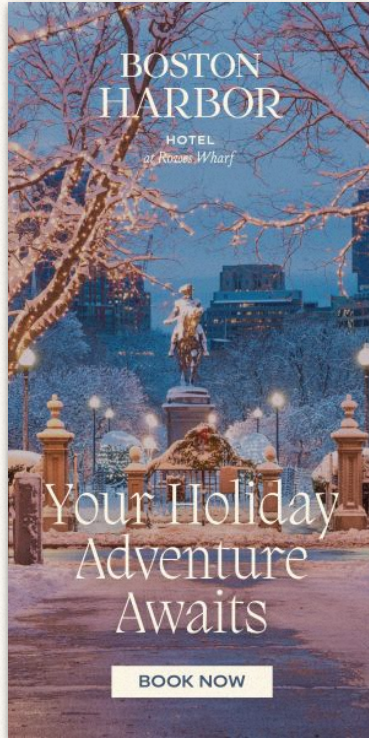
Carefully chosen imagery and messaging can outperform campaigns relying on discounts or offers.

## 4. Continued innovation

Future campaigns can build on this success by further exploring emotional connections with potential visitors.



## Creatives





# Creatives





GCommerce Solutions

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Thank you for  
reading

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