



Boston Harbor Hotel

Winter magic display campaign evokes emotional response driving increased revenue

DISPLAY MARKETING



gcommerce

ADRIAN AWARD WINNER 2024

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

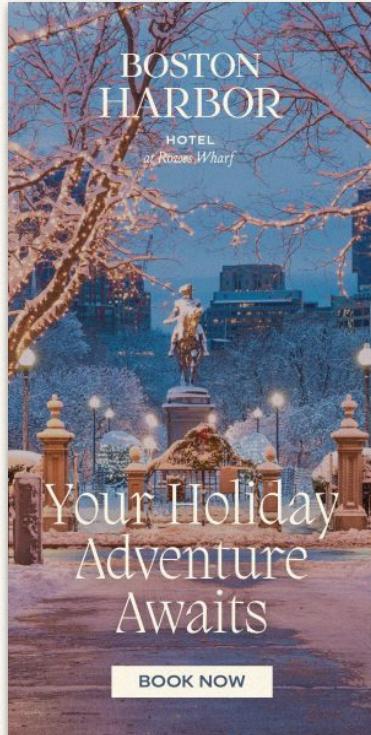
Carefully chosen imagery and messaging can outperform campaigns relying on discounts or offers.

4. Continued innovation

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



Creatives



Creatives



GCommerce Solutions

Thank you for
reading

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