**BRAND CASE STUDY**

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**TITLE CARD: TAPPING INTO OUR RESOURCES**

Achieving first-rate brand recognition is probably simpler than you think. Because at Campbell-Ewald, we have the right resources for the job, and more importantly, we know how to use them. From strategic development, to creative concepting, to production, execution of fully integrated promotions, we cover all the bases. Just take a look at what we’ve done for Wyndham Hotels and Chevy Major League baseball. It’s nothing short of resourceful.

**TITLE CARD: A VERY REWARDING PROGRAM**

We helped Wyndham hotels develop a highly integrated national promotion that covered considerable ground. They wanted to capture a greater share of critical summer travel dollars and introduce Wyndham rewards as the loyalty program of choice. The plan required a highly integrated promotion that would stand out in a crowded, noisy summer travel season. A unique, family-focused theme that would work across multiple channels, utilize web 2.0 interactive approaches and encourage consumer-generated content all to attract travelers to the nine hotel brands and the trip rewards program during the summer. The Mystery Hot Spot promotion was designed to be personal, fun and energetic—just like a family vacation. Exciting online content including the grand prize sweepstakes, instant win game and a consumer-submitted Hot Spot gallery help drive current trip rewards members and general traveling public to the site. Mystery Hot Spot drew higher web traffic and stronger participation levels than any prior Wyndham worldwide summer promotion. Revenue increased over the same time the prior year due to a higher average daily rate, meaning greater ROI, stay activity, engagement, and ongoing interest all were higher during the 113-day promotional period.

**TITLE CARD: HITTING A HOME RUN FOR CHEVY**

As with all of our clients, we always swing for the fences. But for Chevy, we took the idea literally. As the official ride of Major League Baseball, Chevy’s activation kicked into high gear surrounding the 79th All-Star Game in New York City. Promotion ranged from a baseball-themed Chevy display at the MLB Fan Fest, which was experienced by over 100,000 fans, to the annual All-Star Game red carpet parade. Also in the actual game, Chevy played role in the award of the Chevy Tahoe Hybrid to the most valuable player.

**TITLE CARD: WE PUSH BRANDS FORWARD**

When all is said and done, Campbell-Ewald’s goal is to provide the kind of promotion that not only stuns customers, but clients as well. When you combine a smart agency with smart clients, we’re confident the results will be more than satisfying.