



Courtyard Marriott

Snap Ads Takeover Campaign

Courtyard Marriott partnered with Snapchat to extend their broader Super Bowl 50 campaign – reaching Snapchatters on the day NFL and Super Bowl awareness is at its highest.

SNAPCHATTERS REACHED: 6.6M TOTAL VIEWS: 14M

Source: Millward Brown Digital Audience Insights and Brand Lift Insights among Snapchatters age 18+

The Story

Super Bowl 50 was a historic year for NFL fans everywhere. And for an event as momentous as this one, Courtyard Marriott pulled out all the stops – partnering with Snapchat to reach football fans across the country. With Snap Ads placed in the NFL Pro Bowl Live Story and followed up with ads during Super Bowl Sunday, Courtyard Marriott reached millions of Snapchatters interested in the big day’s festivities.

By launching the Snap Ads campaign in parallel with Courtyard Marriott’s broader Super Bowl marketing efforts, the Live Story Takeovers further solidified Courtyard Marriott’s association with the NFL in the minds of Snapchatters. The campaign reached millions of Snapchatters – driving a 14% lift in hotel visitation intent – and bolstered the brand’s status as an important partner to a milestone in Super Bowl history.

Objectives

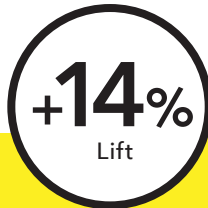
- Raise awareness of Courtyard Marriott’s status as the official hotel of the NFL.
- Support the brand’s broader Super Bowl 50 marketing campaign.
- Increase overall interest in staying at a Courtyard Marriott property for future trips.

Strategy

- Tailor Courtyard Marriott’s Super Bowl TV spots to fit Snap Ads’ creative standards.
- Take over the NFL Pro Bowl Live Story, and be part of a select group of advertisers running Snap Ads in the Super Bowl Live Story.



Sponsorship Association with the NFL



Hotel Visitation Intent



of Snapchatters who remembered the ad enjoyed it

"We felt that the opportunity for Courtyard Hotels to share exclusive content on this first-to-market platform was not to be missed. We saw a natural tie-in for the brand, given that Courtyard Hotels is the official hotel of the NFL. The results have far exceeded our benchmarks. We look forward to continuing to test Snapchat as a vehicle for engaging millennials with entertaining branded content."