

The logo features the word 'Signia' in a white, elegant script font, with the word 'Hilton' in a smaller, white, sans-serif font positioned directly below it. The background of the logo is a low-angle photograph of a modern glass skyscraper against a dark blue sky with wispy clouds.

HELLO

T3 RFP PRESENTATION

JANUARY 9, 2019

| DEEP EXPERIENCE IN HOSPITALITY AND TRAVEL



Caitlin McDaniel

Assoc. Director,
Connections



Angela Yang

Group Director,
Connections



Chris Wooster

Executive Creative Director



ENOUGH
ABOUT US

Signia
Hilton

DEEP DETAIL IN OUR WRITTEN RESPONSE

VIDEO MEDIA: REACHING OUR AUDIENCES ACROSS SOCIAL FEEDS

VIDEO CONTENT REPRESENTS OVER 40% OF THE TOTAL CONTENT ON SOCIAL MEDIA. VIDEO CONTENT IS THE MOST ENGAGING TYPE OF CONTENT ON SOCIAL MEDIA. VIDEO CONTENT IS THE MOST ENGAGING TYPE OF CONTENT ON SOCIAL MEDIA.

YouTube Content Features

YouTube is the most popular video sharing service in the world. YouTube is the most popular video sharing service in the world. YouTube is the most popular video sharing service in the world.

YouTube Content Features

- 24-hour 24/7 live streaming
- 24-hour 24/7 live streaming
- 24-hour 24/7 live streaming

LinkedIn Video Content

LinkedIn is the most popular video sharing service in the world. LinkedIn is the most popular video sharing service in the world. LinkedIn is the most popular video sharing service in the world.

LinkedIn Video Content

- 24-hour 24/7 live streaming
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Twitter Video Content

Twitter is the most popular video sharing service in the world. Twitter is the most popular video sharing service in the world. Twitter is the most popular video sharing service in the world.

Twitter Video Content

- 24-hour 24/7 live streaming
- 24-hour 24/7 live streaming
- 24-hour 24/7 live streaming

Key Takeaways:

- Video content is the most engaging type of content on social media.
- Video content is the most engaging type of content on social media.
- Video content is the most engaging type of content on social media.

Next Steps:

- Increase video content production.
- Increase video content production.
- Increase video content production.

VIDEO MEDIA: DRIVING AWARENESS TO ACQUISITION

VIDEO MEDIA IS THE MOST ENGAGING TYPE OF CONTENT ON SOCIAL MEDIA. VIDEO MEDIA IS THE MOST ENGAGING TYPE OF CONTENT ON SOCIAL MEDIA. VIDEO MEDIA IS THE MOST ENGAGING TYPE OF CONTENT ON SOCIAL MEDIA.

AWARENESS

INTEREST

CONVERSION

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TESTING AND LEARNING

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Next Steps:

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THE PLATFORMS: DISCOVERY, INTERACT AND HOW WE USE THEM

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Key Takeaways:

- The platforms: discovery, interact and how we use them is the most engaging type of content on social media.
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VIDEO MEDIA: MAXIMIZING IMPACT FOR THE YEAR

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Phase 1: Planning

- Define goals and objectives.
- Define goals and objectives.
- Define goals and objectives.

Phase 2: Execution

- Create content and publish.
- Create content and publish.
- Create content and publish.

Key Takeaways:

- Video media: maximizing impact for the year is the most engaging type of content on social media.
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Next Steps:

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VIDEO MEDIA: TRACKING AND REPORTING

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Key Takeaways:

- Video media: tracking and reporting is the most engaging type of content on social media.
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Next Steps:

- Increase video media production.
- Increase video media production.
- Increase video media production.

| WHAT YOU'LL SEE: OUR PROCESS IN ACTION

Discovery

Get to know the target audiences, where they spend their time in social and what they need.



Distillation

Assess ways into the ask based on audience insights and best practices.



Development

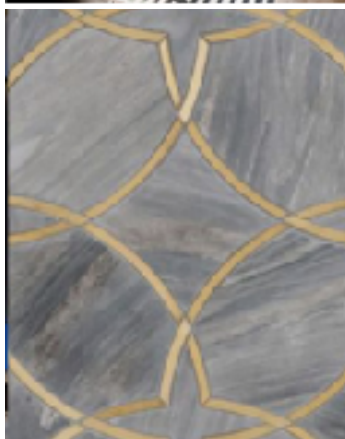
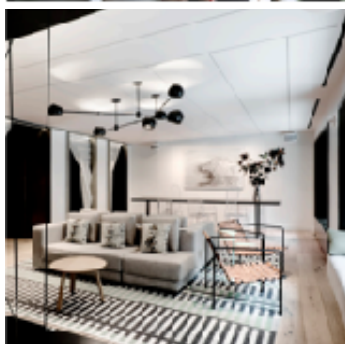
Marry insight with inspiration in an “organizing idea” to guide the brand’s social expression.

| YOUR ASK

**HELP LAUNCH SIGNIA HILTON
DRIVE AWARENESS & ENGAGEMENT IN SOCIAL**

| CONSIDERATIONS: WHAT WE HEARD

- Amplify our wow-worthy, exclusive **launch event**
- **Sustain** engagement through 2019 with a \$200K media budget
- Make it interesting **without bookable properties** or a tangible experiences to promote
- Reach multiple audience segments who will ultimately have **different relationships with the brand**
- Beyond awareness and attention, also help **generate RFPs**



TO CREATE A SUCCESSFUL SOCIAL-FIRST
LAUNCH, WE MUST BE AUDIENCE FIRST

| WHO ARE THEY?

**B2B
MEETING
PLANNERS**



INTERNATIONAL &
DOMESTIC CORPORATE
MEETINGS

Shelby Leonard
Event Manager, GLG
Gerson Lehrman Group
Certified Meeting
Planner



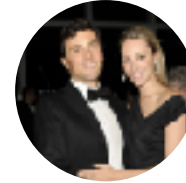
CONFERENCE AND
SUMMITS

**Brenna
Sandstrom**
Corporate Event
Planner
Proper Planning Team



TRANSIENT C-SUITE
Hilton Honors Member

Christian Barnard
Chief Operating Officer



AFFLUENT FAMILIES
Affluent Power Couple

**Chris &
Adriann Kelly**
Founder Convене
and evoJets Charter

**B2C
BUSINESS TRAVELERS**

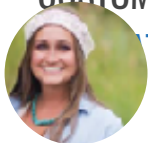
VALUE

HIGH REVENUE
LEADS THAT GENERATE
CONSUMER DEMAND

SCALE,
EFFICIENT TO REACH,
LOYALTY

THE PLANNER: WANTS TO CREATE A MORE CONTEMPORARY, MEMORABLE EXPERIENCE

“I WANT A VENUE THAT CAN **FIT MY VISION FOR THE EXPERIENCE** VS. ALTERING MY VISION TO FIT THE SPACE. I WANT FLEXIBILITY AND CUSTOMIZATION. IT’S ALL ABOUT THE **ATTENDEE EXPERIENCE.**”



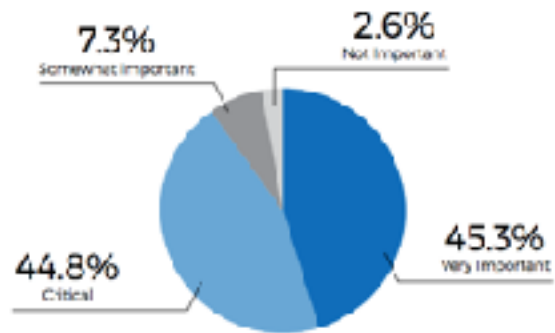
—Brenna Sandstrom,
Corporate Event Planner,
Proper Planning Team

“**STRONG RELATIONSHIPS** WITH NATIONAL SALES REPS AND THE ONSITE STAFF. **AM I GETTING THE BEST POSSIBLE SERVICE? EXPERTISE?** CAN THEY ACTUALLY EXECUTE **WHAT WAS PLANNED?**”



—Shelby Leonard,
Event Manager, GLG,
Certified Meeting Planner

How important is it to integrate “experiences” into the meetings you arrange?



Source: Giff's 2017 survey of meeting planners subscribed to Giff's Meetings Innovation Report newsletter

THE PLANNER: SEEKS INSPIRATION AND KNOWLEDGE IN FEED & ONLINE

INVENTIVE AND CURIOUS



FOCUS:
INTERNATIONAL &
DOMESTIC CORPORATE
MEETINGS

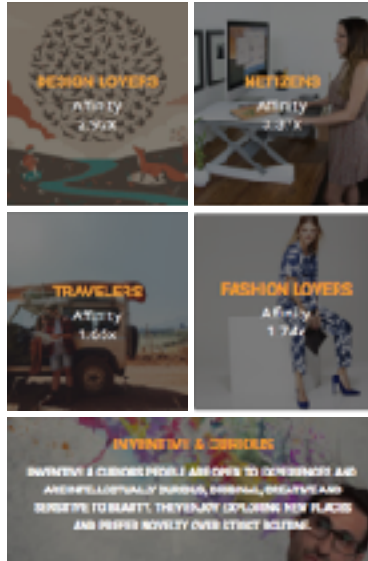
Shelby Leonard
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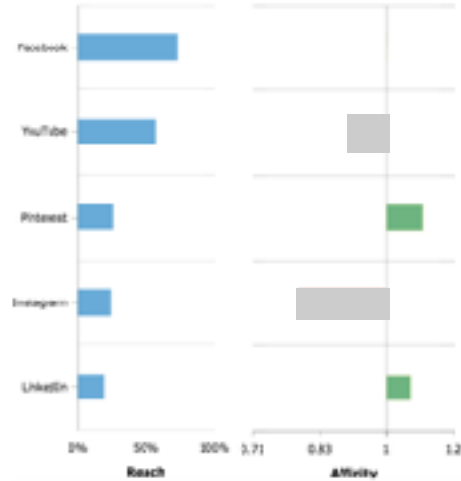
FOCUS: CONFERENCE
AND SUMMITS

**Brenna
Sandstrom**
Corporate Event
Planner
Proper Planning Team

SEEKS INSPIRATION, KNOWLEDGE AND ENGAGEMENT IN FEED AND ONLINE



SOCIAL MEDIA REACH & AFFINITY



Facebook, YouTube and Instagram are prime real estate to generate scale and reach. LinkedIn and Pinterest have lower reach but draw high interest from this particular audience. These insights can help us develop our channel mix and level of paid investment. Twitter ranked lower than the top 5 channels for reach.

TYPES OF CONTENT IN THEIR FEED



THE MODERN BUSINESS TRAVELER: MAXIMIZES OPPORTUNITY AND CONNECTION

OUTGOING AND ENERGETIC



Transient C-Suite,
Affluent Power
Couple

**Chris Kelly &
Adriann Warner**
Founder Convene
and evoJets Charter



Hilton Honors
Member

**Christian
Barnard**
Chief Operating
Officer

WELL-READ, NETWORKERS WHO USE MOBILE MANAGE THEIR LIVES



SOCIAL MEDIA REACH & AFFINITY



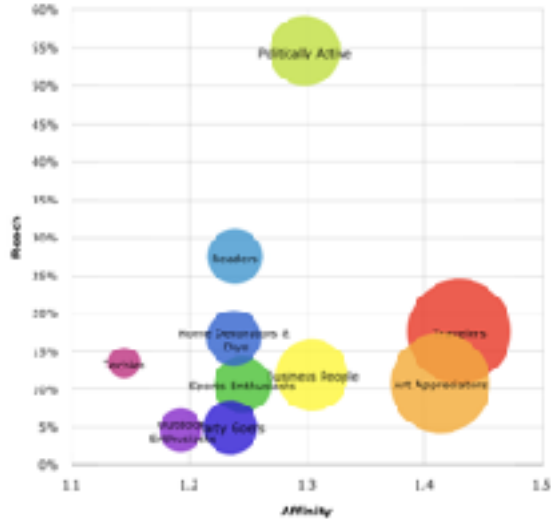
Facebook, YouTube and LinkedIn are high-reach platforms for the audience with a particularly high affinity score for LinkedIn. Instagram provides another opportunity to reach the traveler in a different mindset.

TYPES OF CONTENT IN THEIR FEED

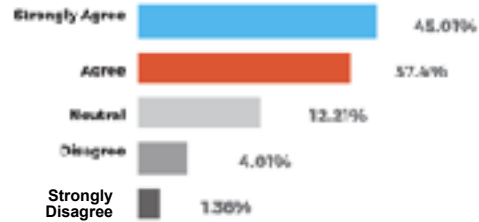


THE MODERN BUSINESS TRAVELER: WANTS TO BE INSPIRED BY TIME SPENT TRAVELING

BUSINESS IS PART OF THEIR REFINED IDENTITY



BUSINESS TRAVEL IS A PERK



"I view traveling as a perk of my job."

Source: TripActions "Business Travel Trends" Survey, 2018

INTELLECTUALLY CURIOUS TRAVELERS

OBSERVER OF CULTURE

OPEN TO EXPERIENCES

SOLO OR SMALL GROUPS

PREFER NOVELTY & SPONTANEITY

| THEY SHARE LOFTY STANDARDS AND VALUE INTANGIBLES



Brands: Buyers of the Best (1.32x)

Buy based on quality, not price. Find **brand name** to be more important than price. Find it important that **sales personnel be knowledgeable** about the products they sell. Also consider services of the store personnel to be an important factor in making their shopping decisions. Prefer products that offer the **latest in technology**. Brand-loyal, and willing to pay higher price for products and services from **companies they trust**.



Self: Meticulous Image Creators (1.1x)

Shaping and protecting their outward image is very important to them. Believe that being socially responsible and showing care for the welfare of society is very important.



Self: Culturally Curious Netizens (1.18x)

Being creative and imaginative is very important to these audiences. They **seek variety** in their lives and are genuinely interested in **learning** about the arts and foreign cultures. They use the Internet, mobile devices and social networks to **stay connected**, find and nurture new **relationships, search and shop**.

| OUR CHALLENGES

BUILD ANTICIPATION

Heighten curiosity about Signia Hilton's new, unparalleled offering to captivate these audiences for the long haul.

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BUILD ANTICIPATION

Heighten curiosity about Signia Hilton's new, unparalleled offering to captivate these audiences for the long haul.

NURTURE BRAND BELIEF

Elaborate on the narrative about what's possible at Signia Hilton. Shape how audiences think, feel and interact with the brand.



OUR APPROACH



**GAIN SCALE &
BRAND ENGAGEMENT**



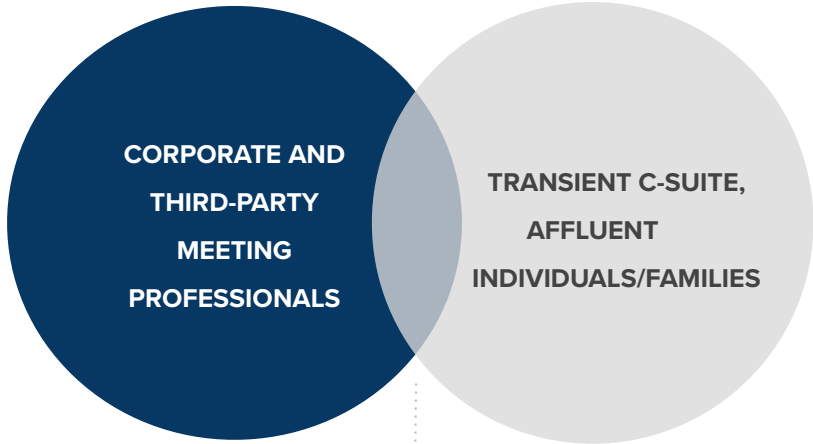
**CREATE VALUE
BEYOND AWARENESS**



**FOLLOW THE
ATTENTION**



**INVEST IN
RESULTS**



TEASE NEW, DIFFERENT
AND EXTRAORDINARY **EXPERIENCES.**

| THE CATEGORY SHOWS AND TELLS AMENITIES. SIGNIA HILTON MUST BE EMOTIVE.



**BUILD UPON THE TARGET'S HUNGER FOR
SOMETHING NEW, BUT ASSURING WE CAN
DELIVER ON THEIR FUNCTIONAL NEEDS.**

**TO INTRODUCE SOMETHING ATYPICAL,
FOR EVEN A HARD-TO-IMPRESS AUDIENCE.**


WE BUILD FROM AN "ORGANIZING IDEA."

HOW DO YOU INTRODUCE A BRAND THAT DOESN'T YET EXIST?


INSIGHT:

“Based on feedback from meeting professionals and guests, Signia Hilton will solve for critical gaps in the meetings and events industry by leveraging the latest in tech and design.

The result is an elevated experience from arrival to departure.”

A man with dark hair, wearing a dark suit, light blue shirt, and dark tie, is smiling and looking towards the camera. He is standing in a modern office or hotel lobby with large glass windows and doors in the background. The lighting is warm and professional.

Signia Hilton is the collective outcome of something we heard from you—the meeting planners and travelers who this brand was designed for.



Built from the ground up from
Your vision. Your ideas. Your wants.

A small, white ceramic pot containing a plant with a large, vibrant green leaf and a thin stem topped with several small, light pink flowers. The pot sits on a light-colored, round table. The background is a blurred office or meeting room with people seated at tables, suggesting a professional setting.

Purposeful responses infused into
every detail of our spaces,
for events and meetings that stand out.

The background of the image is a light-colored, marbled pattern with soft, greyish veins and swirls, resembling natural stone or marble. The overall tone is clean and sophisticated.

Signia Hilton is
Rising to Your Vision

IRISING TO YOUR VISION

HOW IT WORKS

Because Signia Hilton is inspired by feedback from real event planners and attendees, we'll interview those people (or people like them) and show how Signia Hilton is rising to their vision through technology, flexible spaces and comfortable rooms.

Bold quotes and live action interviews will set up the reveal of the Signia Hilton spaces that answer their wants.


CREATIVE ELEMENTS

- Real people and quotes
- Moving text that interacts with its environment
- Panning room shots




| RISING TO YOUR VISION

in

 Signia Hilton

Your ideas. Your feedback. Your vision. Our new brand Signia Hilton is rising to the elevated expectations of real event planners and attendees, like you.



MARGRET PADILLA,
EVENT PLANNER

Signia Hilton, Rising to Your Vision [Learn More](#)



*username: hiltonuser
password: Hilton1*

| RISING TO YOUR VISION

TRANSITIONING FROM PHASE 2 to 3

During P2, we will speak about our conversations with meeting planners and how they impacted the event spaces.

In P3, we will layer in travel-focused benefits, aimed at attendees and travelers.

EXTENSION

Tap a group of influential meeting planners and attendees to be our Vision Council. Give them exclusive access in exchange for their feedback and ideas.

- First looks
- Tastings
- Early bookings



“I’M LOOKING FOR VERSATILE MENU OPTIONS THAT SPARK CONVERSATION FOR THE RIGHT REASONS.”

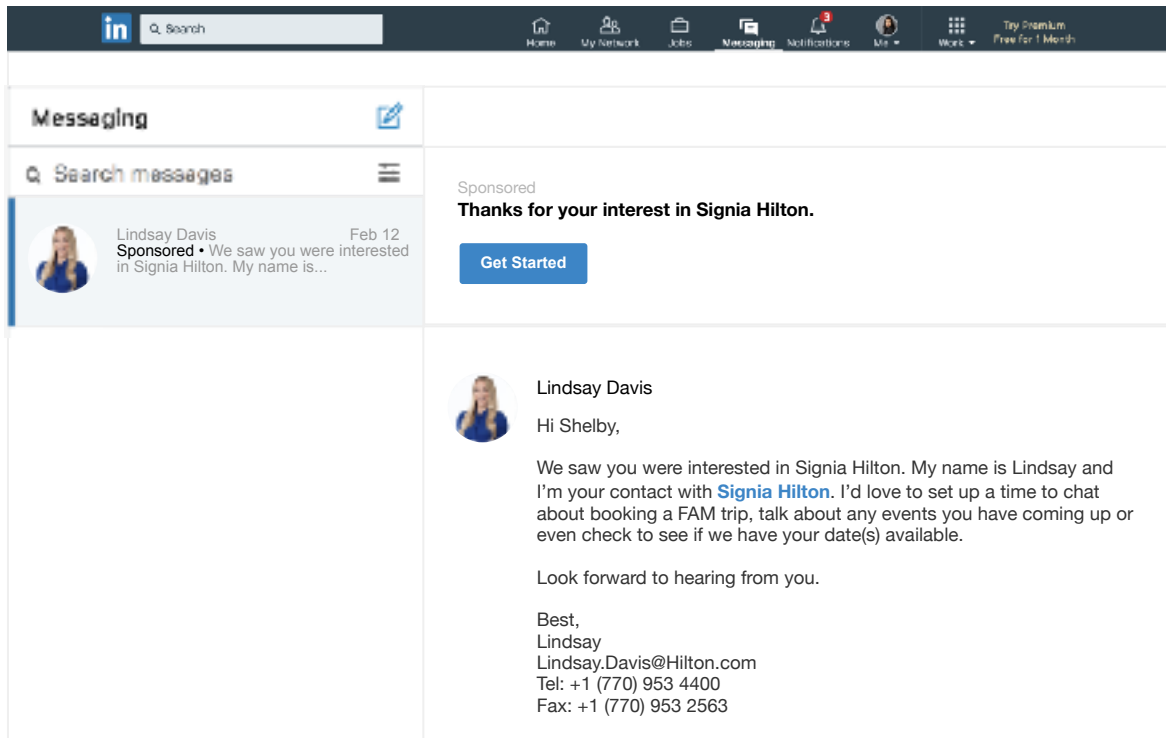
MELISSA BURTON,
SENIOR PLANNER

Signia
Hilton

DRIVE ACTIONS OF INTENT THROUGH 1-1 ENGAGEMENT

PERSONALIZED INMAIL

Let's reach out to interested leads with a personal—not salesy—correspondence.

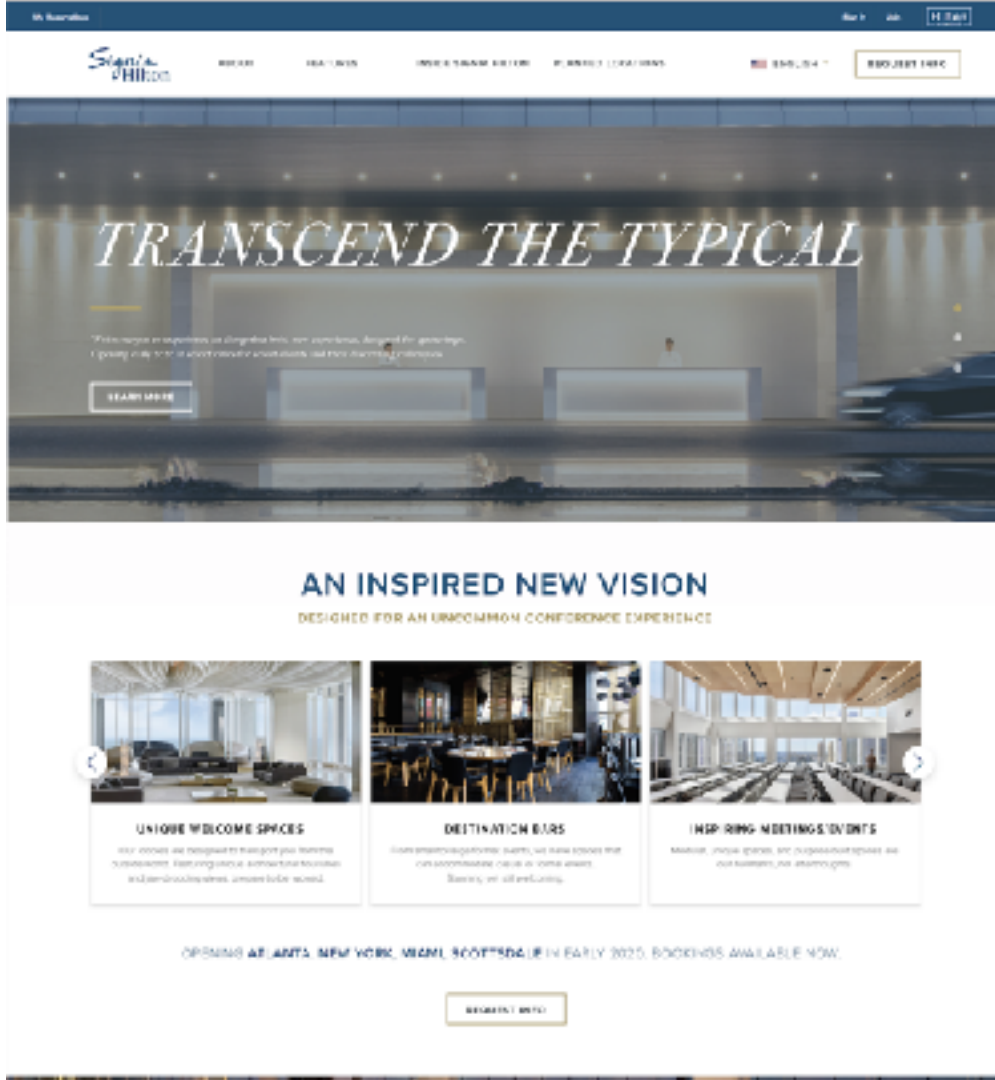


The screenshot shows a LinkedIn InMail interface. At the top is a navigation bar with the LinkedIn logo, a search bar, and icons for Home, My Network, Jobs, Messaging, Notifications (with a red '3'), Me, and Work (with a 'Try Premium Free for 1 Month' button). Below the navigation bar is a 'Messaging' header with a search icon. A search bar for messages is present. The main message area shows a sponsored message from Lindsay Davis, dated Feb 12. The message text is: 'Sponsored • We saw you were interested in Signia Hilton. My name is...' followed by a blue 'Get Started' button. Below this is the start of a personal message from Lindsay Davis: 'Hi Shelby, We saw you were interested in Signia Hilton. My name is Lindsay and I'm your contact with Signia Hilton. I'd love to set up a time to chat about booking a FAM trip, talk about any events you have coming up or even check to see if we have your date(s) available. Look forward to hearing from you. Best, Lindsay, Lindsay.Davis@Hilton.com, Tel: +1 (770) 953 4400, Fax: +1 (770) 953 2563'.

A HUB BUILT FOR EXPLORATION

DESIGNED/WROTE FOR OUR TARGET

Highlighting features, offerings and calls to action unique to the target.





WHAT'S YOUR VISION?

Lower funnel VR sales aids immerse planners in the eventual experience.



VISION NYC

Traveling FAM experiences



Signia
Hilton



Signia
Hilton

| RISING TO YOUR VISION



HOW WE WORK



PROCESS OVERVIEW

SOCIAL STRATEGY AND LAUNCH EXECUTION

1 CREATING A STRATEGIC FOUNDATION

Build on brand identity and architecture to develop social media strategy and govern content decisions for launch event and remainder of 2019. Includes overarching goals with KPIs, audience definition and priorities, channel mix, publishing cadence, as well as ongoing content pillars.

2 DEFINING CREATIVE PLATFORM AND SOCIAL GUIDELINES

Leverage strategic audience insights to inspire overarching creative platform in social and potentially digital channels for event and beyond. Includes campaign organizing idea, as well as social tone and visual guidelines.

3 PLANNING FOR LAUNCH AMPLIFICATION IN SOCIAL

Combine strategy and creative campaign into actionable execution plan for social. Includes integration with PR, event and media plans, content plan with key messages, post format, objectives, details for how each piece of content is sourced or created, and go-live and end dates across all key social media (and digital) channels.

4 LAUNCH POST-LEVEL IDEATION AND PRODUCTION

Development of content outlined in launch content plan. Once content is final, traffic files, copy and other pertinent details to media team. Create desired shot list for launch event to build content library.

** post-launch event social recap and insights will be provided in coordination with holistic event recap and media performance reporting*

ONGOING QUARTERLY PLANNING AND PRODUCTION

5 QUARTERLY CONTENT PLANNING

Signia to brief T3 on priorities and needs for upcoming quarter. T3 to propose content plan detailing live dates, channels, target(s), post format, key message, mandatories and KPIs for each piece of content. Once aligned with Signia on inputs, post-level creative ideation is kicked off.

6 QUARTERLY CREATIVE CONCEPTING

Development of post-level concepts to address quarterly content needs. Upon approval of concepts by Signia, move into final phase of production and creative stewardship.

7 CONTENT PRODUCTION & OPTIMIZATION

Produce approved social post concepts. Once final, traffic files, copy and other pertinent details to media team ahead of live dates.

Regularly evaluate performance to distill learnings and collaborate with partner agencies to recommend optimizations for next quarter's content and media strategy, as well as creative execution.

DEEPER DETAIL IN OUR WRITTEN RESPONSE

VIDEO MEDIA: REACHING OUR AUDIENCES ACROSS SOCIAL FEEDS

With 50,000+ subscribers every day and reach of 1.5 billion, our extensive presence across social feeds is a key driver for our success. We focus on creating content that resonates with our audience across all platforms, ensuring our message is heard by the right people at the right time.

YouTube Content Includes:

- 100+ hours of content weekly
- 100+ hours of content weekly
- 100+ hours of content weekly

LinkedIn Content Includes:

- 100+ hours of content weekly
- 100+ hours of content weekly
- 100+ hours of content weekly

Facebook Content Includes:

- 100+ hours of content weekly
- 100+ hours of content weekly
- 100+ hours of content weekly

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VIDEO MEDIA: DRIVING AWARENESS TO ACQUISITION

Our goal for video media is to drive awareness and acquisition. We focus on creating content that resonates with our audience across all platforms, ensuring our message is heard by the right people at the right time.



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TESTING AND LEARNING

Testing and learning is a key driver for our success. We focus on creating content that resonates with our audience across all platforms, ensuring our message is heard by the right people at the right time.



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THE PLATFORMS: DISCOVERY, INFLUENCE AND NEW WAYS TO

The platforms we use are a key driver for our success. We focus on creating content that resonates with our audience across all platforms, ensuring our message is heard by the right people at the right time.

DISCOVERY

- 100+ hours of content weekly
- 100+ hours of content weekly
- 100+ hours of content weekly

INFLUENCE

- 100+ hours of content weekly
- 100+ hours of content weekly
- 100+ hours of content weekly

NEW WAYS TO

- 100+ hours of content weekly
- 100+ hours of content weekly
- 100+ hours of content weekly

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VIDEO MEDIA: MAXIMIZING IMPACT FOR THE YEAR

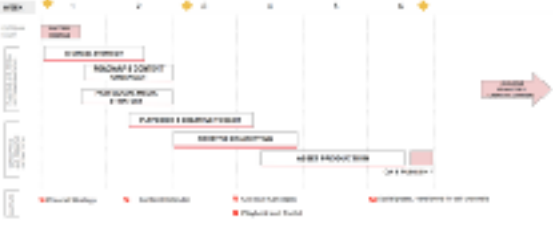
Maximizing impact for the year is a key driver for our success. We focus on creating content that resonates with our audience across all platforms, ensuring our message is heard by the right people at the right time.



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SCREEN MEDIA: DRIVING AWARENESS TO ACQUISITION

Screen media is a key driver for our success. We focus on creating content that resonates with our audience across all platforms, ensuring our message is heard by the right people at the right time.



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T3 & SIGNIA HILTON PARTNERSHIP POTENTIAL

EXPERIENCED, SOCIAL-FIRST STRATEGIC CHOPS
CREATIVE ORGANIZING IDEAS/EXECUTION
FORTUNE 50/500 AOR/SAOR EXPERIENCE
SEASONED TEAM
WE HAVE TO WORK HARDER

QUESTIONS?