

Hilton Garden Inn Launches First National Cable Broadcast Campaign 'Tomorrow's a Big Day'

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New TV and Radio Spots Enhance the Brand's Current Advertising Campaign To Help Travelers Prepare For Their Big Tomorrow

Hilton Garden Inn(R), the award-winning mid-priced hotel brand, today launched its first national cable television and radio advertising campaign, 'Tomorrow's a Big Day,' the largest broadcast buy in the brand's history. As part of its larger multimedia campaign that launched last year, the broadcast spots complement the existing print and online executions that bring the guest - the hotel's most important asset - to the forefront as they plan for their tomorrow, considered and prepared for a big day whether an important business meeting, a marathon, vacation or attending a family reunion.

'Hilton Garden Inn is blanketing the nation with this campaign and will no longer be considered the 'best kept secret' when it comes to traveling,' said Jim Cone, vice president - marketing for Hilton Garden Inn. 'Our goal is to remind travelers that our hotels have everything right where they need it to help them prepare for their big day while also offering a consistently exceptional hotel stay at a great value. So whatever their tomorrow has in store for them, we invite them to stay HGI tonight.'

The TV spot, entitled 'Getting Ready,' is the brand's first foray into national cable, and features both a 30- and 15-second spot that will air throughout 2008. The ads will appear on stations that reach the brand's core demographic of both business and leisure travelers, including CNN, Discovery, FOX Sports, HDL News, E!, National Geographic Channel, Hotel Networks and Metro Networks. In keeping with the campaign theme of 'Tomorrow's a Big Day,' the spots feature vignettes of guests preparing for their big day, with each scene focusing on them engaging in one of the brand's core pillars: sleep deep, eat well, work smart, stay fit and treat yourself.

In addition to the TV ads, Hilton Garden Inn has produced two 30-second radio spots that begin airing nationally today on national networks such as Westwood One's 'Dennis Miller Show,' ESPN's 'Mike & Mike in the Morning' and Premiere's 'The Bob & Tom Show.' The new broadcast spots follow the brand's print campaign, which kicked off on December 31, 2007 with an ad in USA Today promoting New Year's Day, the first of many 'Big Days' that Hilton Garden Inn is celebrating this year.

Print ads can also be seen in the national magazine US News & World Report.

'To really make an impact, we knew we had to go big - and a broadcast blitz on TV and radio offers the brand the best way to achieve that goal,' said Mandi Dossin, general manager and partner, DGWB. 'Cable networks give us a good cross-section between news, sports and entertainment, and the demos for these stations allow Hilton Garden Inn to reach both the business and leisure traveler. Additionally, radio will help drive frequency and is a good complement to the cable TV buy to help build mass awareness.'

Recognizing that more consumers are booking travel through the Internet, the brand has enhanced their Web site with a series of 'Big Day' landing pages that offer special content, fun facts, tips and ideas on how guests can make the most out of upcoming big days such as Earth Day, Mother's Day, Father's Day, 4th of July and Thanksgiving. Similarly, they have increased their online advertising presence to include buys on AOL Media Networks, MapQuest, Golf Digest, Trip Advisor, Drive PM and Unicast Video Network.

With more than 350 locations throughout North America and Europe, Hilton Garden Inn provides the products and offerings to help guests prepare for their big day. Signature brand amenities include a full service restaurant serving freshly cooked-to-order breakfast and evening room service, the 24-hour Pavilion Pantry(R) convenience market featuring a variety of snack options, microwaveable meals and a selection of beverages and sundries, complimentary high-speed Internet access and remote printing to the hotel's business center and a complimentary workout facility featuring state-of-the-art cardiovascular and strength training equipment.

The 'Tomorrow's a Big Day' campaign was created by Orange County-based ad agency DGWB, an independent, award-winning advertising and communications agency that has partnered with a variety of local and national clients for 18 years. DGWB has been the Hilton Garden Inn brand's agency-of-record for the past four years.

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