





Aspire to
Be

sophisticated

successful

financially
savvy



ASPIRE CARD PITCH

VISION AGENCY
DECEMBER 2022



The Current Problem

- lagging business travel post Covid-19
- anticipated economic recession
- high annual card fee



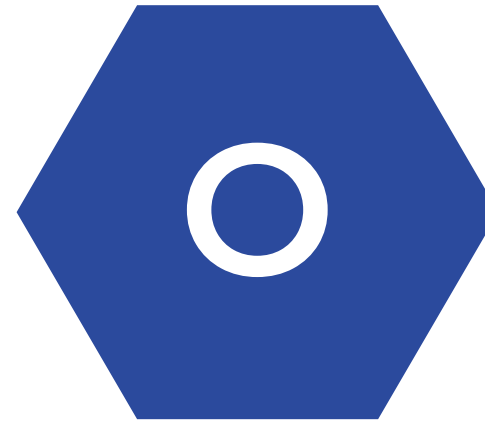
SWOT Analysis

Considerations for the Brand



Strengths:

- Social media pushes luxury.
- Travel & other benefits sweeten the deal.



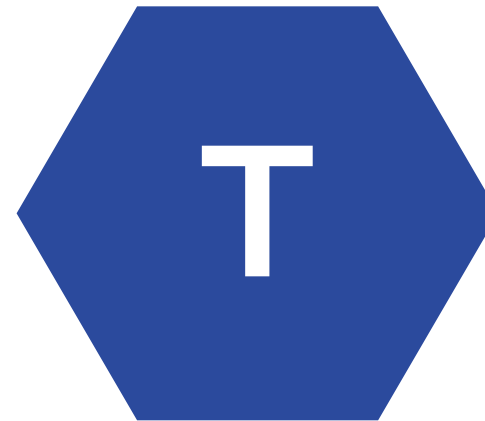
Opportunities:

- Opportunity to win over travelers.
- Card not advertised much allowing creative advertising approaches.



Weaknesses:

- Not a lot of ads for the product.
- High level of competition.
- High annual Fee



Threats:

- Tech disrupters such as VRBO & AirBnB.
- Inflation & economic woes.



Solution

- creative campaigns
- public relations efforts
- media placements

TARGET AUDIENCE

Todd Wright

Business-savvy worker

- Later middle-age
- Upper middle class
- Financially-minded & savvy
- Business-minded



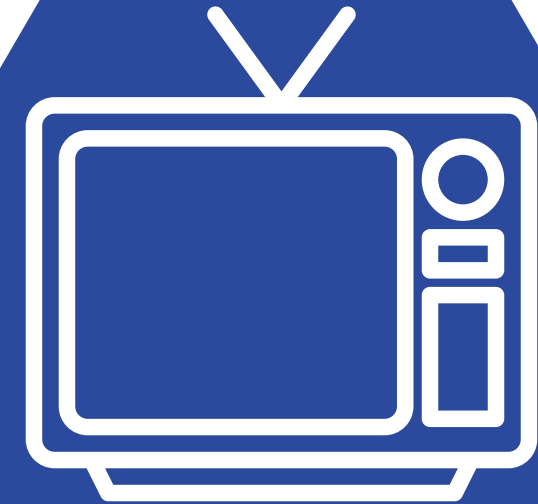
Johnson Family

Young professionals

- Younger professionals
- Family-oriented
- Hip & financially savvy
- Relatively wealthy
- Cultured & news-conscious



Creative Plan



Objectives

"Elevate your travel experience with
the Hilton Aspire Card"

- Confident, reliable, refined
- Superior travel services and features
- Tailor to one's own travel desires

Audience

- Experienced Hilton travelers
- Financially secure, yet savvy, middle-aged business professionals
- Families

Tone

- Clear
- Straightforward
- optimistic

Aim

- Make sure audience understands benefits and rewards
- Inspire feelings of confidence, satisfaction, and financial savvy when traveling

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Commercial Advertisement

Primetime ABC

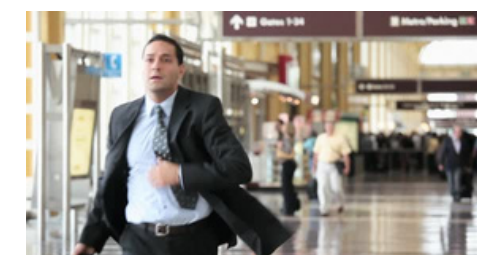
30 Sec



***Frantic Music ***
Hectic businessman runs through airport to catch cab to make his meeting



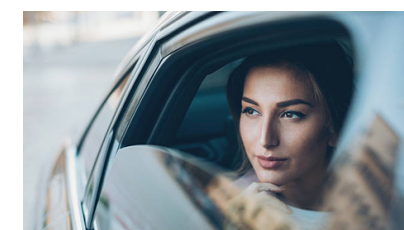
Relaxing music
Elegant businesswoman casually leaves airport lounge with luggage. She opens her Lyft application and gets Lyft to her Hilton Hotel



Frantic Music
Business man runs through the airport



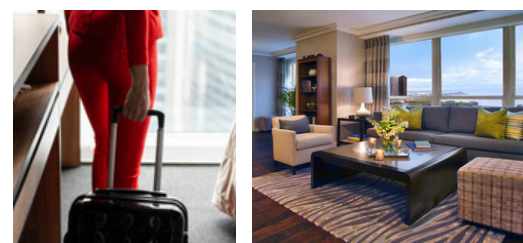
Widescreen shot
Businesswoman walks out of airport and stops short ***Music stops altogether*** The businessman runs to catch the last cab. He doesn't make it in time and is dismayed.



Pan out
Businesswoman finds her Lyft and gets in without a worry



Leisurely music continues playing
Closeup of glowing Hilton Aspire Card in businesswoman's wallet. VO: With the Hilton Honors Aspire Card, get rewards on Lyft to get you to and from your destination...



Slow pan
Businesswoman enters Hilton suite
VO: ...and upgrade your stay with Hilton Honors Bonus points to relax at the end of the day.



Slow Pan
Woman works on laptop in lounge
VO: Become a Diamond Status Member and get free Premium Wi-Fi whenever you need it.

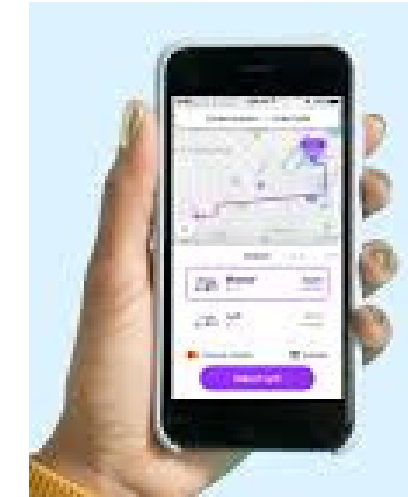


Birds-eye view of Hilton
VO: Don't make your business trip more work than it has to be. Elevate your travel experience with the Hilton Honors American Express Aspire Card.

Commercial Advertisement

Primetime ABC

30 Sec



Commercial Advertisement

Primetime CBS

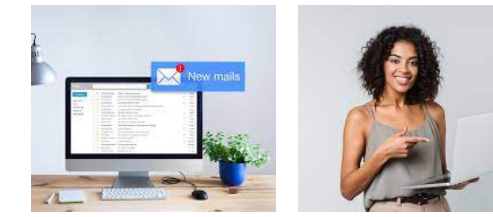
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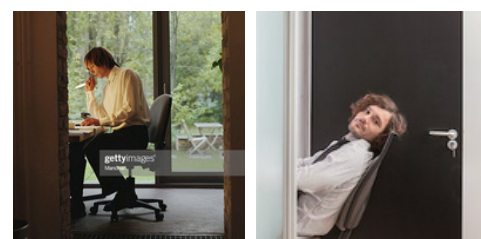
Medium shot, precarious music
Mom sits in work zoom call-tired, frustrated, distracted



Medium shot, precarious music
Dad sits in his home office, papers spread across desk-tired, frustrated, distracted



Close-up of computer screen
Mom opens email notification on top of zoom and sees they're eligible for all annual Aspire Card features. Eyes widen, she smiles rolls desk chair back and looks out door.



"Shot over mom's shoulder*
She looks across hallway at husband's home office. He rolls into view and looks at wife. She's holding up her Hilton Aspire Card. Daughter walks in from school looking tired. Dad, mom, daughter smile.
VO: Need a stay-cation after a stressful week of work?



*Wide shot of car, uplifting music, *
Mom, dad, and daughters driving to their nearest Hilton location
VO: The Hilton Honors Aspire Card has you covered.



Medium Shot
Family greeted by Hilton staff.
VO: With the Aspire card's annual free night certificate and \$250 resort credit, your stay-cation might be right around the door (playing on earlier door camera angle)



Close up shot
Family uses contactless check-in.
VO: With Contactless check-in and Hilton's new CleanStay health measures...



Medium shot
Family walks into Hilton Suite and sees grand room.
VO: ...Keep your family stay-cation germ-free and stress-free with the Hilton Honors Aspire Card.



Slow pan, laughing, chatter
Family eats at the hotel.
VO: Enjoy quality time with your family using Hilton's Diamond Status for discounted beverages and food...

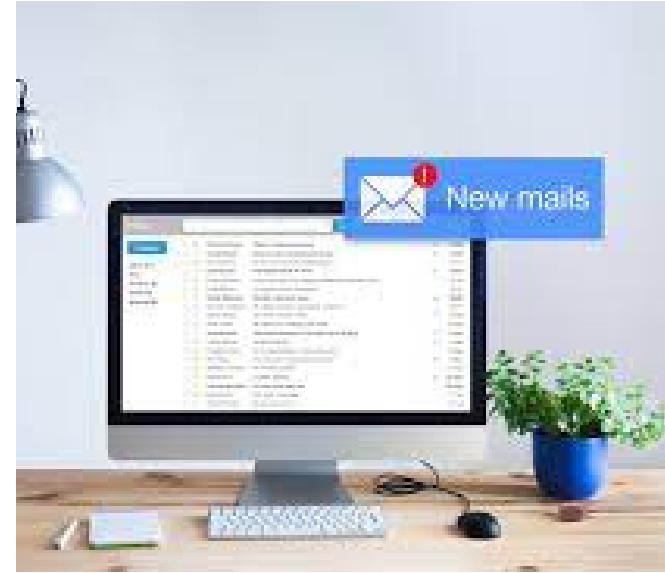


Family walks into elevator with woman & she asks what floor.
Mom: "Floor 16 please."
Elevator doors close.
shot holds, uplifting music
VO: Elevate your family stay-cation with the Hilton Honors American Express Aspire Card.

Commercial Advertisement

Primetime CBS

30 Sec



Two-Page Magazine Print AD

Sports Illustrated

Allure

Elevate Your Experience

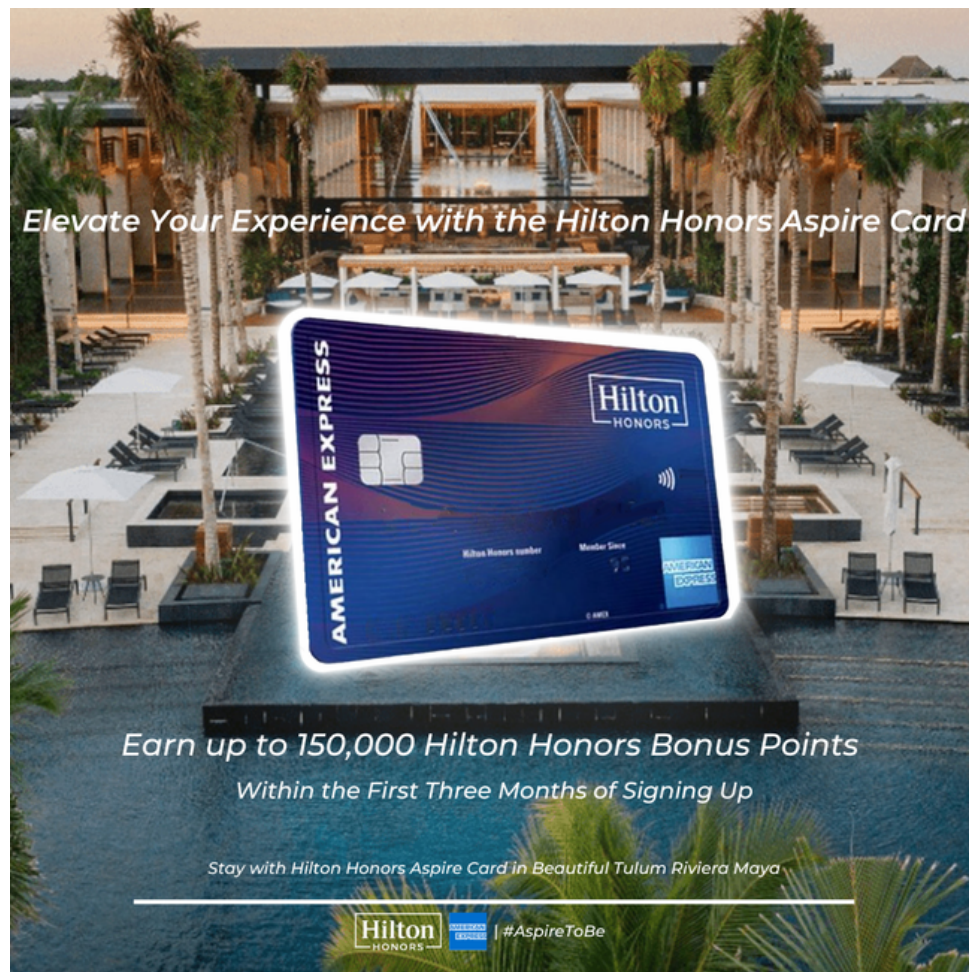
*with the Hilton Honors
Aspire Card*

*Earn up to 150,000 Hilton Honors Bonus Points
Within the First Three Months of Signing Up*

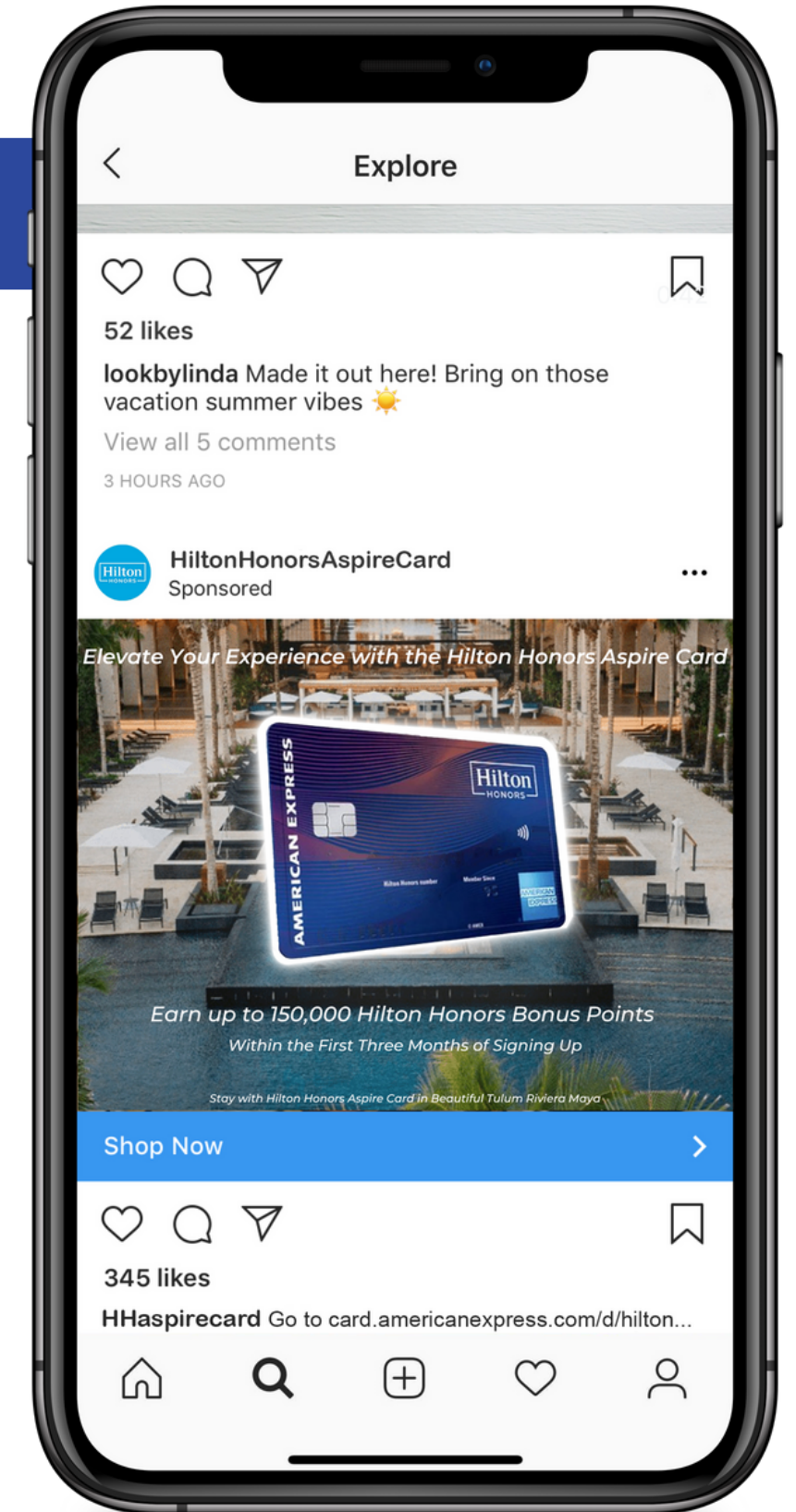
Hilton HONORS AMERICAN EXPRESS

Social Media Mock-ups

Twitter



Instagram



Media Plan

Between news media, sporting events, and daily social media outlets, we will curate a media plan catering to these various platforms.

➤ Timing, Duration, Region

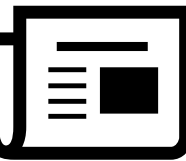
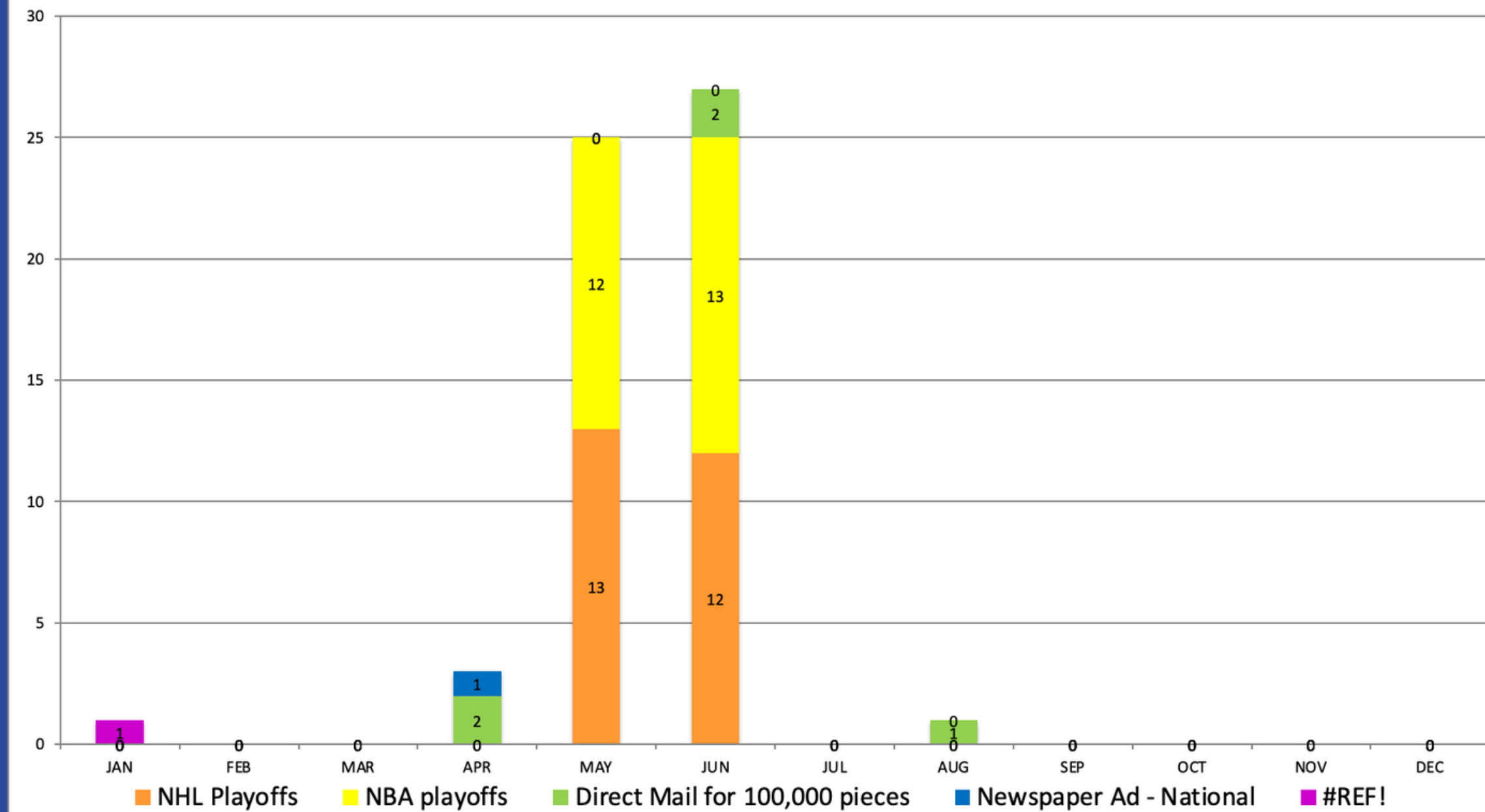
➤ Media Strategy

➤ Media Schedule

Impact Media



Impact Media Flow Chart

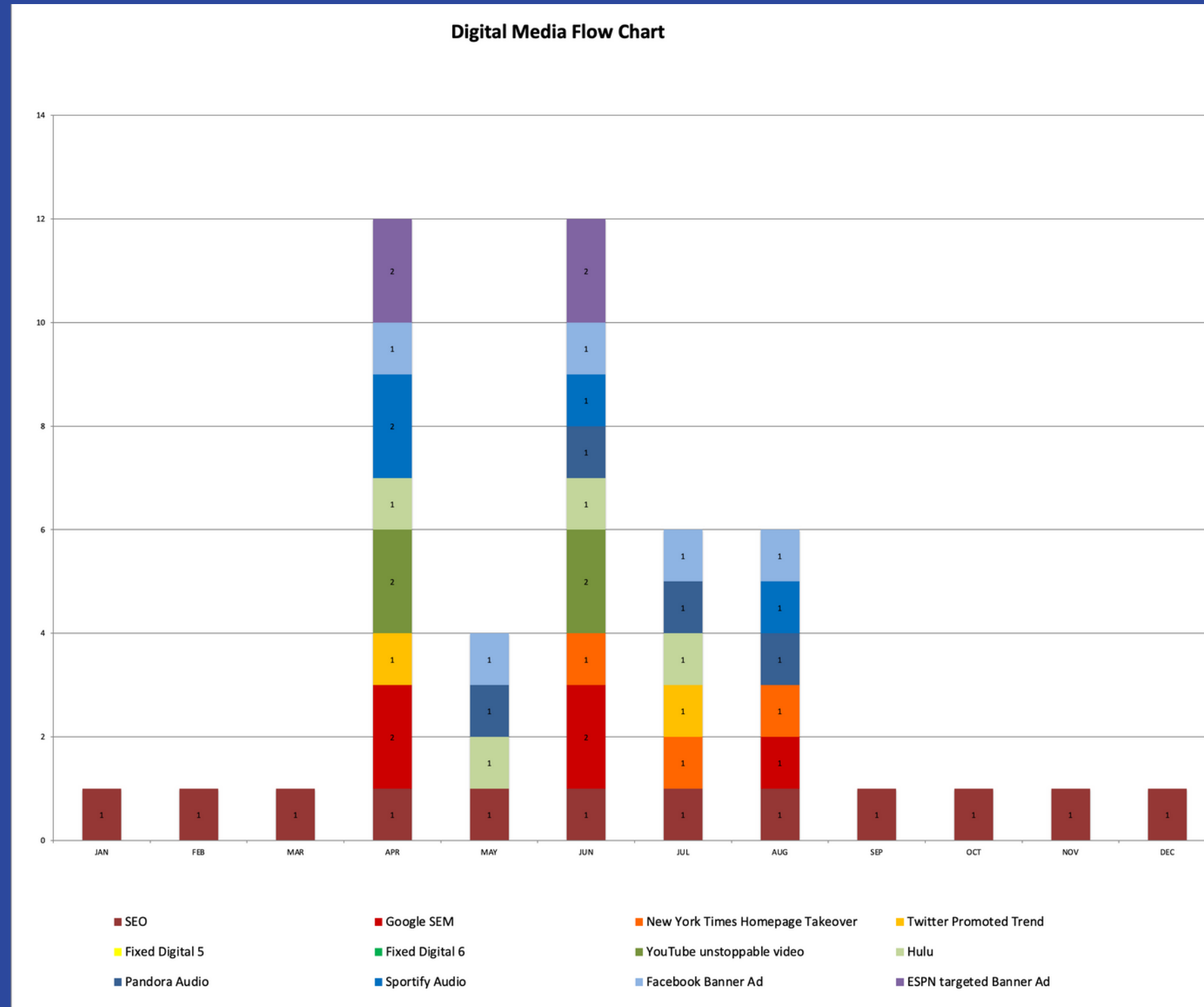


Digital Media

hulu



Digital Media Flow Chart



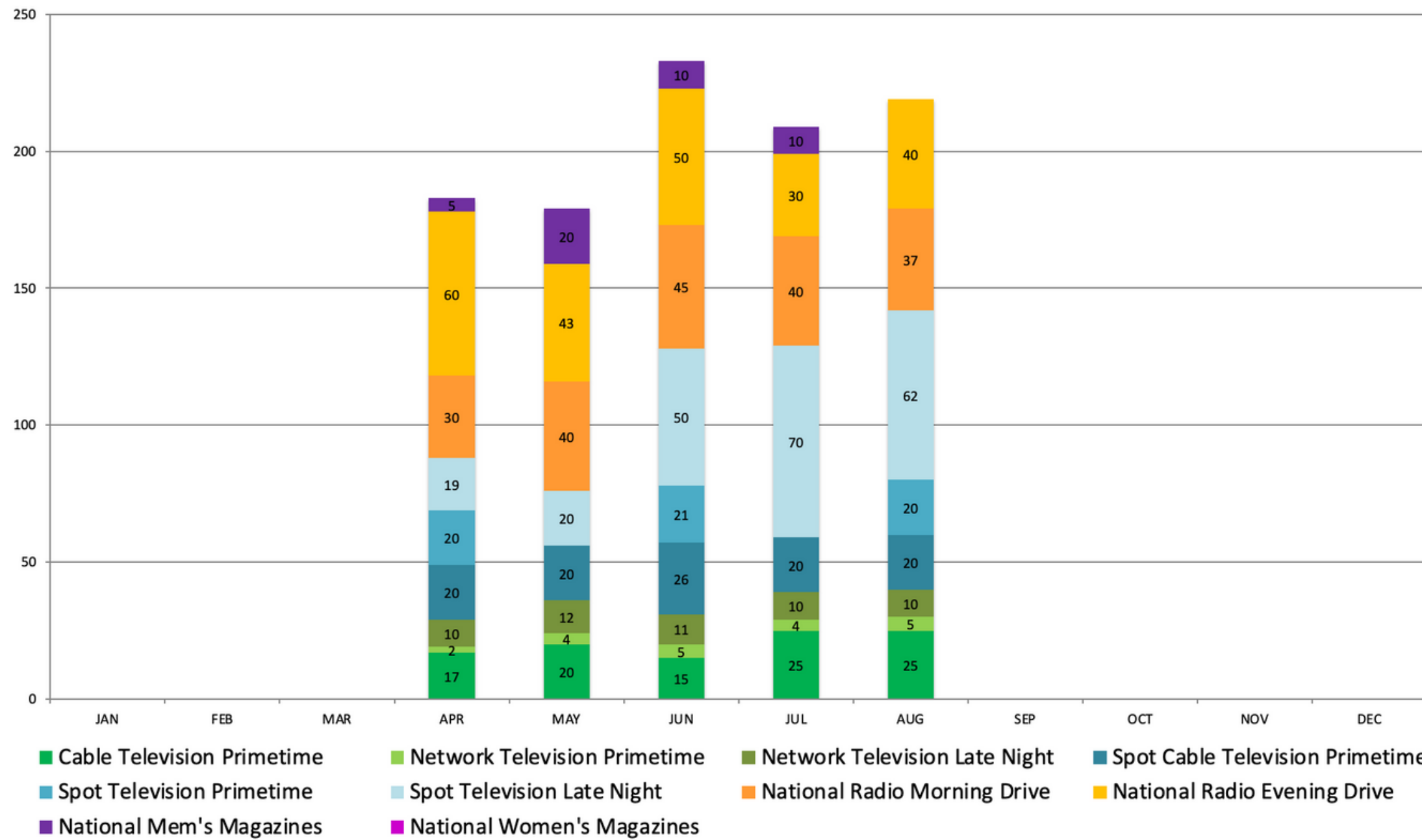
Traditional Media



Sports Illustrated

allure

Traditional Media Flow Chart



abc

CBS

Public Relations Efforts



Social Media Promotions

#ASPIRETOBE



Social Media Promotions

STAKEHOLDERS



Link your Hilton Honors and Lyft accounts to earn 3 Points per \$1 spent on Lyft rides



Cause Marketing



Flagship Event

HILTON ASPIRE LOUNGE



Sign up for a Hilton
Aspire Card or be a
Hilton Honors member
to gain access



HILTON ASPIRE LOUNGE

WAAHP Regional Conference
Hilton Anaheim, May 2nd-5th



ELEVATE YOUR EXPERIENCE WITH HILTON ASPIRE

Join us at the Hilton
Aspire Lounge for some
relaxation during your
busy work day



THANK YOU.

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