

# 'Downtime'

Crowne Plaza had three key business objectives: find and own the 'business traveller' audience, raise awareness and drive favourability of the Crowne Plaza brand, and ultimately disrupt the hotel category.

## Diverse insights

Based on our trusted audience insights, we recognised a section of HuffPost's audience was the perfect match for Crowne Plaza's modern 'business traveller' audience, overlapping across professional demographics and core interest categories.



## Premium content

The big idea was 'Downtime', an innovative editorial and comedic video series exploring the benefits, frustrations and often hysterical idiosyncrasies of business travel, featuring industry-renowned comedy writers and actors – including BBC-favourite Hugh Dennis.

Verizon Media's in-house content team RYOT Studio produced six 'Downtime' episodes, and a further six episodes of editorial content featuring key influencers and experts in various topics relevant to a business traveller. Over 30 short-form edits of the series were created for distribution across pre-roll and social.

On HuffPost, over 68 different editorial articles were created to support the 'Downtime' campaign across the 14-month period, covering five key themes: business, humour, work-life balance, leisure and technology.

**68**  
different editorial  
articles created

**14**  
month campaign  
support

## Unified ad solutions

All video and editorial content was housed in a branded channel on HuffPost, and distributed using Native and editorial formats across the brand-safe Verizon Media network.

## Better business outcomes

'Downtime' generated incredible reach stats for Crowne Plaza:

**9.4M**  
unique users  
reached

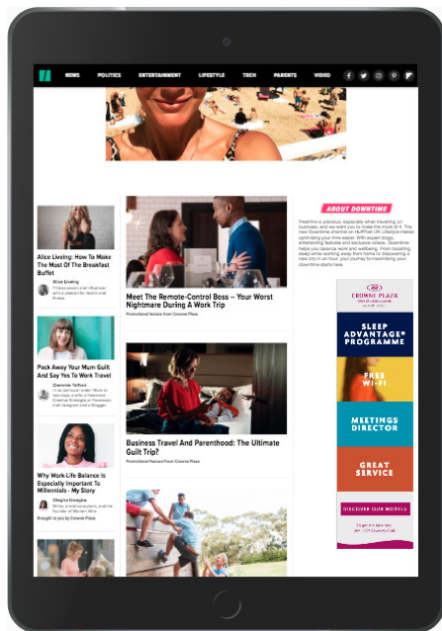
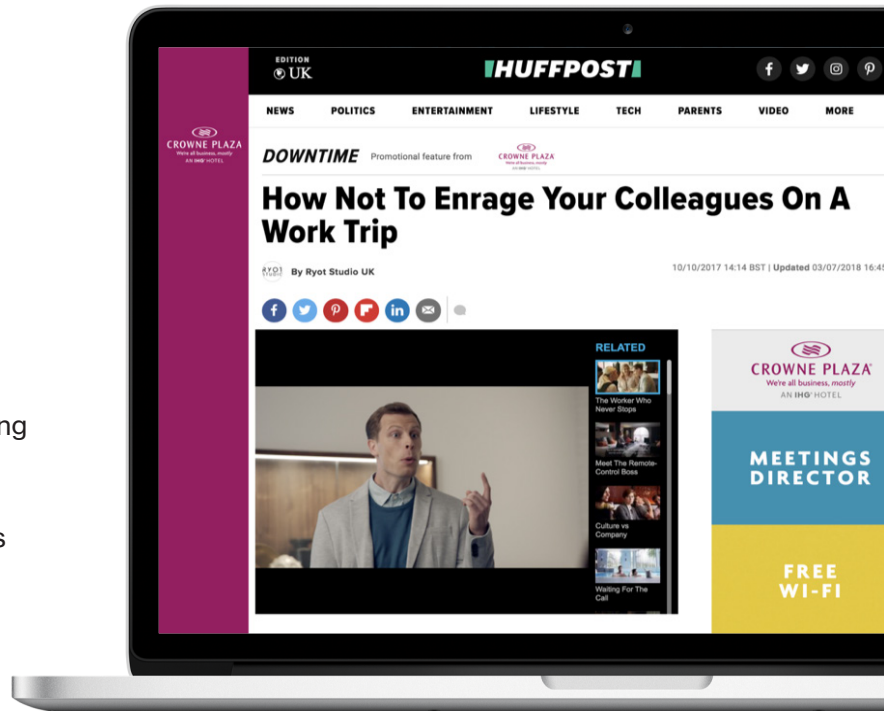
**172M**  
ad impressions

Our innovative premium content drove equally impressive content figures:

- 694k unique views across editorial – over delivering by more than +30%
- 2:37 minutes average dwell time on editorial content – vs. a benchmark dwell time of 2 minutes

**37M**  
video views

**13.2M**  
video completes



Succeeding in meeting Crowne Plaza's key business objectives, the campaign delivered incredible business outcomes:

**+115%**  
in bookings over  
the campaign  
period

**+88%**  
in searches relating  
to Crowne Plaza

As well as delivering uplifts in key brand metrics:

- +7%pts significant increase in brand awareness amongst the target 'business travellers' audience
- +4%pts increase in proportion of target audience who 'feel very favourable' towards Crowne Plaza over the campaign period

**Trust + Innovation =  
Better business outcomes**

Speak to your Verizon Media representative, email us at [info-uk@verizonmedia.com](mailto:info-uk@verizonmedia.com) or visit [verizonmedia.com](http://verizonmedia.com).

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Reaching audiences through

**HUFFPOST**