

You bring  
the Inspiration  
Individuality  
Independence  
Identity

We bring  
the Impact

**BWH** | Hotels

# HMA – Creative Excellence award Year of the Breakfast

Chris Bowling – Head of Digital &  
Consumer Marketing at BWH Hotels GB



# What we wanted to achieve?

## Revenue growth

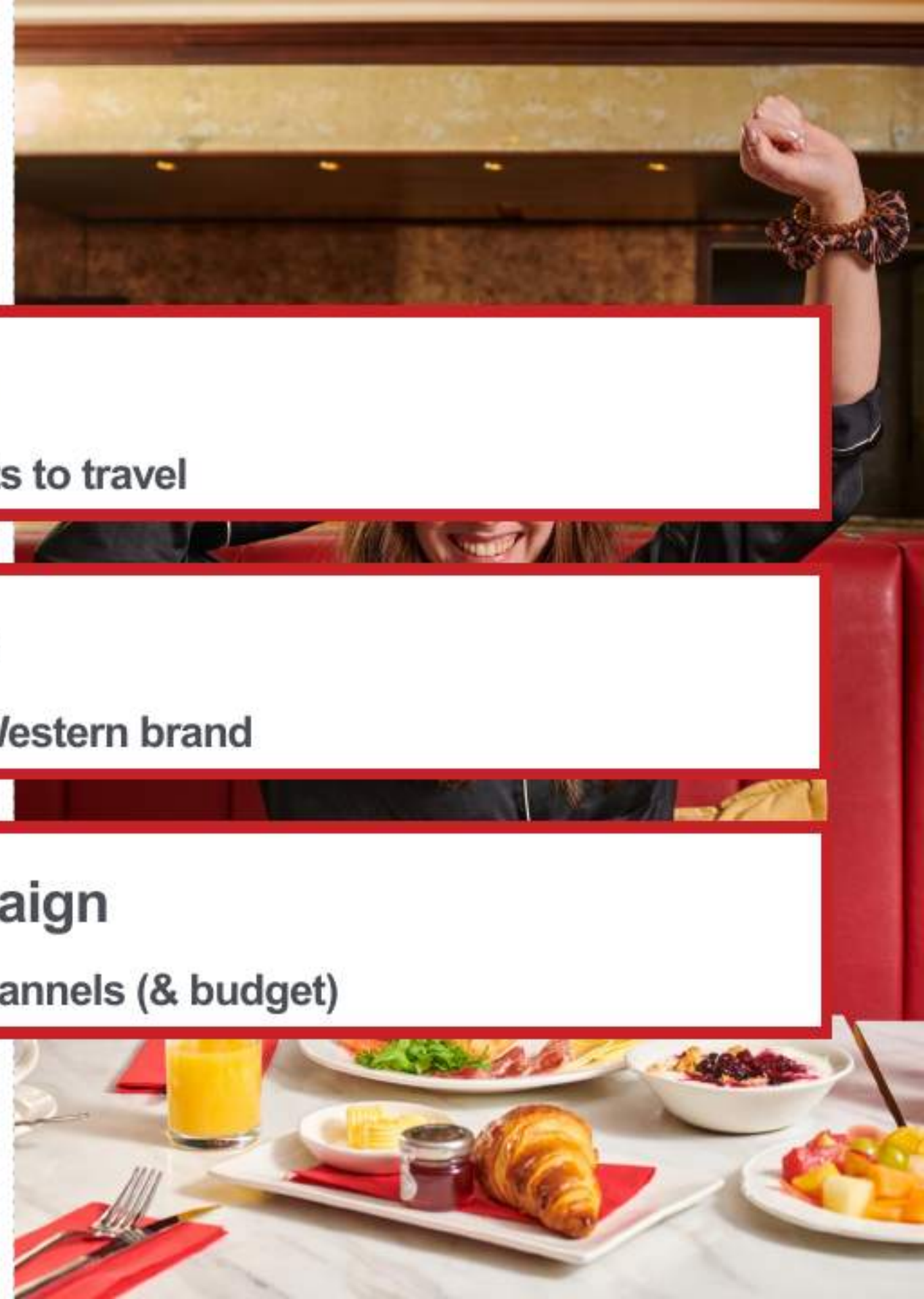
Channel shift & inspire new guests to travel

## Brand awareness

Increase the awareness of the Best Western brand

## Fully integrated campaign

A campaign that works across our key channels (& budget)



# How are we going to achieve this?



# How do we do this?

Pure brand campaign

VS

Offer led

Modest budgets

Drive revenue growth

Previous offer data

How do we do this?

Offer led

Discount

VS

Incentive

Resonate with customer

Hotel impact

Is it marketable?

**How do we do this?**

**Offer led**

**Incentive**

**Free breakfast**

High perceived value

Low cost to deliver

Plenty of marketing  
opportunity

# What channels?



Influencers

VOD

Print

Programmatic

Sponsorship

Email

Out of home  
(print / digital)

Podcasts

Radio

PR

TV

# What channels?



Influencers

Programmatic

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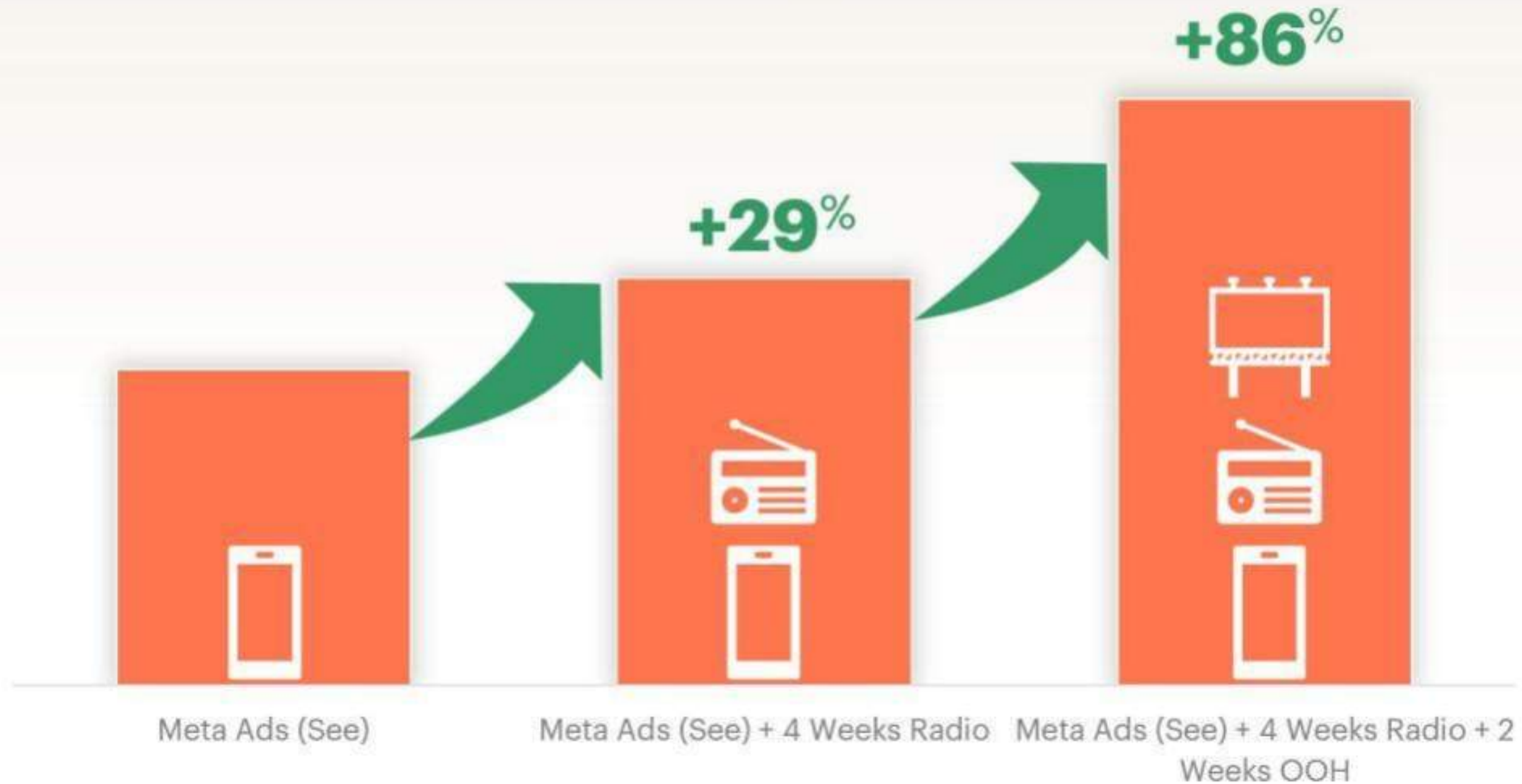
Radio

PR

Sponsorship

# Multiplicative power of Radio & OOH

Click Through Rate



# Creatives needed

Vertical  
video

16:9 video

Audio

Static images

Clear brief

*Sharp*



OUR ONE THING

**BREAKFAST NOW FREE  
AS STANDARD – BUT  
NEVER STANDARDISED**

**AT BEST WESTERN, WE TAKE  
BREAKFAST SERIOUSLY.**

**THAT'S WHY, 2025 IS THE...**

**Year of the  
Free Breakfast**

Year of the  
**FREE**  
Breakfast

Wake up early.  
Enjoy free breakfast.  
Tackle the mountains.

With free breakfast when you book direct\*, there's  
enough to keep you going until lunchtime and beyond...

**BW** | Best Western.  
Hotels & Resorts

**BWH** | Hotels

*Inspire* *Impact*  
You bring the Inspiration | We bring the Impact



Year of the  
**FREE**  
Breakfast

Wake up. Free brekkie. Conquer day.

With free breakfast when you book direct\*, there's enough to keep your little army going until lunchtime. Just remember to guard that last pancake...

**BW** | Best Western.  
Hotels & Resorts

**BWH** | Hotels

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This **Style Guide** shows how the campaign elements come together to create a distinctive look and feel.

Promotional roundel in the top left.

Eye-catching hero image that links to the headline and overall campaign concept.

Three-part headline with the first word in each couplet uppercased and the word 'Free' underlined.

Add a slight 'Outer Glow' effect in black to help the headline read well over imagery.

Sub-copy featuring the offer with FREE uppercased and a matching customer benefit.

'Book now...' CTA and full terms and conditions copy sit within the BW Blue panel.

BW Blue panel housing sub-copy and the brand logo.

# UP BEFORE THE ALARM

A playful riff on the notion that our great **free** breakfasts will see our customers leaping out of bed before the alarm.

## VIDEO

- 30 second
- 15 second
- 6 second

## AUDIO

- 30 second



0:00-0:02

Cold open. We slowly push in on a centrally framed digital alarm clock, showing 06:59am.

**This opening shot is our seasonal adapt. To be dressed accordingly.\***

SFX: ambient room tone.



0:02-0:04

Title frame introduces our audience to the Year of the Free Breakfast across a crisp, white unmade bed.

**\*seasonal adapt**

SFX: ambient room tone.



0:04-0:05.5

Close on the clock as it clicks over to 07:00.

**\*seasonal adapt**

SFX: alarm ringing.



0:05.5-0:07

A wider shot shows a different clock in an empty hotel room, alongside a slept-in, empty bed.

**NB. All alarm shots will be centrally framed for eye-comfort + aspect ratio adapts.**

SFX: alarm ringing.



0:07-0:08

We cut to a third room with a different clock, also set to 7am.

SFX: different alarm ringing.



0:08-0:11.5

Using a combination of ECU and wide-shots, we fast-cut between multiple rooms, with building speed and showing different alarm clocks displaying 7am.

SFX: different alarms ring for each room..



0:11.5-0:13

Empty hotel corridors.

SFX: the muffled sound of multiple alarms emanating from the rooms.



0:13-0:14.5

Empty hotel staircase.

SFX: the echoing of alarm clocks can be heard.

**BW** | Best Western® presents...  
Hotels & Resorts



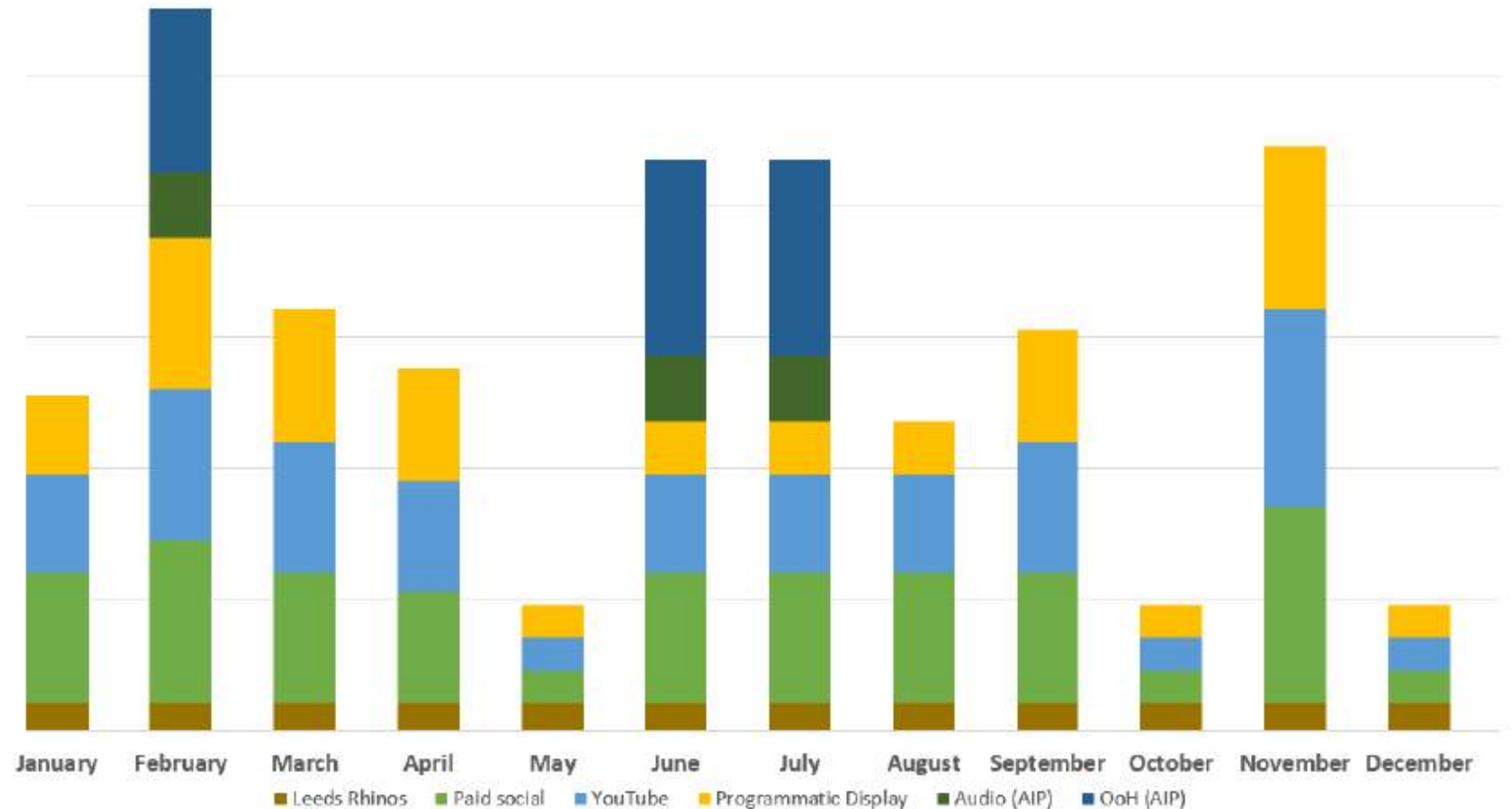
**Year of the Free Breakfast**

# Budget planning

Seasonality

Channel mix

Other tactical promotions



# PR

Nationwide survey on  
breakfast habits

Series of press releases  
focusing on different topics

178 pieces of coverage

Audience of 315m



**BWH** | Hotels

**Daily Mail**

this  
**morning**

**LAD  
BIBLE**



*PR & Media*  
You bring the Inspiration | We bring the Impact

# Keeping it fresh

## Seasonal ad variants

Autumn | Spring | Summer |  
Valentines | Winter



# Keeping it fresh



# Social/ influencers

Different locations, hotels and content creators





**BWH** | Hotels



*PSD | Illustration*  
You bring the Inspiration | We bring the Impact

# Better with Breakfast



# Better with Breakfast



Best Western hit the streets outside London's biggest galleries – proving the humble fry-up is the nation's real masterpiece

Brits are more Vincent Van Scoff than Vincent Van Gogh, with three-quarters of the nation (76%) preferring to tuck into a fry-up than visit an art gallery, a new study reveals.

A further half (47%) describe the humble full English as a greater masterpiece than either Leonardo da Vinci's Mona Lisa or Van Gogh's Sunflowers, the research from Best Western Hotels reveals\*.

Celebrated art historian Ruth Millington backs the findings, insisting: "The fry-up is the ultimate British masterpiece."

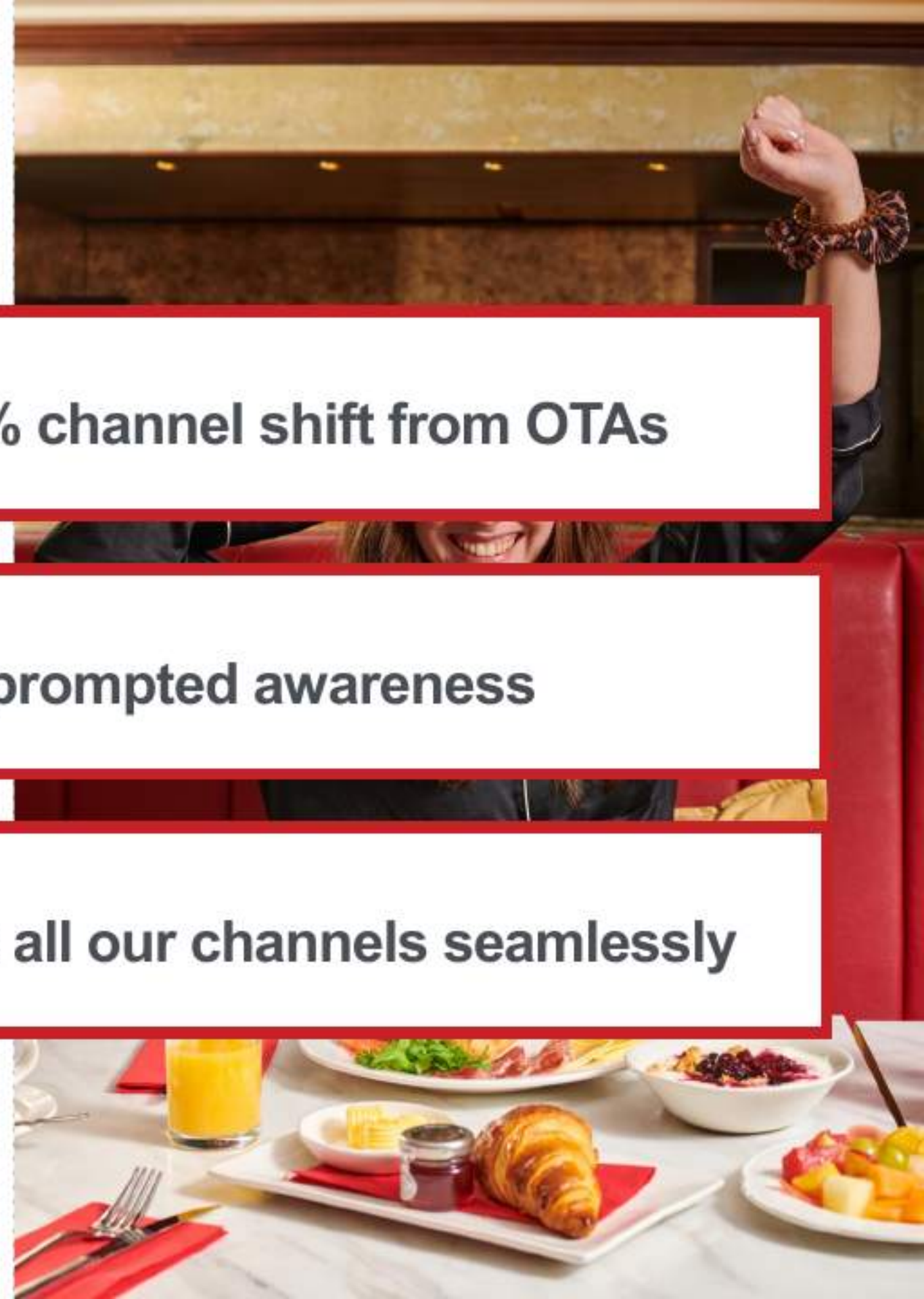


# The results

**Revenue growth – 8.5% overall increase, 6% channel shift from OTAs**

**Brand awareness – 3% pt increase in prompted awareness**

**Fully integrated campaign – integrated across all our channels seamlessly**





celebrating 3<sup>rd</sup>  
HMA Creative Excellence  
Growth Hotels GE  
Free Breakfast

Sponsored by  
net affinity

HMA Creative Excellence Award  
WINNER  
Growth Hotels GE