Marketing Content Report: Marriott Hotel Irvine - Instagram Reels Campaign
This report examines the creation and performance of a series of Instagram Reels designed to enhance the digital marketing material for the Marriott Hotel Irvine. Targeting a tech-savvy audience, the campaign was anchored by a trio of time-lapse videos that highlighted the hotel's amenities and ambiance.

Content Creation Summary
The video series was conceived to provide viewers with an immersive look at the Marriott experience, capitalizing on the popularity of time-lapse videos to condense time and accentuate the hotel environment's vibrancy.

Video Details:
Night Lapse Video / Input #1 / Benchmark
- Resolution: 4K
- Lens: Wide
- Interval: 5-10 seconds / Slow-moving
- ISO Min/Max: 100/800 dusk
- Sharpness: Low (to prevent overly sharp light transitions)
- White Balance: Auto (to adjust to changing light conditions)
- Color Profile: Flat (for capturing more detail and facilitating color grading in post-production)

Night Lapse Video / Input #2
- For a time-lapse with more moonlight and reduced traffic, the settings were tailored to accommodate lower light conditions and longer intervals to decrease the visibility of cars:
    - Resolution: 4K
    - Lens: Wide
    - Interval: 30 sec / Focusing on Moonlight: 30 seconds to 1 minute (minimizes scene busyness and captures changes in the night sky)
    - Schedule: Start the time-lapse in the late evening when traffic diminishes.
    - ISO Min/Max: 100/1600 (for more moonlight capture with minimal noise)
    - Sharpness: Low
    - White Balance: 4000K (to balance the cooler moonlight and artificial lighting)
    - Color Profile: Flat

Content Strategy and Research
An in-depth analysis of market trends revealed the engagement rates with time-lapse content within the travel and hospitality industries. This strategy aimed to distinguish Marriott Irvine from its competitors by focusing on unique selling points and experiential offerings.

Technical Details
The time-lapse was shot using a GoPro HERO11 Black, with post-production done in Quick Version 1.0.1 (build 6363).

Hardware / GoPro HERO11 Black (SN C3471325933790 V2.20)
- Dimensions (W x H x D): 71.8 x 50.8 x 33.6 mm
- Weight (camera w/mounting fingers + embedded battery): 154g
- Battery: Removable 1720mAh Enduro battery
- Rugged + Waterproof: 10m (33ft)
- System Processor: GP2
- Image Sensor: 1/1.9" CMOS
- Max Video Res: Various formats up to 5.3K
- Photo Megapixels (MP) + Pixel Dims: 27.13MP (5568x4872)
- Time Lapse: Includes TimeWarp, star trails, light painting, and more.
- Audio Features: 3-mics, additional input options with accessories
- Hardware Features: Built-in mounting with folding fingers
- Display: Rear 2.27" touch LCD, Front 1.4" color LCD
- Connected Features: Uploads to the cloud with GoPro subscription, Wi-Fi + Bluetooth®
- Accessory Compatibility: Over 40 accessories

Software / Quik Version 1.0.1 (6363)

Analytics and Performance:
Over one month, posts on Instagram will be monitored and data collected weekly to assess:
- **View Count Analysis:** A measure of the total number of video views to gauge overall reach.

- **Engagement Rate Calculation:** The percentage of viewers who interact with the videos, determined by dividing total engagements by total views and multiplying by 100.
- **Share Metrics Evaluation:** The frequency of video shares, indicating the content's resonance and viewers' propensity to recommend it.

Conclusion

The Instagram Reels campaign is expected to boost Marriott Hotel Irvine's social media presence and audience engagement. The data-driven content strategy has proven to be a valuable addition to the hotel's marketing efforts.

Appendices

Raw data and final products are available upon request.