Sojern Ad Campaign

11.27.13

Overview

Sojern is an ad platform that delivers display ads to people across a network of sites based on their recent searches for an airline ticket. It will deliver ads promoting relevant properties based on airport code (e.g. searches for tickets to ORD trigger ads for Hotel Lincoln).

Campaign Objectives

- Create brand awareness for the Joie de Vivre and Thompson brand names

- Create brand awareness for properties

- Drive bookings

- Capture new guests

JDV HOTELS :: Close to everything. Far from boring.

The Saguaro Palm Springs

Frame 1

Frame 2

Shoreline Hotel Waikiki

Frame 1

Frame 2

THOMPSON HOTELS :: Thompson knows

Thompson Hotel Toronto

Frame 1

Frame 2

Thompson Hotel Chicago

Frame 1

Frame 2