

HCMN CASE STUDY: Hotels.com

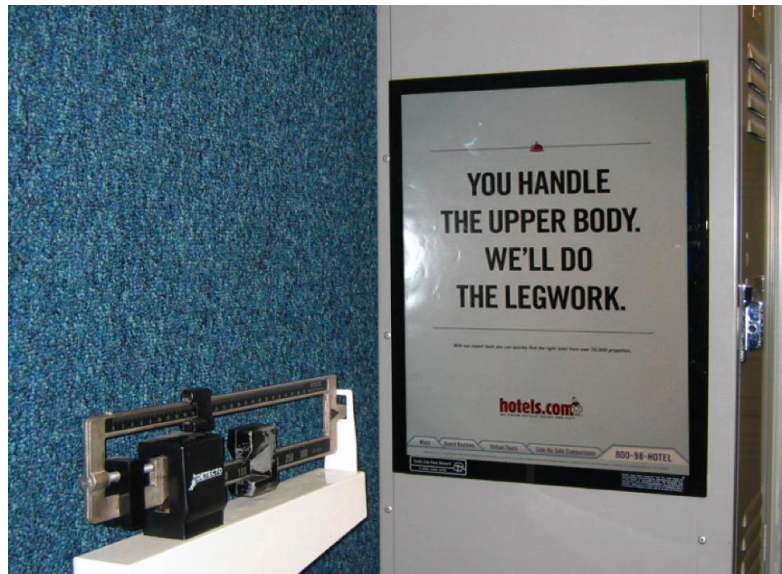
Driving website brand awareness and traffic

Components:

- Panel and mirror cling advertising

Success Measurements:

- Those indicating they had visited Hotels.com in the past 3 months rose nearly 40% from pre to end campaign research survey waves
- Those indicating they were likely to visit Hotels.com in the next 3 months rose nearly 70% from pre to end campaign research survey waves



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