

COMMERCIAL CAMPAIGNS

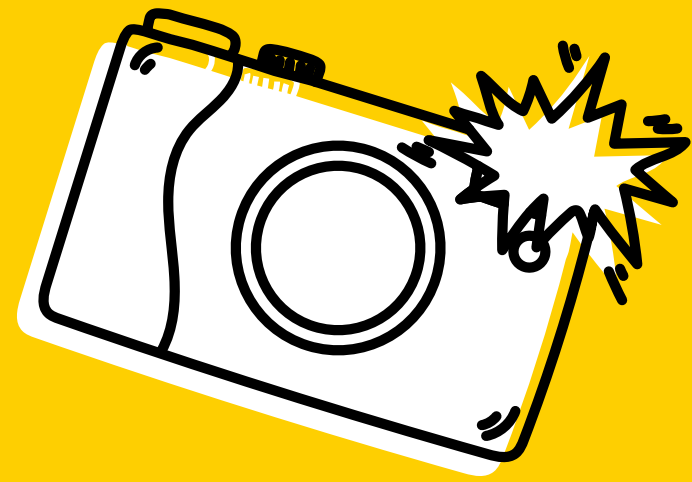
PORTFOLIO



SIMON DAVID HARRINGTON

THE STUDENT HOTEL

SUMMER CAMPAIGN



A vibrant party scene with people celebrating. In the foreground, a man in a green and white striped shirt is shouting with excitement, holding a roll of confetti. To his right, a woman in a red and white striped shirt is laughing and holding a martini glass. Further right, a woman in a gold top is laughing and looking upwards. In the background, another woman in a white shirt is smiling. The scene is filled with falling confetti and a backdrop of a night sky with white clouds. The overall atmosphere is festive and joyful.

SUMMER CAMPAIGN

**THE
STUDENT
HOTEL**

BRIEF

To concept and create a commercial campaign - primarily digital/paid media - that promotes The Student Hotel as a summer destination for our hotel leisure audience, converting hotel room sales and delivering a positive financial ROI.

Use this to create:

- Paid video assets (FB/IN)
- Paid social carousel ads (FB/IN)
- GoogleAd copy
- Display ads

CHALLENGES

With the brief came a series of challenges:

- Covid hit, requiring creative/messaging changes (e.g. greater focus on safety)
- A messaging/branding challenge in explaining that The Student Hotel is not just for students
- Short timeline and broad scope
- Small production budget
- 14 locations that needed versioned assets and local language translations

OUTCOME

With a clear creative campaign for summer, we achieved:

- Over 1,000 hotel bookings (driven through paid media campaign)
- 25,000+ location page visitors
- Achieved significant revenue targets (considering Covid climate)
- A/B tested assets and gained valuable insights into future campaign structure and creative direction

CREATIVE CONCEPT

MESSAGING FRAMEWORK

Global tagline

Stay curious.

Big story

**Discover differently
with TSH**

Brand product headline

Embrace unexpected adventures and explore Europe's most inspiring cities with The Student Hotel.

Consumer benefit statement

Discover and explore an incredible city from a comfortable, centrally located design hotel with excellent facilities, a great vibe and a reasonable price tag.

PHOTOGRAPHIC STYLE



The photography that will be used throughout the campaign is focused on three things:

- 1) Capturing people in action in our spaces
- 2) Fun, quirky moments you might find yourself in during a summer trip to TSH
- 3) Clean photos of our product and spaces for balance

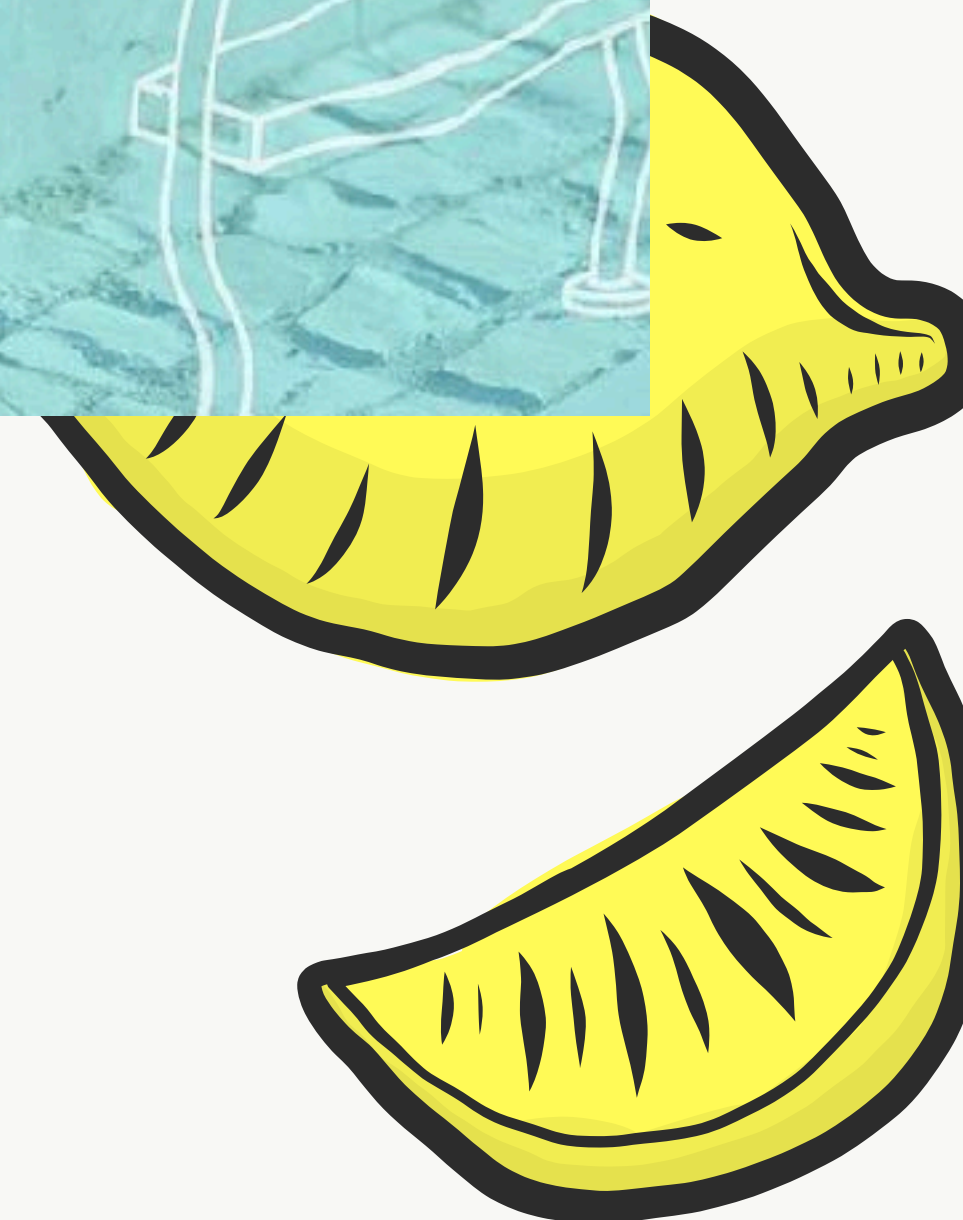
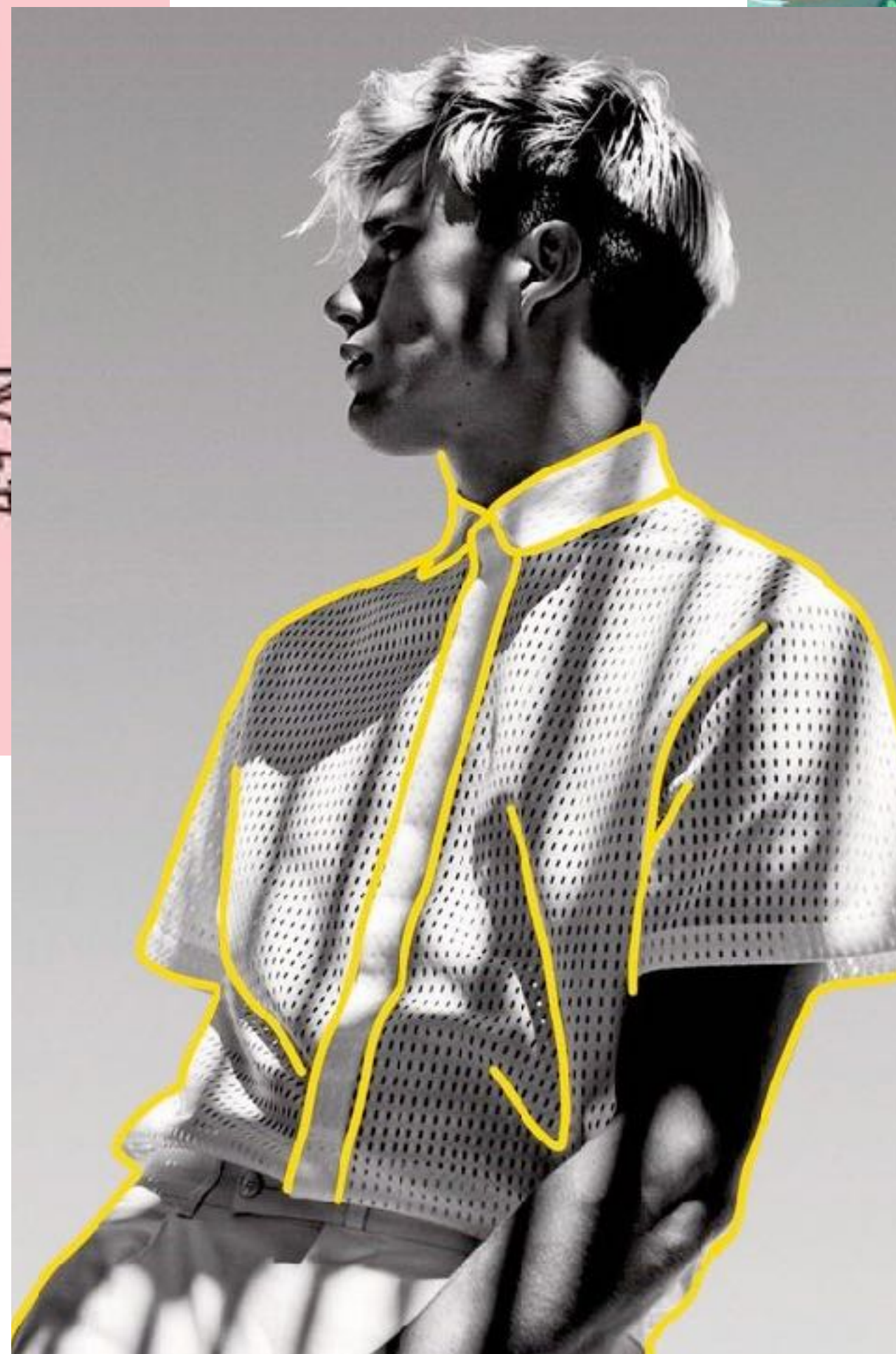


ILLUSTRATIVE STYLE

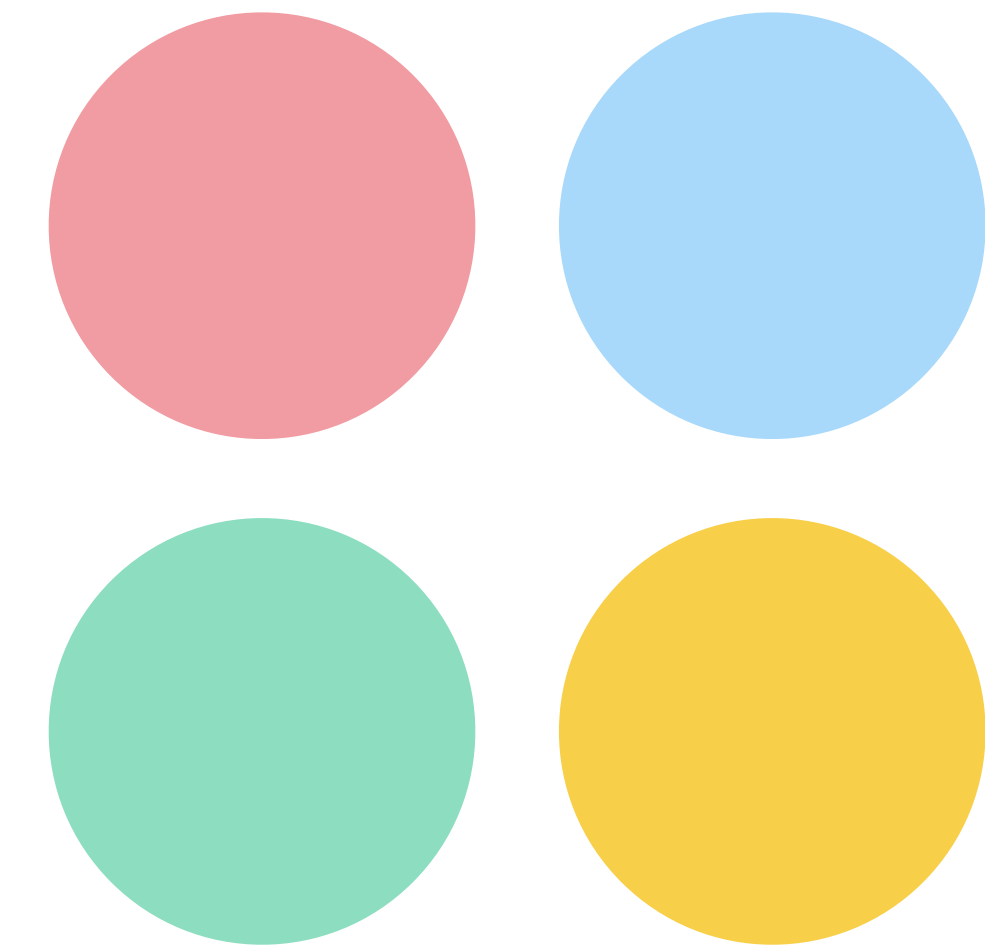


To give images a spontaneous summer vibe, we will add a hand-drawn illustrative layer that interacts with what we're seeing in the image.

Bright, clean illustrations will give imagery a feel-good summer vibe, while adding a personal touch to the campaign.



COLOUR PALETTE



We've created a pastel colour palette that fits our summery messaging and brand colours.



CONCEPT EXECUTION

INSIGHT

**THE BEST SUMMER EXPERIENCES ARE
UNEXPECTED (AND SO IS TSH)**





CONCEPT EXECUTION

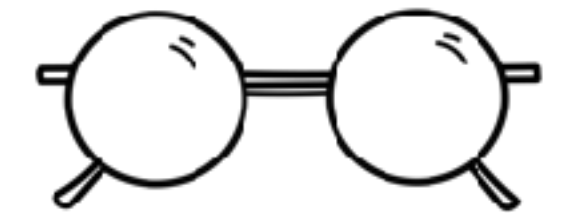
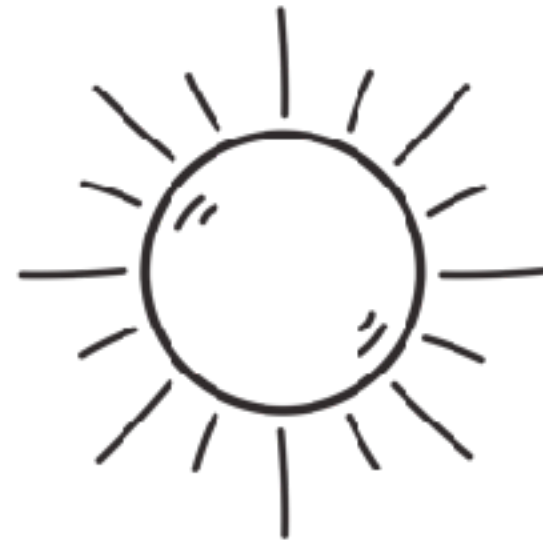
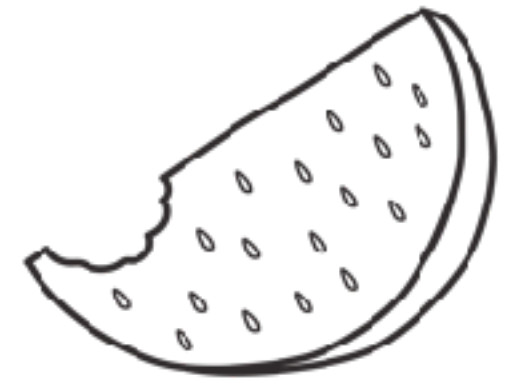
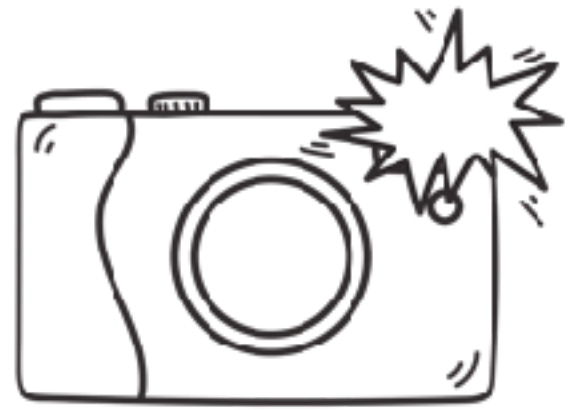
We're encouraging people to make summer memorable by doing something unexpected: to explore, discover and *stay* somewhere unexpected.

Our assets tell short stories in TSH spaces, showing a clean interior shot followed by an interaction in the same space – or vice versa.

We make use of illustrations and summery photo filters to make our assets ownable and to better tell these stories.

This creative layer (illustration and filter) can be easily applied to both tell and sell assets.

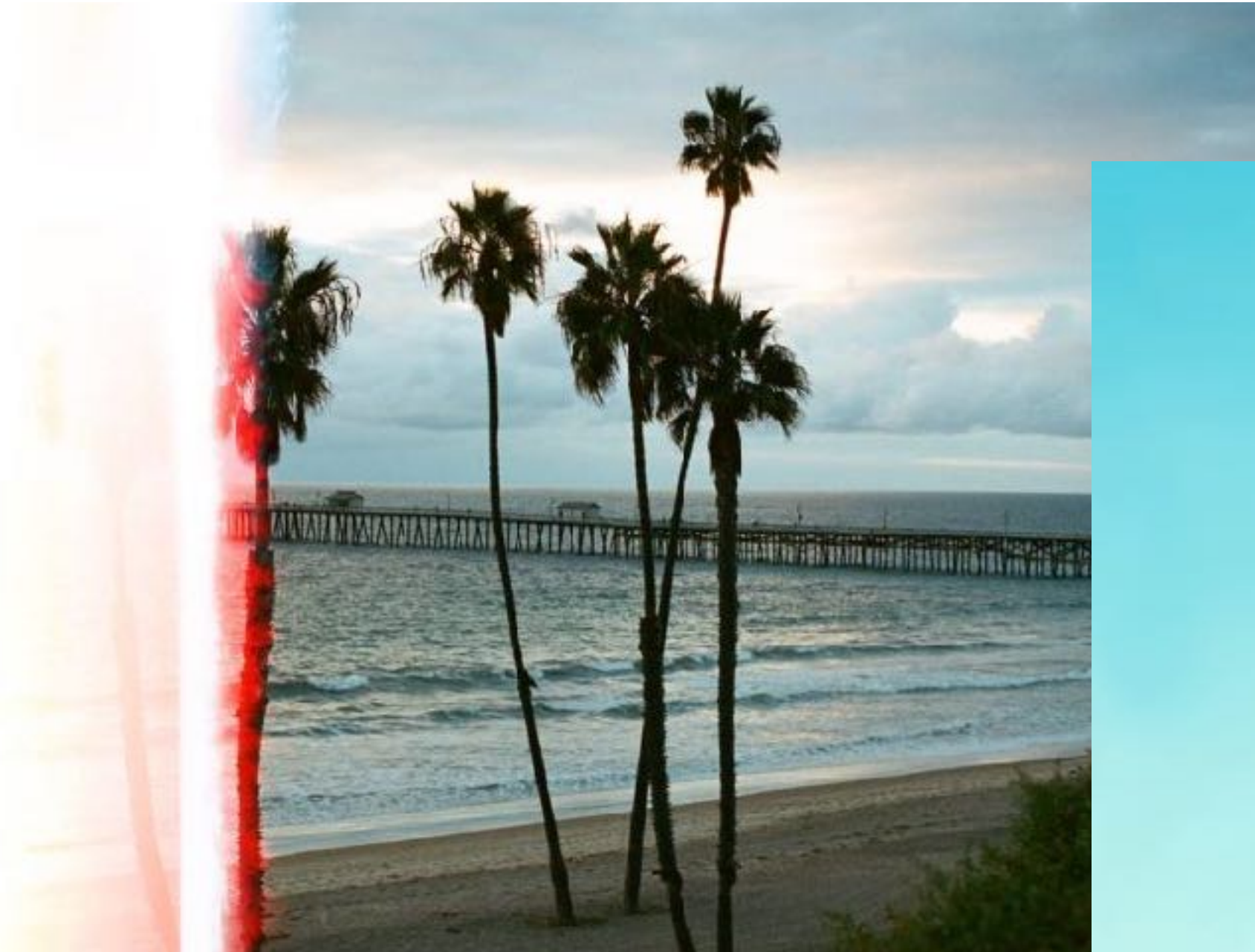
ILLUSTRATIONS



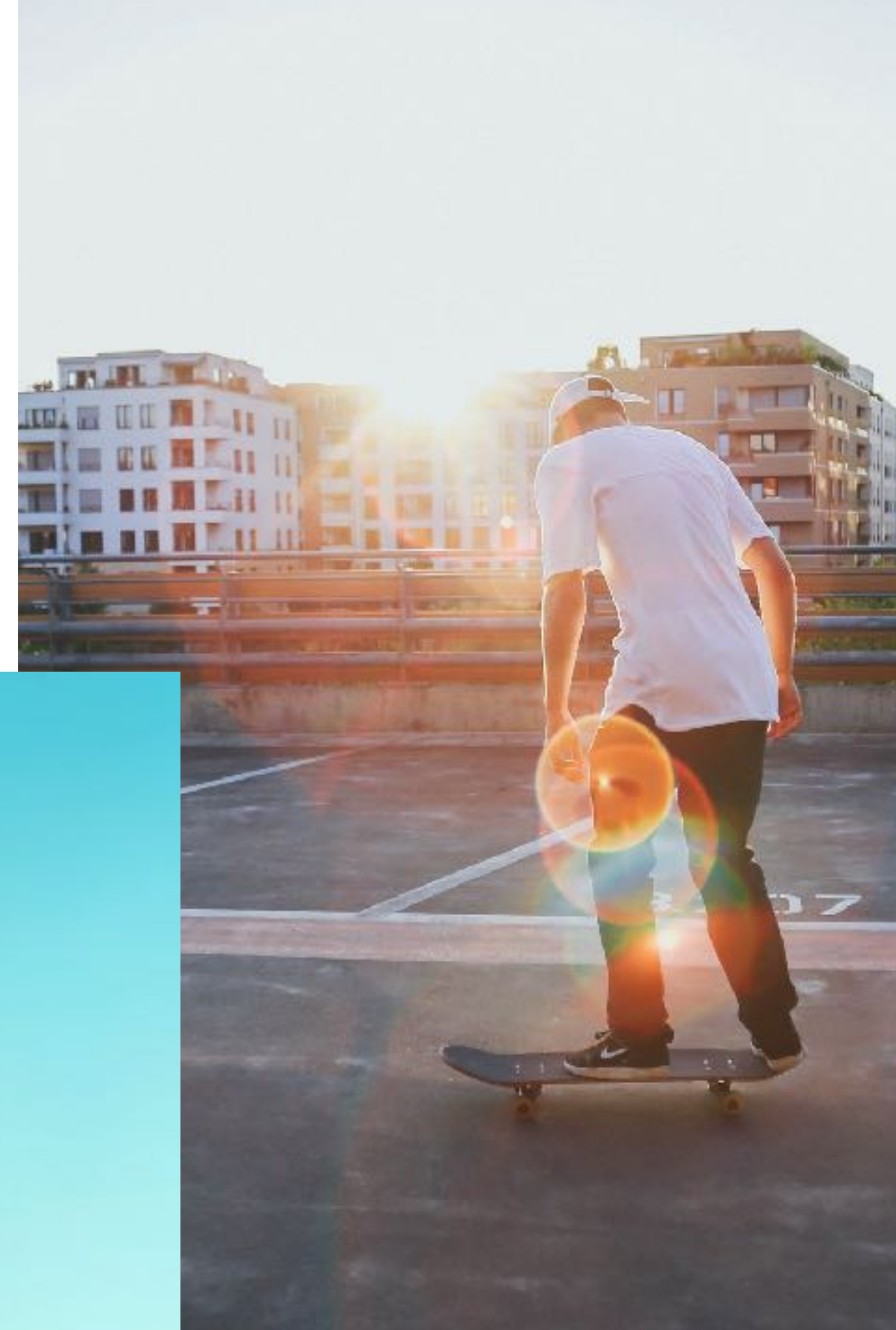
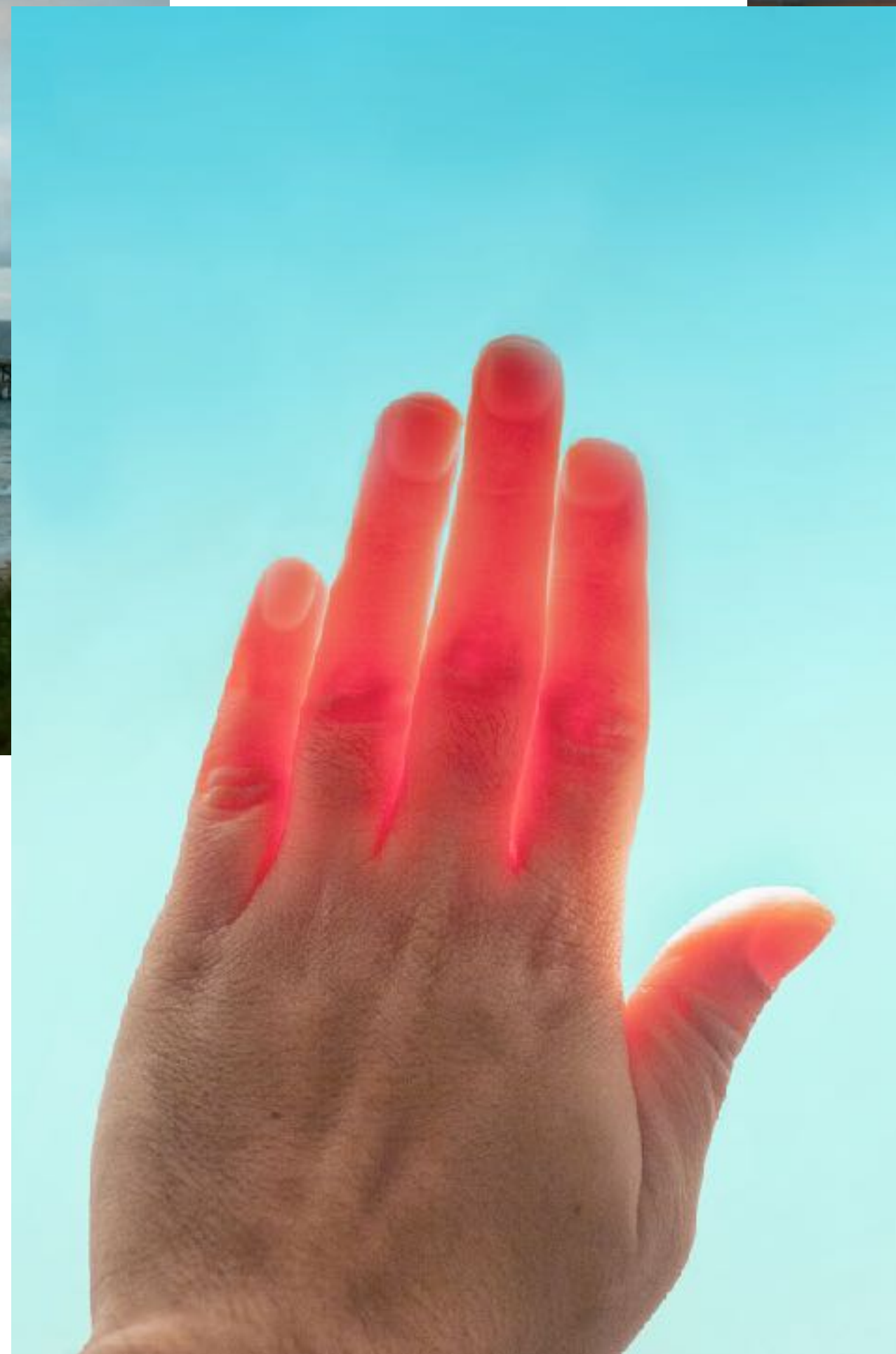
Illustrations that bring the space to life in a 'summery' way, not limited to beach accessories, but covering items/actions that capture a summer experience as a whole.



PHOTO TREATMENT



We treat our photos with some overlays/filters to give them a warm, summery feeling.



EXAMPLE



Original image




Treated image

ASSET EXAMPLES


CAROUSEL - TELL (MAASTRICHT)

Copy example:

🇳🇱 Have an adventure in Maastricht this summer with The Student Hotel! Psst! We're not just for students. 😊 #staycurious #tshlife


 **The Student Hotel**

🇳🇱 Have an unexpected adventure in Maastricht this summer at The Student Hotel! And no... we're not just for students! 😊 #staycurious #summer



TSH.COM/SMR
Rooms from €79/night ⚡
Book today

[Learn more](#)



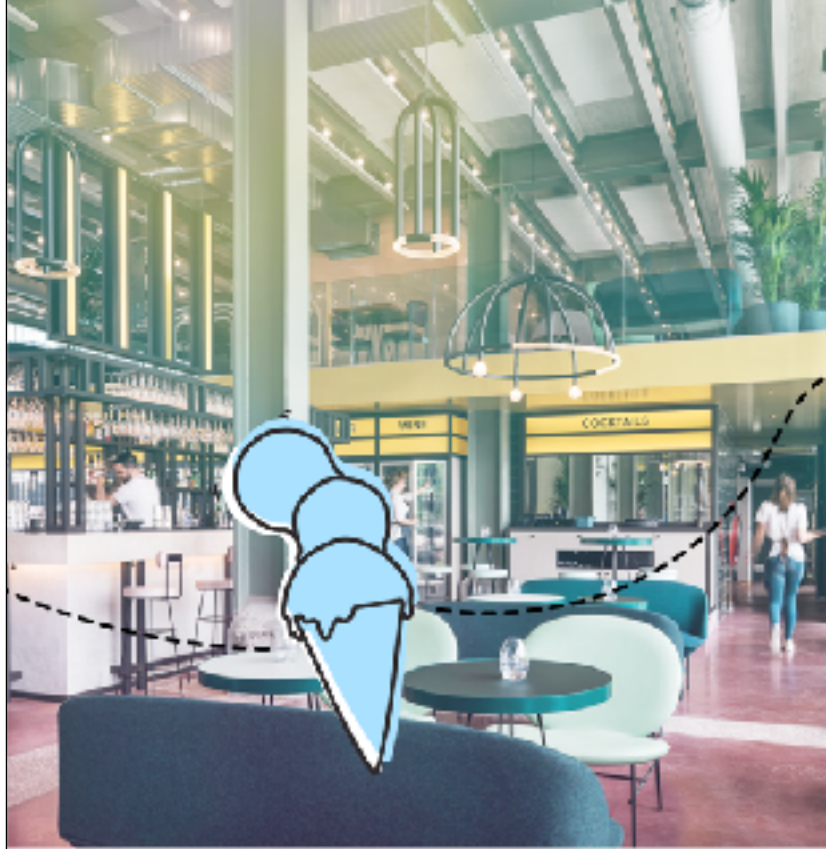
TSH.COM/SMR
Inspiring design hotel 🏡
Book today

[Learn more](#)




TSH.COM/SMR
Vibrant community 🍕
Book today

[Learn more](#)



TSH.COM/SMR
On-site bar & restaurant 🍹
Book today

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TSH.COM/SMR
Rooms from €79/night 🏡
Book today

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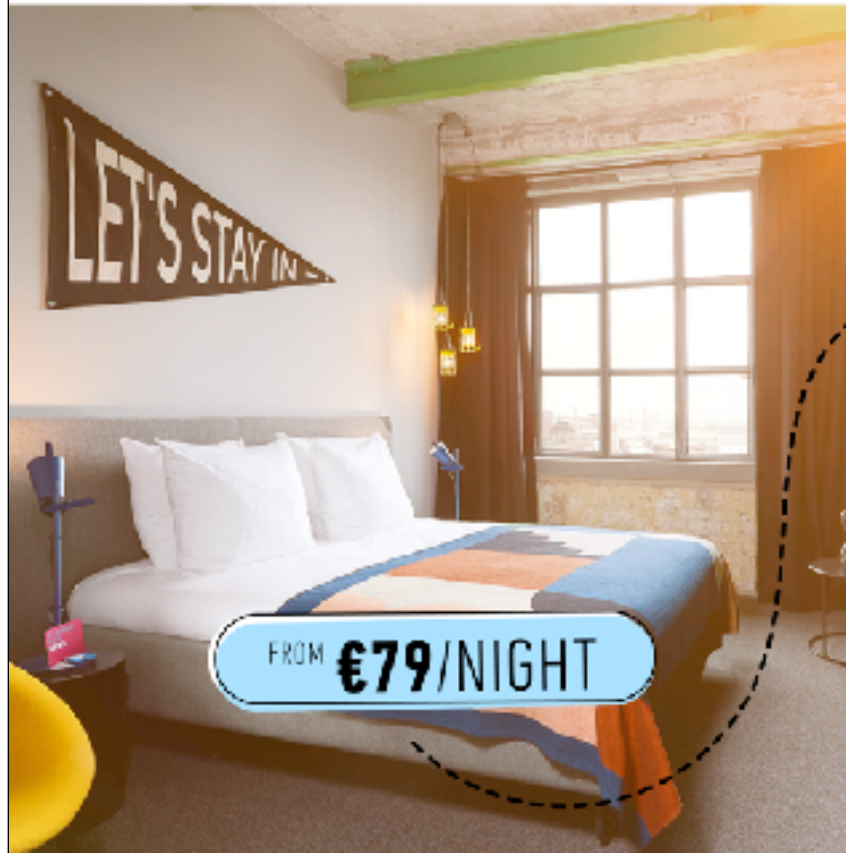
CAROUSEL - SELL (MAASTRICHT)

Copy example:

☀️ Go on an adventure in Maastricht this summer with TSH! Flexible bookings from €79/night. And no... we're not just for students! 😊 #staycurious #tshlife

 **The Student Hotel**


☀️ Go on an unexpected adventure in Maastricht this summer at TSH from just €79/night. Nope, we're not just for students! 😊 #staycurious #summer



FROM **€79/NIGHT**


[TSH.COM/SMR](https://tsh.com/smr)
Rooms from €79/night! ⚡
Book today

[Book now](#)




[TSH.COM/SMR](https://tsh.com/smr)
On-site bar & restaurant 🍹
Book today

[Book now](#)



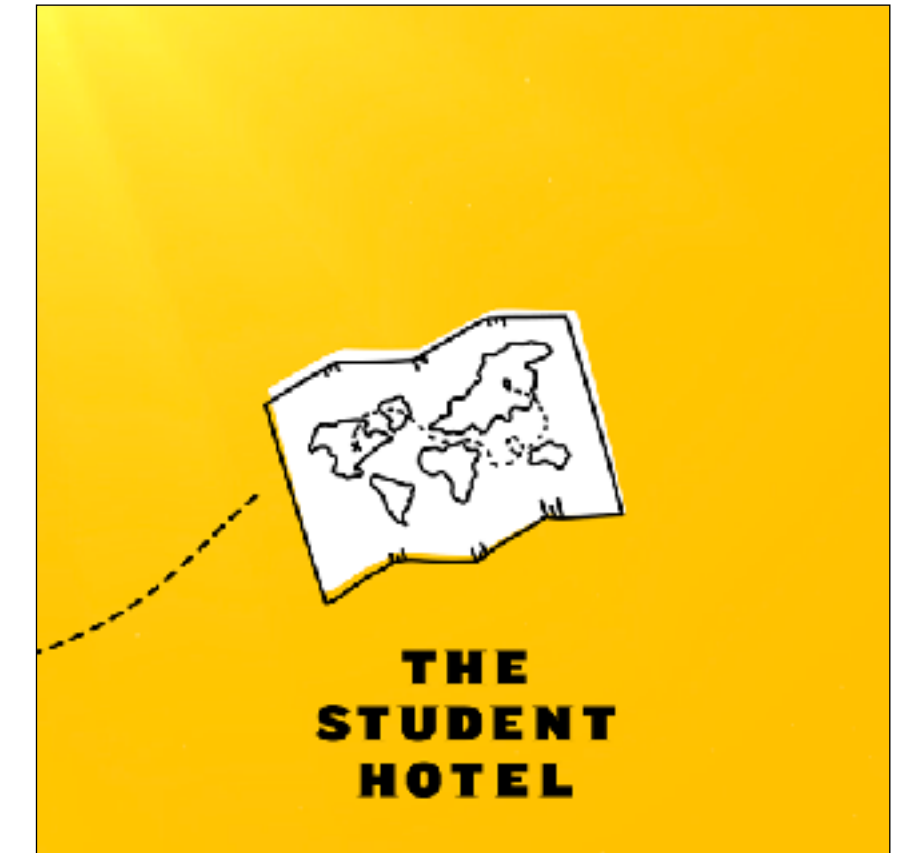
[TSH.COM/SMR](https://tsh.com/smr)
Open communal spaces 🍷
Book today

[Book now](#)



[TSH.COM/SMR](https://tsh.com/smr)
Inspiring design hotel 🌍
Book today

[Book now](#)



THE STUDENT HOTEL

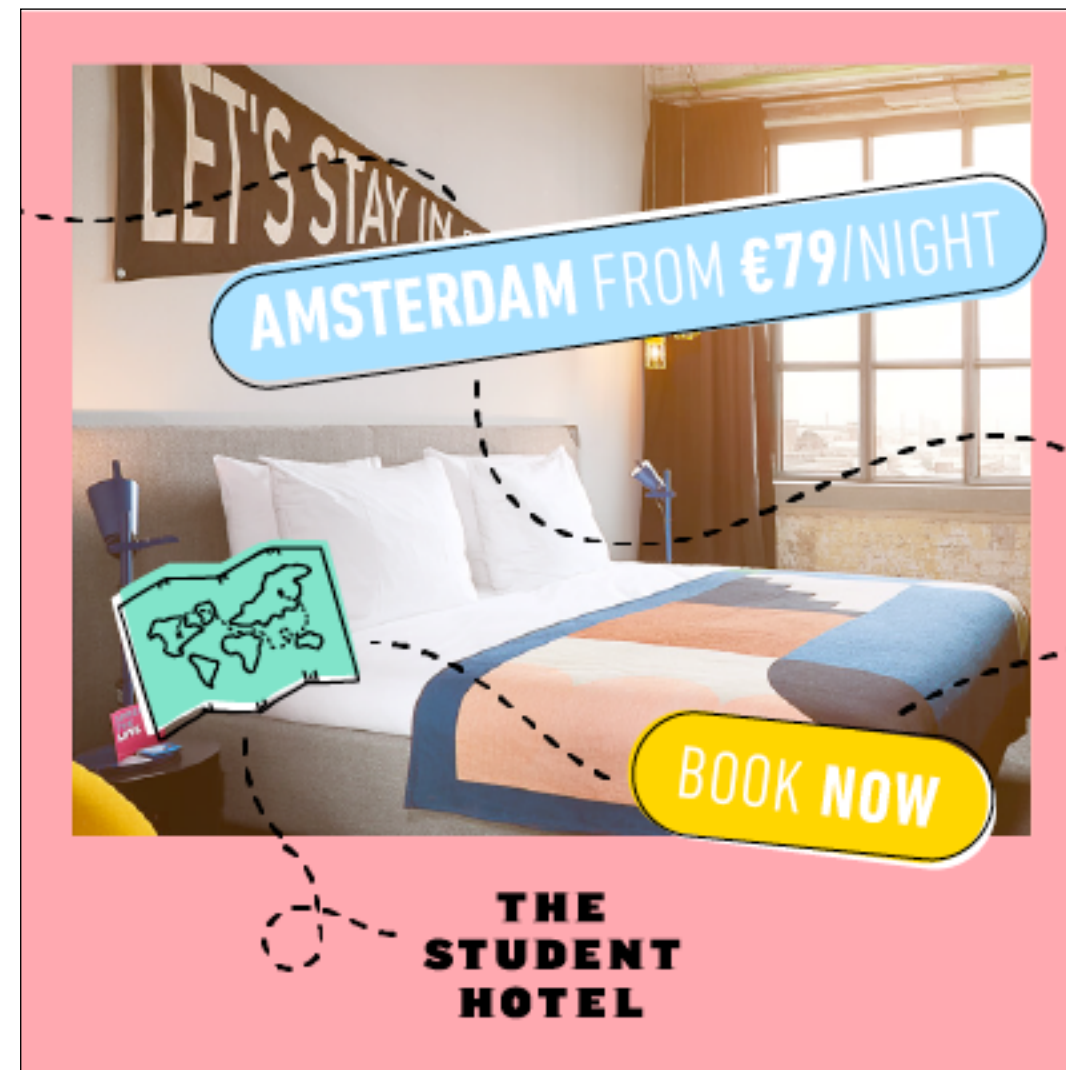
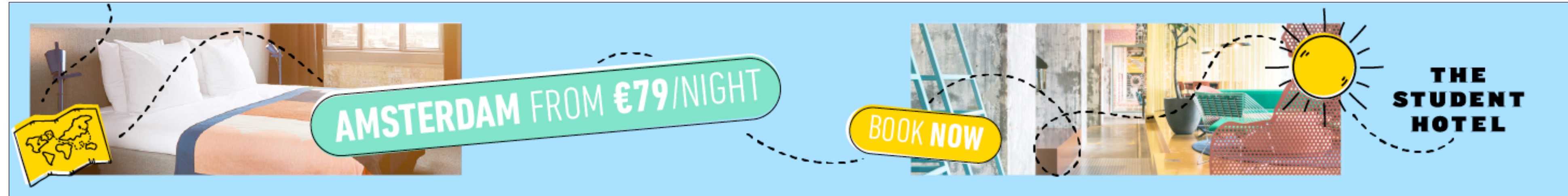
[TSH.COM/SMR](https://tsh.com/smr)
Book from €79/night! ⚡
Best price today

[Book now](#)

BANNER - TELL

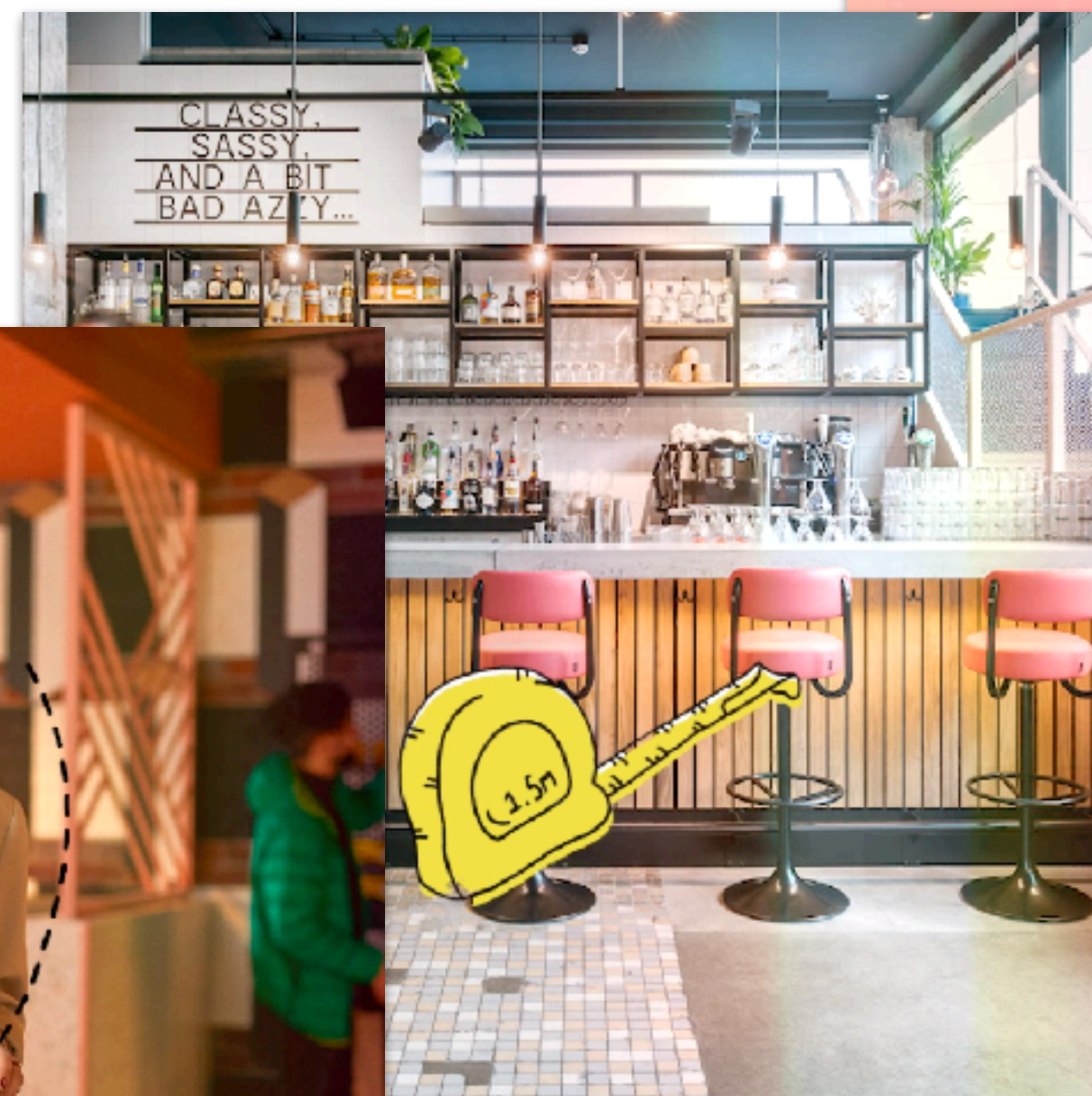
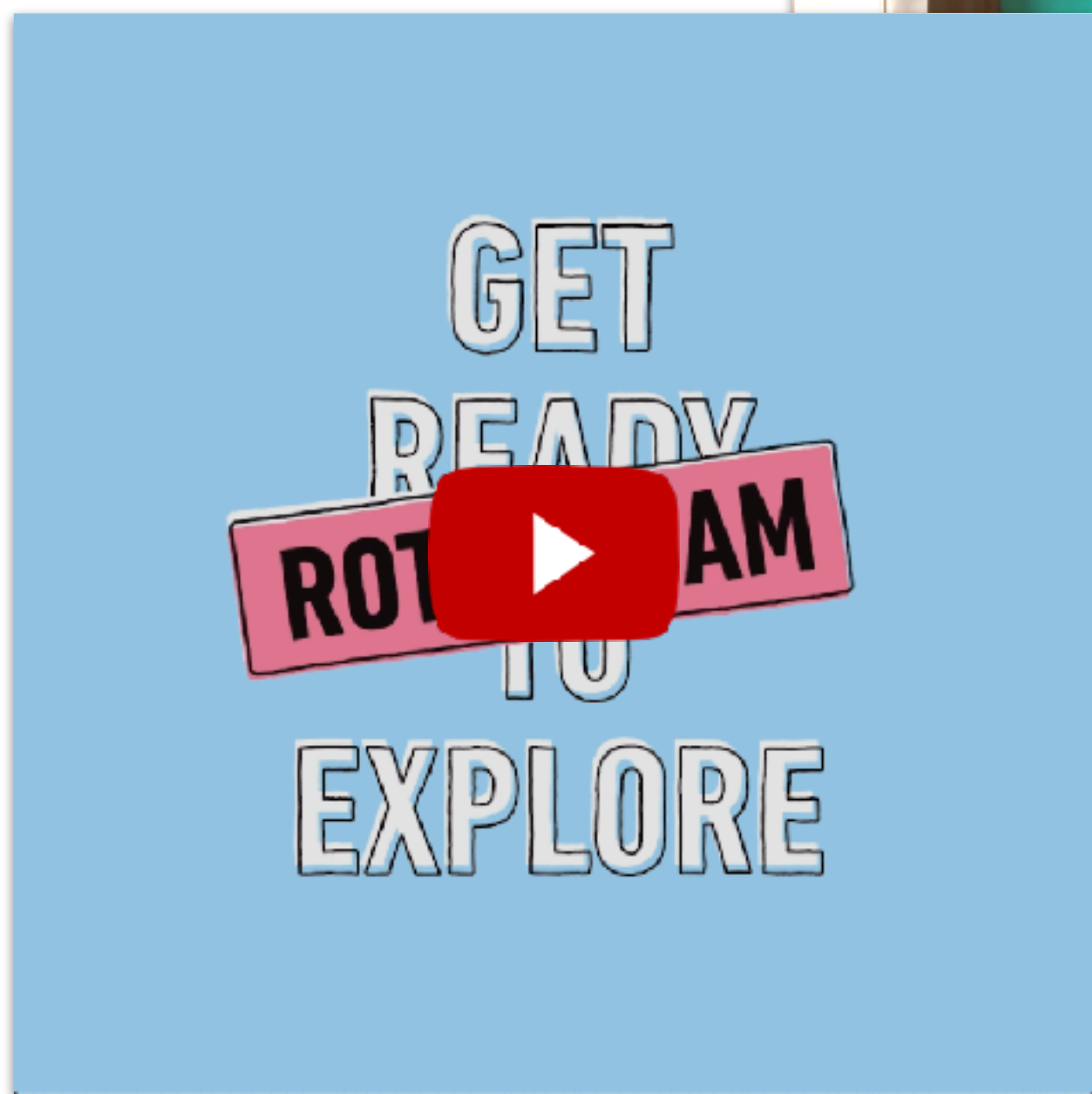


BANNER - SELL



VIDEO- TELL/SELL

GET
READY
ROTAM
TO
EXPLORE



STAY SAFE
STAY CURIOUS



THE STUDENT HOTEL

SEMESTER CAMPAIGN



**WAITING
FOR
YOU**

SEMESTER CAMPAIGN

**THE
STUDENT
HOTEL**

**DO NOT
DISTURB
MY
BEAUTY
NAP.**
THE
STUDENT
HOTEL

BRIEF

To concept and create a commercial campaign - primarily digital/paid media - that promotes The Student Hotel as a home away from home for potential student guests (international and local), converting long-term semester stay bookings and delivering a positive financial ROI.

- Paid video assets (FB/IN)
- Paid social carousel ads (FB/IN)
- GoogleAd copy
- Display ads

CHALLENGES

With the brief came a series of challenges:

- Short timeline and broad scope
- Small production budget
- 14 locations that needed versioned assets and local language translations
- Needed to balance functional USPs with engaging storytelling
- Covid posed a number of unprecedented communication challenges
- Summer and semester campaigns running at the same time

OUTCOME

With a clear creative campaign for semester guests, we achieved:

- Over 500 semester room bookings (driven through paid media campaign)
- 15,000+ location page visitors
- Achieved significant revenue targets (considering Covid climate)
- A/B tested assets and gained valuable insight into future campaign structure and creative direction

BRIEF INSIGHTS

In uncertain times, students are anxious and disheartened about their studies, what the future holds, and what the environment of their day-to-day student life will be like.

We want to reassure them that we have their best interests at heart by addressing safety, perks of their stay and flexibility.

In order to really engage this audience, we need to make sure our visuals and tone of voice are different to the summer campaign, which will be running at the same time.



CREATIVE CONCEPT

MESSAGING FRAMEWORK

Global tagline

(Stay safe) Stay curious.

Big story

**Student rooms... with
benefits**

Brand product headline

The Student Hotel is a fun, safe and inspiring place to stay for any student.

Consumer benefit statement

At TSH, your stylish room is just the start. With all-inclusive facilities, a great price and complete flexibility, we have everything you need for a safe and inspiring stay.



CONCEPT EXECUTION

Storytelling from brand:

STUDENT ROOMS...WITH BENEFITS

We will build asset narratives around the added-value perks of staying at The Student Hotel for a semester. Using existing photography and video material, we will edit smartly to maximise material and keep it ownable by using an illustrative, graphic layer in pop-art style.

PHOTOGRAPHIC STYLE



The photography that will be used throughout the campaign is focused on three things:

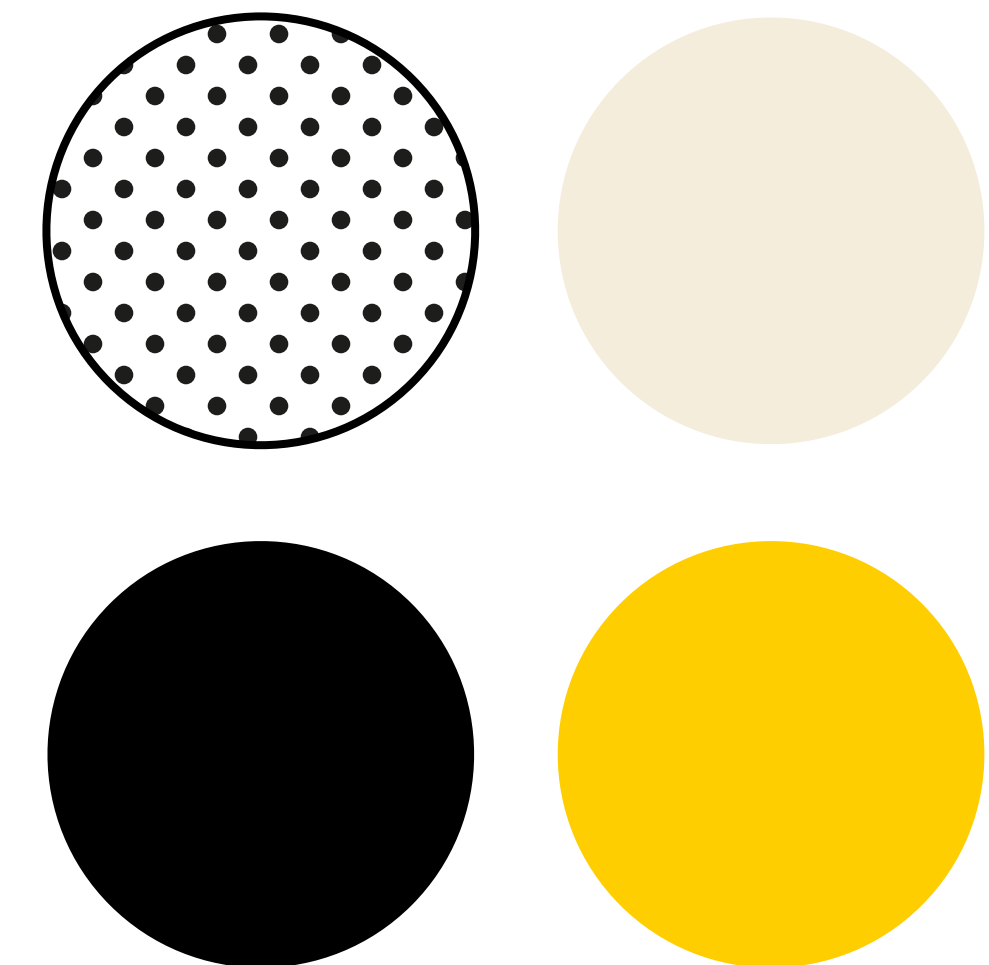
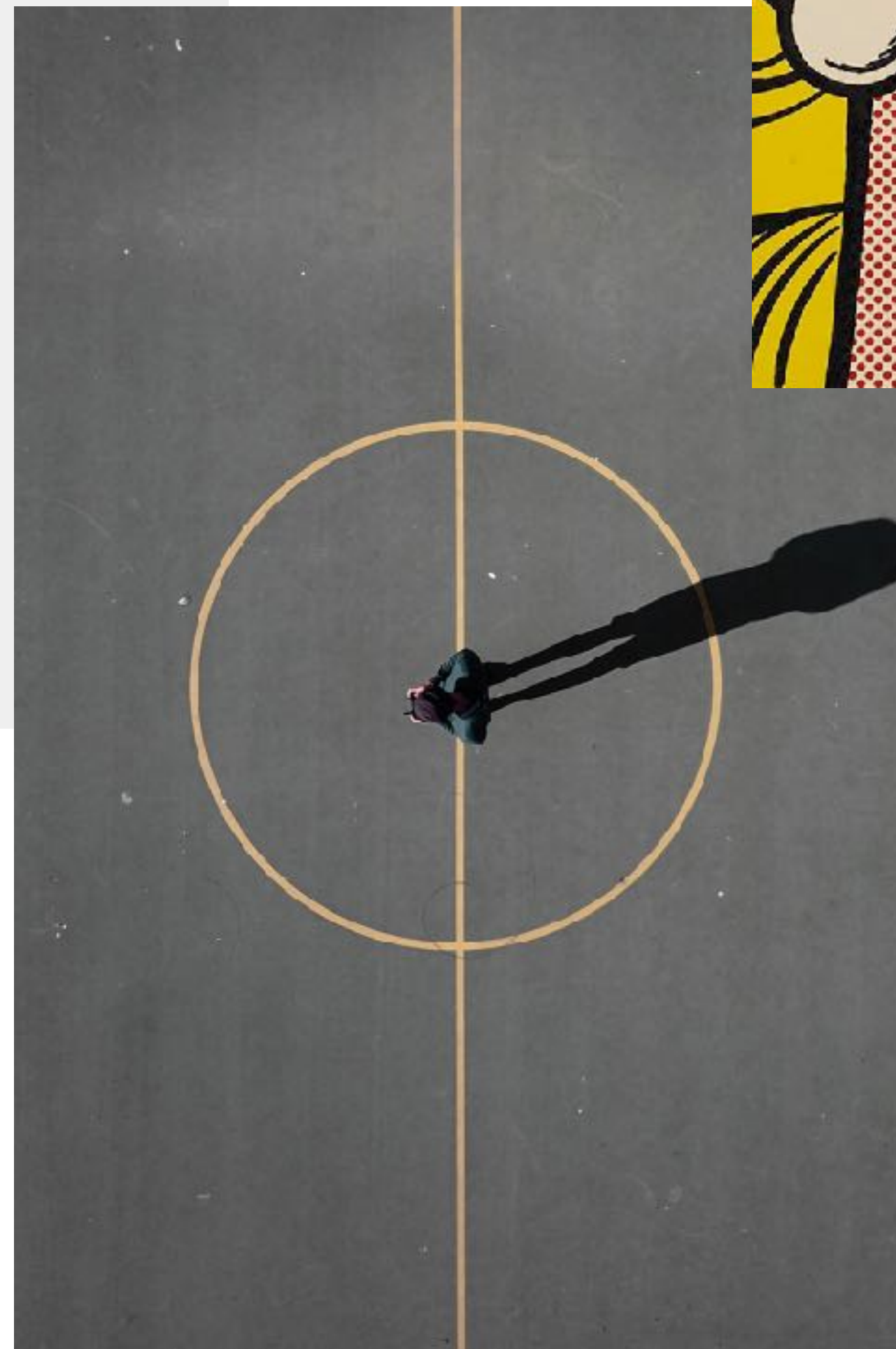
- 1) Rooms & spaces
- 2) People enjoying the perks
- 3) Highlighting what makes us unique (all inc)



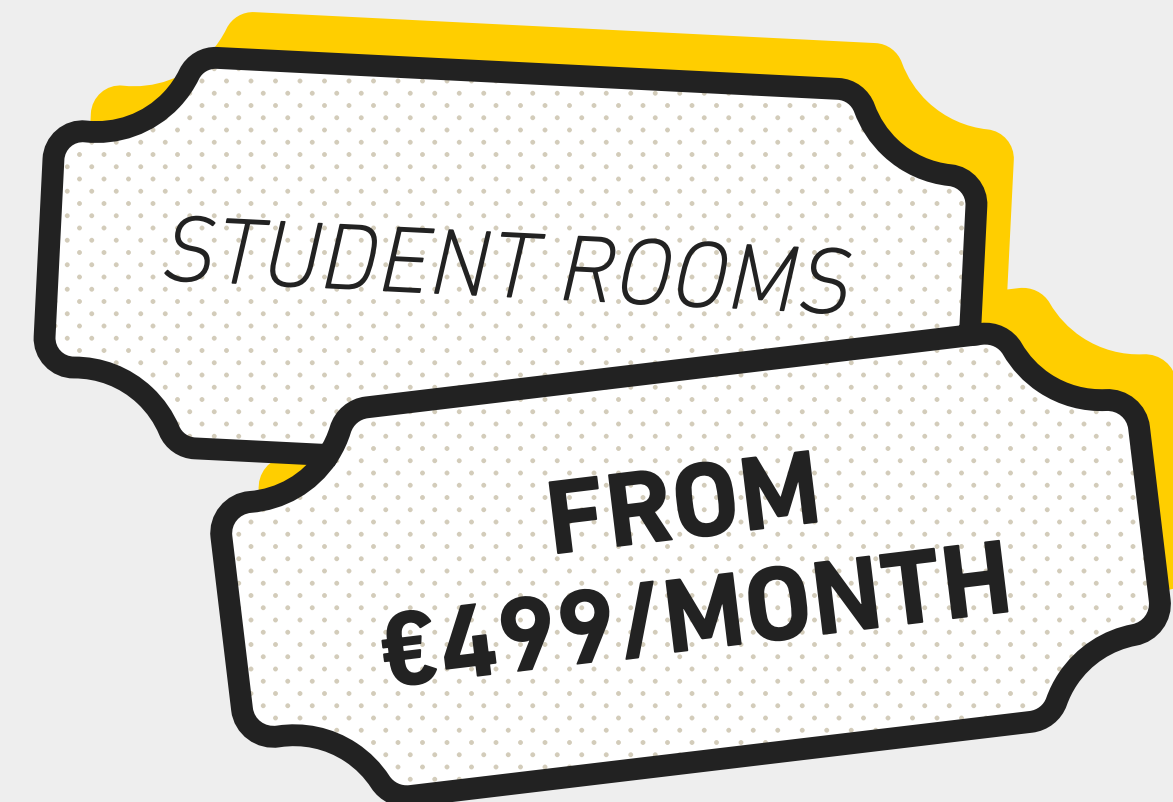
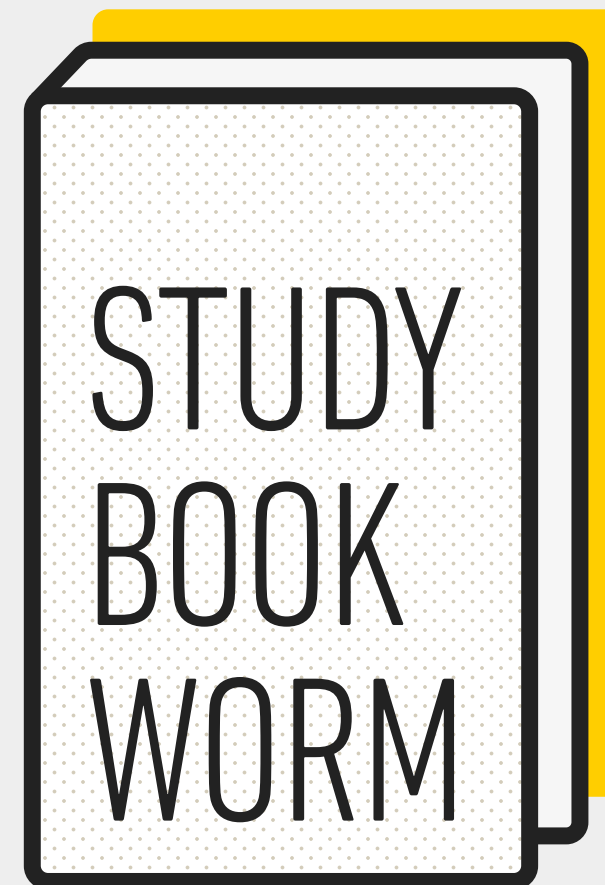
COLOUR & GRAPHICS



We are focusing on further developing our illustrative style. Combining simple, bold line drawings with a graphic novel/pop art feel, creating a set of simple illustrations that can be combined with copy headlines.



ILLUSTRATIONS LOOK & FEEL




ASSET EXAMPLES

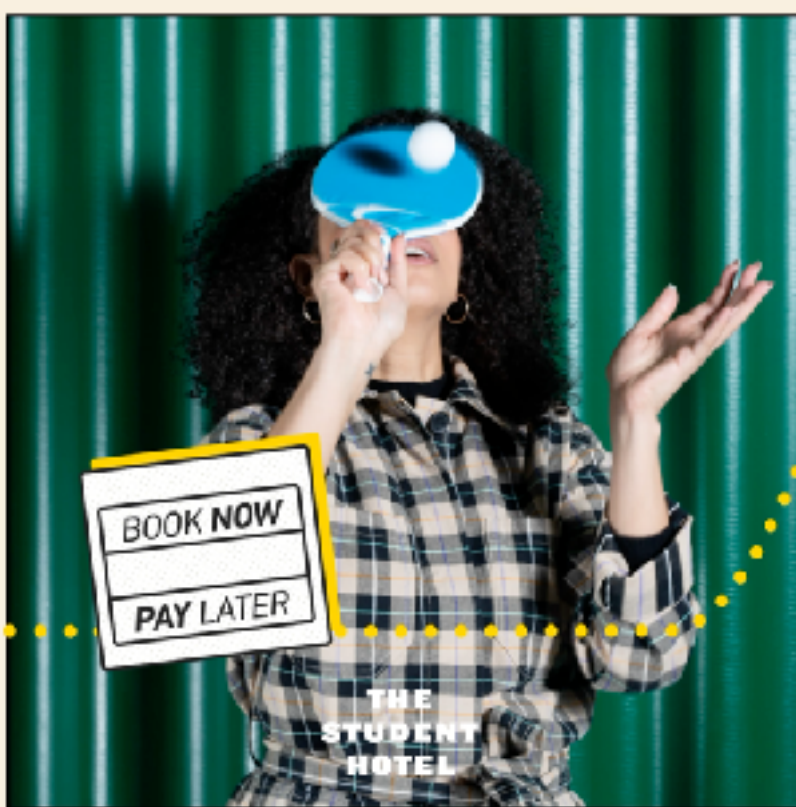
CAROUSEL TELL - VIENNA

Copy example:

Studying in 🇦🇹? Our modern student rooms, epic workspaces and flexible bookings are just a few of our all-inclusive perks! #TSHLife


 **The Student Hotel**

Studying in 🇦🇹? Our modern student rooms, epic workspaces and flexible bookings are just a few of our all-inclusive perks #TSHLife



[TSH.COM/SMR](#) [Learn more](#)

Your best student life!
Early bird:€499/month




[TSH.COM/SMR](#) [Learn more](#)

All-inclusive 🍷🚲
With 24/7 staff



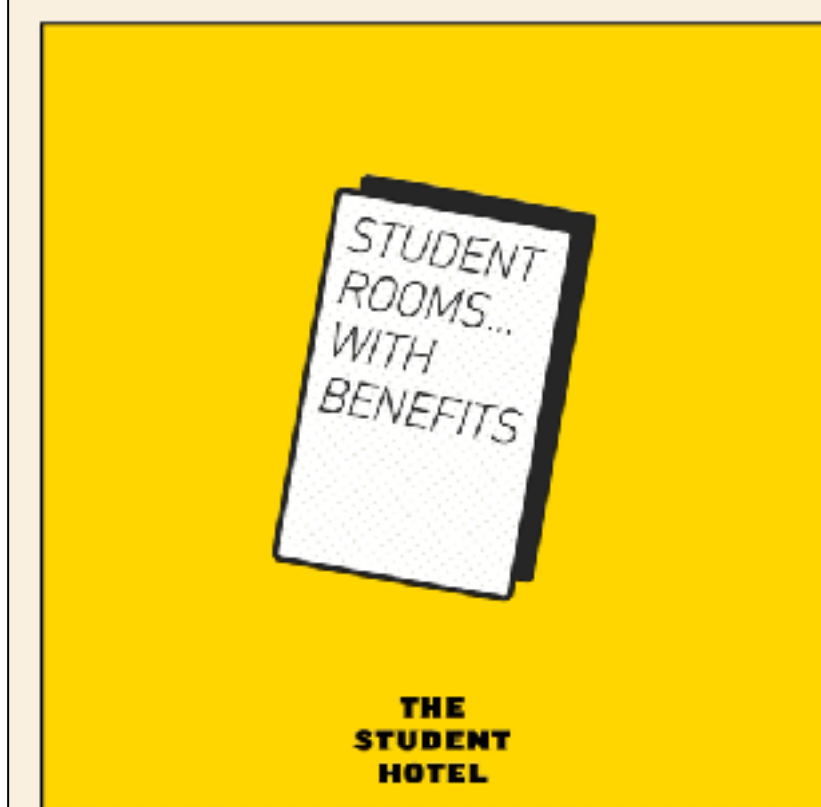
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Modern rooms 🛏️
Private bathroom



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Safe and central 📍
Easy city access



[TSH.COM/SMR](#) [Learn more](#)

From €499/month
Flexible bookings


N.B. ANIMATED INTRO SLIDE

N.B. ANIMATED OUTRO SLIDE


CAROUSEL SELL - VIENNA

Copy example:

Oh, Vienna! All-inclusive student stays, total flexibility and excellent facilities. Book today from €499/month! 🙄 #TSHLife


 **The Student Hotel**

Oh, Vienna! All-inclusive student stays, total flexibility & excellent facilities. Book today from €499/month! 🙄 #TSHLife




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From €499/month
Book now, pay later!

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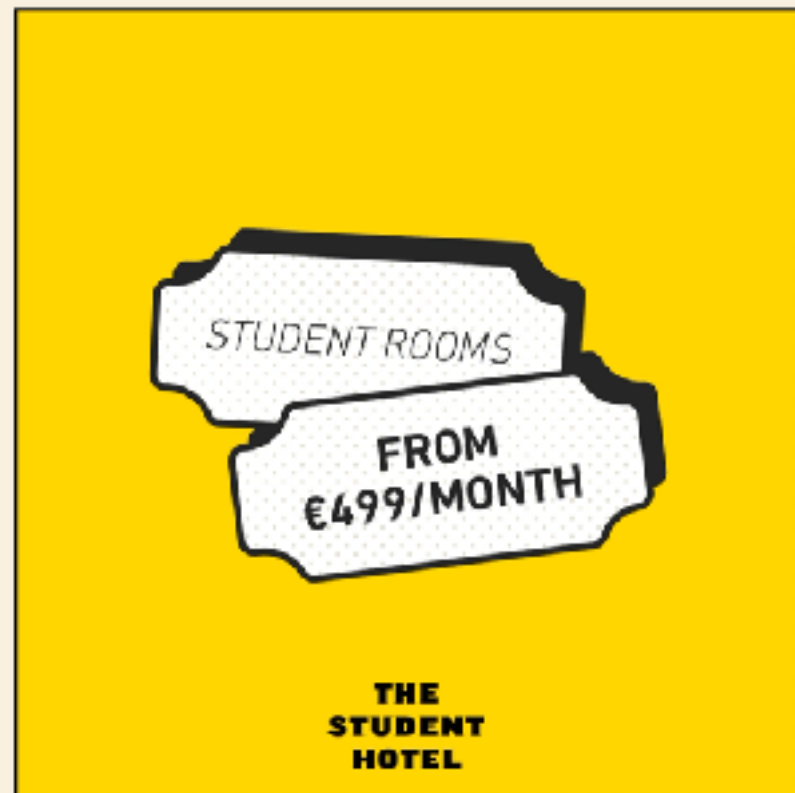
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Food, drink, shop!

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Book today!

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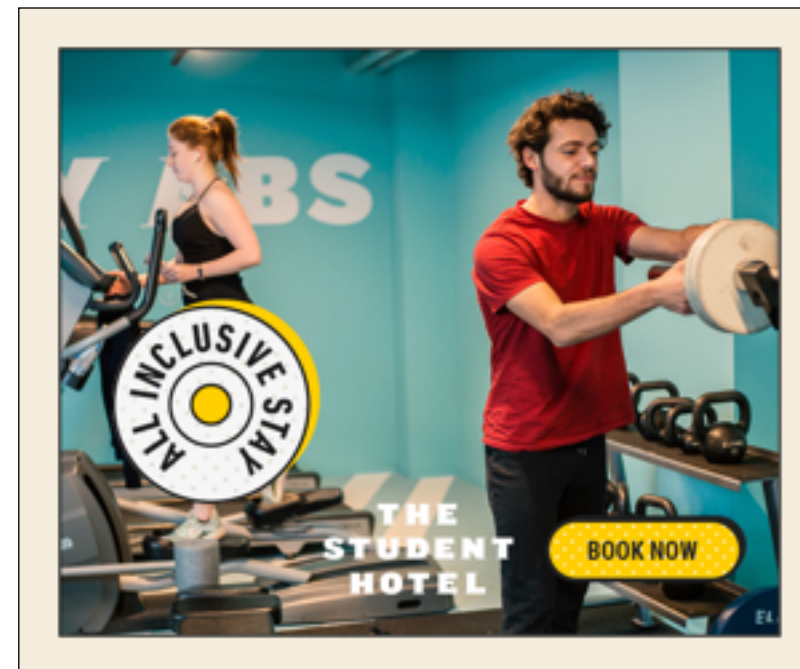
N.B. ANIMATED INTRO SLIDE

N.B. ANIMATED OUTRO SLIDE

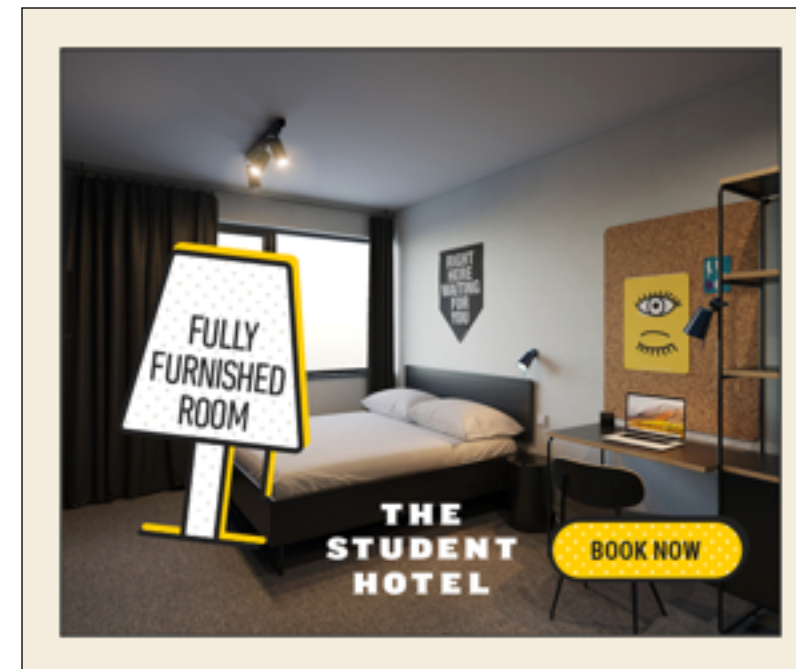
STORYBOARD - DYNAMIC BANNER



FRAME 01



FRAME 02



FRAME 03



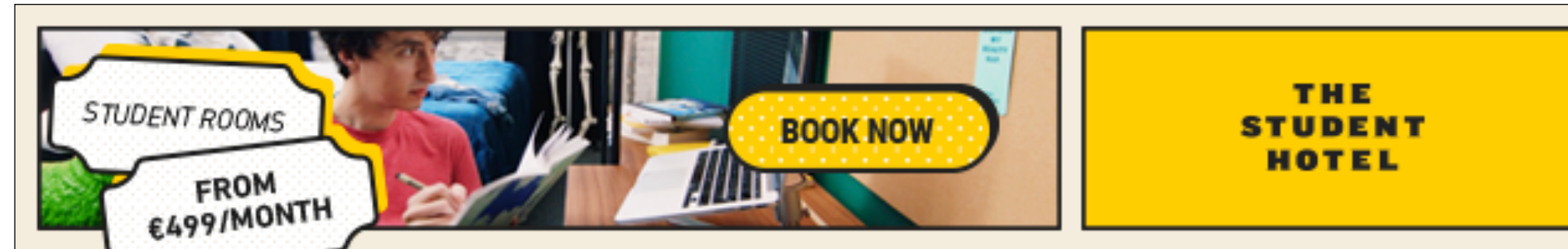
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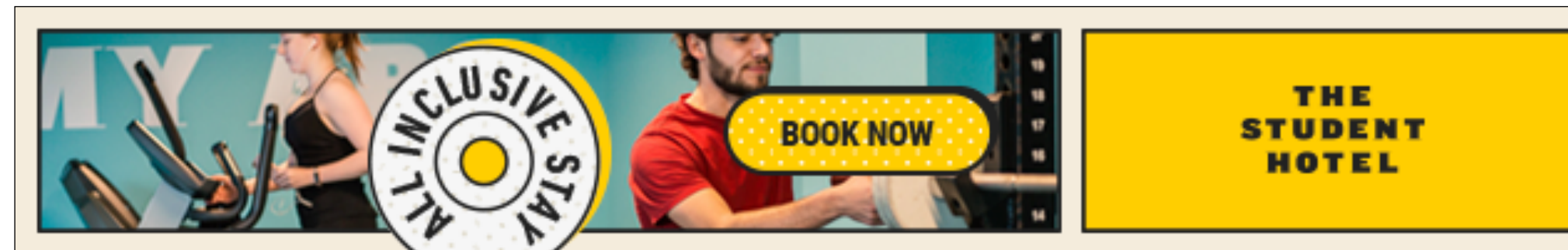
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STORYBOARD - DYNAMIC BANNER

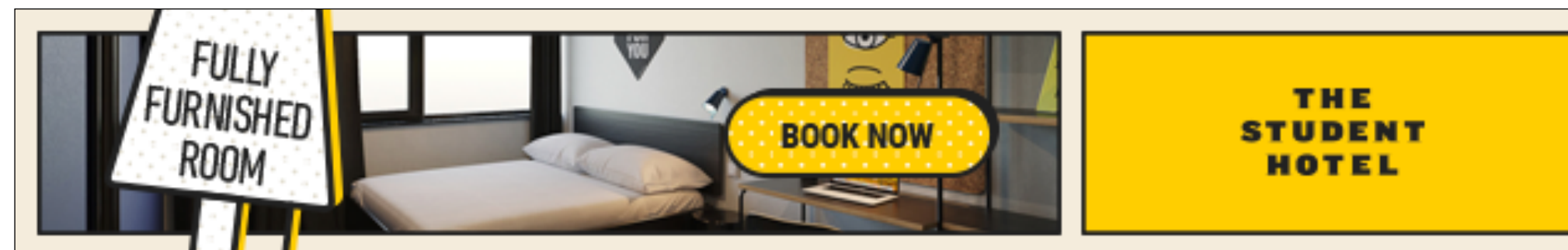
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FRAME 02



FRAME 03



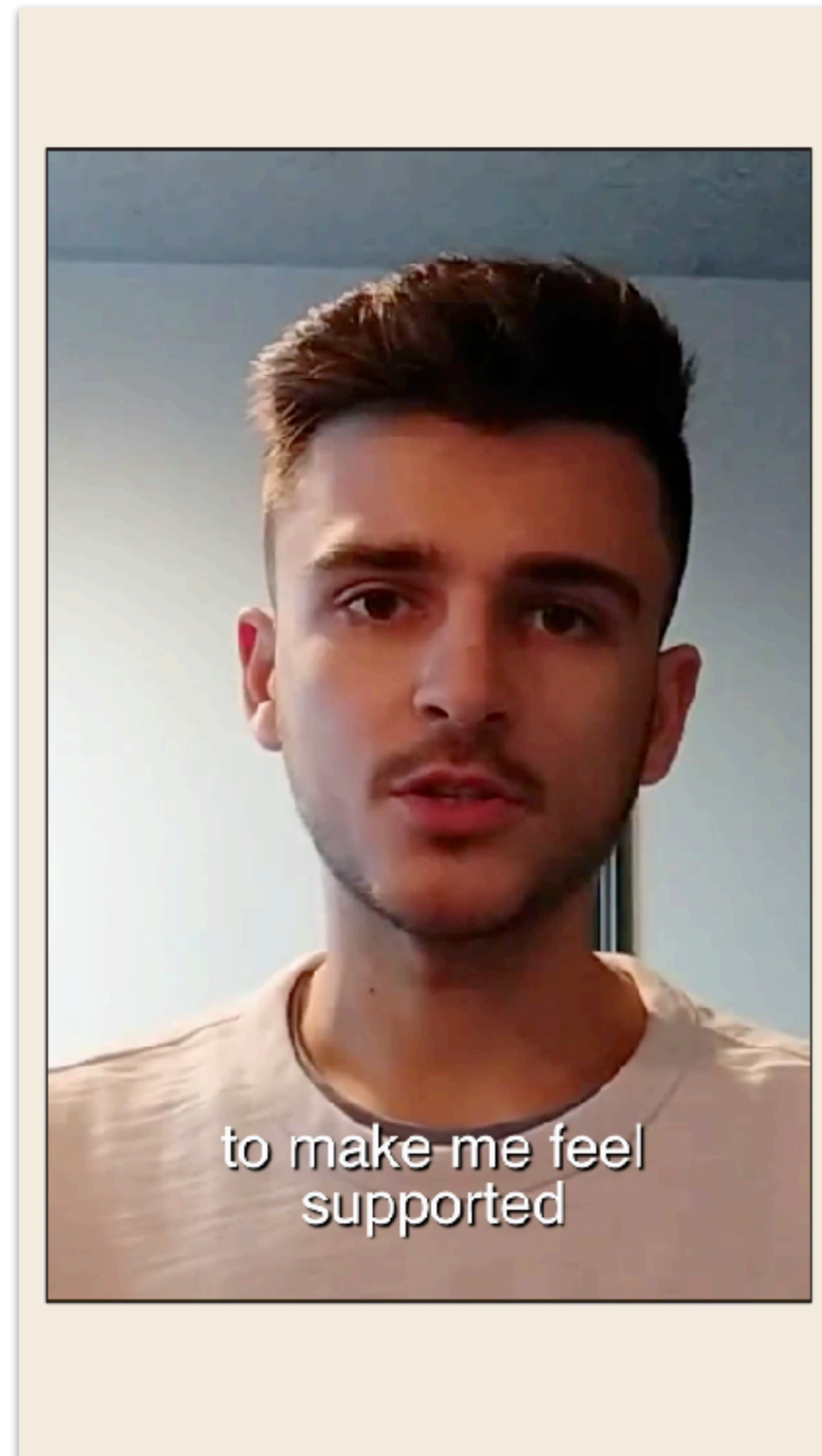
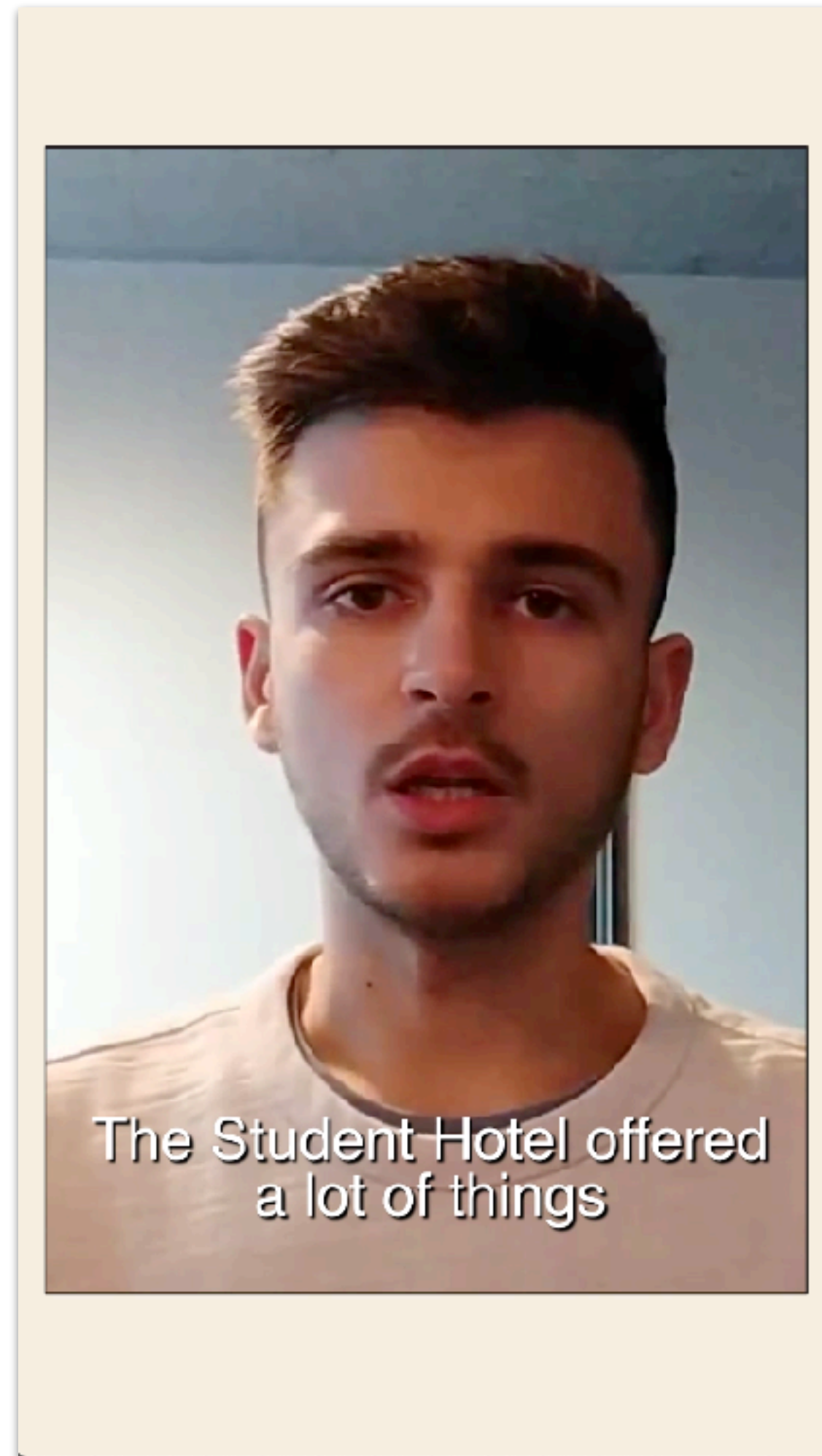
FRAME 04



FRAME 05



UG INSTAGRAM STORIES





**THE
STUDENT
HOTEL**

