

Bringing untold travel stories

to streaming audiences at scale

The power of Samsung's data helps Marriott Bonvoy reach qualified streamers to drive video views

Objective

Drive viewership of Marriott Content Studio's "Travel by Design" short film series by bringing travelers an immersive at-home viewing experience in a streaming environment

Solution

Samsung Ads tapped into its massive Smart TV scale and impactful ad solutions to bring relevant audiences to an exclusive branded destination within Samsung TV Plus

Tactics included:

- Creation of the first-ever custom-branded destination within Samsung TV Plus to house Marriott Content Studio's curated short film series for four weeks in Q4'22
- Campaign drove qualified viewers to watch the short film series through:
 - High impact ad experiences including First Screen to capture viewer's attention and encourage exploration of the on-demand video library
 - Samsung's proprietary ACR technology used to retarget high income viewers interested in art, culture, design and architecture
 - Third party data to reach luxury travelers



Results

Samsung's campaign drove lifts in awareness, brand favorability and consideration intent for viewers 18-44, outperforming hotel category benchmarks*

*Source: Kantar CTV Advertising Research Brand Lift Insights Report.

"Samsung was the perfect partner to launch our Travel by Design video series, creating an innovative, first of its kind solution to put our content in front of Marriott Bonvoy members and travel lovers everywhere."

Annie Granatstein
VP, Content Marketing
Marriott International

443

hours spent
viewing episodes

12%

Of viewers watched
"Travel By Design" videos
more than once