

Travelocity Red Hat Promotion



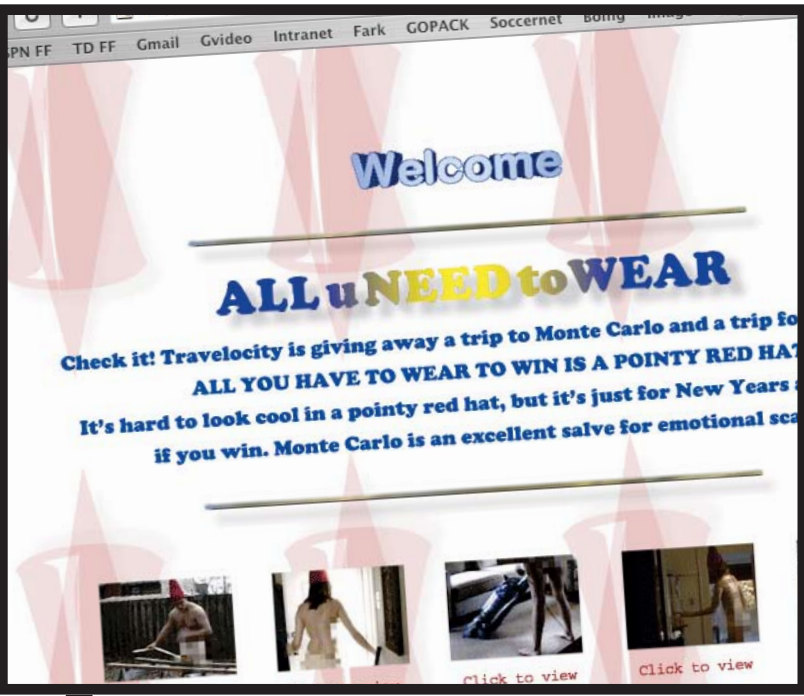
Spot on Jumbotron in Times Square



Streakers in Times Square and NY City



Wild Postings



allneedtowear.com



Viral videos



Online build your own hat page



travelocity.com/redhat



20,000 hats given out to spectators



News coverage during New Year's



8 times the media value (and a Buzz Award)

Description:

To promote a Travelocity trip giveaway and to further brand the Travelocity Roaming Gnome, we asked people to wear a pointy red Roaming Gnome hat in Times Square on New Year's Eve for a chance to win a trip to Monte Carlo. We spread the message, "The only thing you need to wear this New Year's is a pointy red hat," through a Jumbotron spot, streakers, wild postings and a website. The campaign leveraged the media coverage during New Year's Eve week in Times Square and created national buzz for Travelocity.

Brief:

To create consumer and PR buzz around the Travelocity brand.

Results:

Thousands of people wore pointy red hats in Times Square on New Year's Eve. The streakers were picked up by the Today Show and Fox Friends. Adweek covered the event. The campaign generated online buzz. One of the hats was sold on eBay. The overall return on investment is estimated at 10 times the cost of the event.

