


# JLS Case Study: Durham Marriott

## Marriott® DURHAM CONVENTION CENTER

Photo Tour Detail

Durham Marriott Convention Center



Marriott  
DURHAM  
CONVENTION CENTER

Return to Photo Tour

- Hotel Views
  - Exterior
  - Foyer (360°)
- Guest Room Samples
- Services & Features
- Area Sights
- Events & Meetings

Check Rates & Availability

Reservations by Phone

To make reservations by phone, call 1-800-228-9290 in the USA and Canada (or any of our worldwide reservation telephone numbers ).

◀ Previous | Next ▶

Foyer (photo 2 of 18)

**Services provided:** Throughout the year in 2009, JLS Creative Solutions worked with Durham, North Carolina-based hotel The Durham Marriott to implement a series of marketing initiatives designed to drive business to the downtown property. Projects included a web video, virtual tour creation, print collateral production and an expo display design.

Justin Shaner is the founder and chief creative officer at JLS.

"The Durham Marriott is a beautiful property and its online presence did not convey what the property currently has to offer," Shaner said. "Our goal was to have the property's website better reflect recent renovations made to the hotel. We accomplished this by shooting all new photography, virtual tours, and a television spot which we then implemented onto the franchise site."

To build awareness of the property, the JLS video production team produced and distributed a 3-minute web video detailing the hotel and all the town of Durham has to offer.

Dan McBride is the cinematographer/editor at JLS.

"The Durham Marriott is the kind of location cinematographers dream about shooting," McBride said. "With its helpful staff and vicinity to local attractions, I was able to do my job effortlessly."

To give website visitors the experience of actually visiting the property, JLS developed stunning virtual tours of the property. A photo shoot was followed by the virtual tour creation. A search engine marketing campaign helped promote the site's exciting new feature.

"Our virtual tours are anything but your standard, run-of-the-mill panoramas," Dan McBride, JLS cinematographer/editor said. "JLS specializes in creating crystal-clear, full-screen HD tours with colors and texture that pops right off the screen. We specialize in picking out unique angles to shoot from to make every tour distinctive and unique; we are also masters of digital touchup."

JLS also produced print collateral and an expo booth for the hotel, closely following Marriott's brand standards.

Gene Yager is the creative director at JLS.

"We worked hand-in-hand with the hotel to develop a rack card, tri-fold brochure, and trade show display and the client couldn't have been happier with the results," Yager said. "We made sure the pieces were informative and attractive, all while following the brand standards set forth by Marriott."



**Results generated:** "The results of the campaign were increased room sales for the property," Shaner said. "The new photography was used for several print media initiatives including a trade show banner which helped increase group sales and conference room reservations."

Jamie Frydlo is the former director of sales at North Carolina's Durham Marriott.

"I received a great compliment today," Frydlo said. "A meeting planner had never been to the property before, but the organization she works for had. They came in to meet with another group, and she told me all she did was go on the hotel's web site, and the virtual tour of the grand ballroom made her feel as if she was here. Thank you."

ACCOMPLISH GOALS.  
EVEN YOUR PERSONAL ONES.

Get more out of your trip when you stay at Durham Convention Center. Here, you can hit the day head on at all the nearby sights. Revive yourself in our new fitness center. Enjoy a world-class meal before going out on the town. Then spend the night recharging in your ultra-comfortable bed before taking on another dynamic day.

THE DURHAM MARRIOTT CONVENTION CENTER  
201 Foster Street  
Durham, NC 27701  
Phone 919.278.6500  
marriott.com/DCUCV.com

