

JLS Case Study: The Newport Hotel

THE NEWPORT HARBOR HOTEL AND MARINA

Services provided: The team at JLS Creative Solutions worked with The Newport Hotel to implement a fully-integrated media campaign promoting their hotel and restaurant. As part of this effort, the hotel's website underwent a thorough renovation, including a new design and improved programming. Plus, a direct mail campaign was developed, including design and strategic planning for its distribution. In addition, new print collateral and web banner ads were designed, reflecting a uniform, consistent brand image. Video was shot and edited for a TV spot and an online video, and a photo shoot was performed. Finally, an email marketing effort was launched and a public relations campaign was implemented.

Debbie Neves is the Director of Sales & Marketing at The Newport. She credits the work JLS did in helping the hotel have a very memorable season.

"I'd like to thank you and your team for your help making this past season a spectacular one!" Neves said.

Justin Shaner is the founder and chief creative officer at JLS. He oversaw the campaign produced for The Newport.

"We Integrated the Newport's new identity, print media campaigns, redesigned website, and the direct mail campaigns together with the same design elements for each to create a uniform brand message through various media outlets," Shaner said.

Results generated: Occupancy increased 21.4% over prior year; RevPAR increased 15.6 over prior year; revenue increased \$340,000 over prior year. In three months, the Web ads generated roughly 350,000 impressions, 225,000 of which were business-focused.

