



CASE STUDY:

NEW YORK HILTON MIDTOWN 50TH ANNIVERSARY CAMPAIGN

As the New York Hilton approached its 50th Anniversary, we were thrilled to have the opportunity to create a digitally-centric campaign as part of the celebration. Components of the campaign included a dedicated website, social media contest, digital advertising, an employee campaign to promote “Random Acts of Hospitality” and PR support.

New York Hilton MIDTOWN



INDUSTRY
TRAVEL & TOURISM



AUDIENCE
PAST AND CURRENT GUESTS
FANS AND FOLLOWERS
INTERNAL EMPLOYEES



CATEGORY/TACTICS
WEBSITE DESIGN
SOCIAL MEDIA CAMPAIGN
PAID & EARNED MEDIA
ON-PROPERTY ACTIVATION
PUBLIC RELATIONS
REPORTING



IDEAS.

Our work for the New York Hilton Midtown included creating a celebratory campaign to commemorate the 50th anniversary of Hilton's flagship property. Through a series of digital and experiential festivities, we shined light on the famed name with a website, social media campaign, as well as through the creation of the Random Acts of Hospitality on-property initiative. The social campaign's focus was to drive awareness to the hotel's notable history while increasing visitation by engaging followers through a fun and engaging Facebook sweepstakes.



Anniversary Microsite

FIVE-DECADE GIVEAWAY PROMOTION



1960s Decade Art

1970s Decade Art



GOLD AWARD WINNER
HSMIAI Adrians



WORK.

With a budget under \$20,000, we utilized earned media and capitalized on the strength of the hotel's growing Facebook fan base to create a sweepstakes, and drive users from the Facebook page to the 50th anniversary scrolling website developed by our UX and design team.

For the sweepstakes, we hosted five monthly contests for Facebook fans to win a three-night stay at the New York Hilton Midtown. Each contest post was paired with a themed graphic specific to each decade—60s, 70s, 80s, 90s, and 2000s—to showcase the legendary hotel's 50 years of operation.

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1980s Decade Art



1990s Decade Art



2000s Decade Art



RESULTS.

During the campaign, we totaled:

750

entries

6.9

impressions

7,250

new fans

Optimized CPC
(18 CENTS)

to be

49% LOWER

than the travel and leisure
sector's average (35 cents)

Optimized CTR
(2.8%)

to be

965% HIGHER

than the travel and leisure
sector's average (.263%)

KEY TAKEAWAYS

- A digital-first strategy anchored by social engagement and storytelling brought new relevance to a legacy hospitality brand during its 50th anniversary celebration.
- The five-decade Facebook sweepstakes successfully merged nostalgia and modern interactivity, inviting fans to connect with Hilton's history while driving measurable engagement.
- Leveraging earned media and organic reach, evok maximized campaign performance on a modest budget of under \$20,000—achieving cost-per-click and click-through rates well above industry benchmarks.
- Optimized creative and paid targeting reduced CPC by 49% compared to the travel and leisure sector average, while increasing CTR by 965%, demonstrating the power of precise media strategy and design.
- Evok's integrated approach—combining digital design, social activation, and experiential storytelling—transformed a milestone celebration into a high-performing, brand-building campaign that strengthened Hilton's connection with past and future guests.