



CASE STUDY:

ROSEN SHINGLE CREEK MEETING PLANNER CAMPAIGN



For Rosen Shingle Creek, our team developed an integrated grand opening campaign designed to build awareness, position the property within the established Rosen brand portfolio, and drive early demand from corporate and association meeting planners. Through a coordinated mix of brand storytelling, targeted media, direct outreach, and data-driven digital tactics, we created a campaign that introduced the property to the market while actively generating measurable booking interest.



INDUSTRY
TRAVEL & TOURISM



AUDIENCE
CORPORATE MEETING PLANNERS
CORPORATE EVENT HOSTERS/
PLANNERS
TRAVELERS
GROUP BOOKING AGENTS



CATEGORY/TACTICS
DIRECT MAIL CAMPAIGNS
INDUSTRY PUBLICATIONS
EMAIL MARKETING
PRINT COLLATERAL
MEDIA AND MESSAGING STRATEGY
LANDING PAGE DEVELOPMENT
SEO
REPORTING



Print Ads

 **IDEAS.**

In Central Florida, the name Rosen is synonymous with conventions. With the upcoming opening of a new property, Rosen Shingle Creek, set to become one of the largest luxury convention resorts in Central Florida, came the challenge to familiarize travelers and the meetings industry with the new property and leverage the Rosen name's existing clout within the industry.

An ambitious target of \$100 million and one million room nights in pre-construction bookings for meeting and conventions was established.

Our team was tasked with meeting and surpassing these objectives to help the new resort gain visibility amongst their target audiences.

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Print Collateral



WORK.

To begin, our team was tasked with developing a brand story for the Rosen Shingle Creek that would extend beyond basic collateral needs, with elements that live and breathe outside the resort's doors.

Each piece told the unique tale of the hotel's history, from the materials used to secure its spot in the Orlando skyline, to the upscale details that demonstrate what the Rosen name stands for.

We created the compendium (in-room guide), the key packet, a sales kit and an email campaign to support the grand opening. In addition, we developed a unified brand for the three convention hotels—Rosen Shingle Creek, Rosen Centre and Rosen Plaza—exposing meeting planners to the Rosen message with more frequency, without budget increase.

Complementing the collateral, we developed a detailed media and messaging strategy to reach meeting planners in both the corporate and association fields via targeted trade publications, a teaser direct mail campaign and an interactive email countdown that showcased the property's unique features.

To measure success, we implemented unique 800 numbers, URLs, Google Analytics and Webtrends, as well as evok's own proprietary software for trend tracking. On the digital front, we developed bridge pages to direct search engine optimization and digital campaigns to target specific demographics, understanding vertical marketing was essential to our efforts.



RESULTS.

Every marketing initiative our team developed for Rosen Shingle Creek was tracked and analyzed in real-time, letting us evaluate the initiative's effectiveness against industry standards and adjust the program without delays to maximize results.

With aggressive sales goals, the grand opening campaign was considered a success at just under one million room nights. After reaching the pre-construction booking goal, Rosen Shingle Creek continued to exceed sales and awareness benchmarks.

In independent market surveys, Rosen Hotels and Resorts has ranked higher in consumer ad recognition than any other Central Florida hotel in the past three years. All Rosen properties rank in the top three organic web search engine results. The unified branding of all three properties together has enabled the Rosen sales department to sell each property as a unique solution for their clients, rather than properties competing against each other.

KEY TAKEAWAYS

- A strategic brand narrative elevated Rosen Shingle Creek's positioning, allowing the property to stand out within a highly competitive meetings and conventions market.
- Unifying the branding of Rosen Shingle Creek, Rosen Centre, and Rosen Plaza increased visibility and enabled more efficient marketing without additional budget investment.
- Integrated collateral, direct mail, email, and trade media campaigns effectively engaged meeting planners across corporate and association segments.
- Advanced tracking and analytics tools provided real-time performance insights, allowing evok to continuously optimize campaign effectiveness.
- Evok's data-driven, multi-channel approach delivered measurable results, achieving nearly one million room nights in pre-construction bookings and strengthening long-term brand awareness and search visibility.