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CAMPAIGN: IHG HOME TEAM HOSPITALITY
CLIENT: IHG HOTELS & RESORTS
AGENCY: GEOMETRY

With Super Bowl LIII bringing over one-million visitors to their hometown of Atlanta, IHG Hotels & Resorts wanted to seize the opportunity to showcase their commitment to True Hospitality. With unique activations in all corners of the city, Home Team Hospitality created memorable moments for visitors and locals alike, all while raising awareness of IHG Hotels & Resorts and its world-class portfolio of hotels.

The weekend kicked off with a media event featuring the ultimate host, Nick Cannon, promoting #hometeamhospitality to his 10 million followers. This content was also shared on the IHG social channels.

Inspired by the **Hotel Indigo**® spirit to celebrate the local flavor of the neighborhood, we partnered with Karen Anderson (@TinyDoorsATL), one of Atlanta's most popular artists, to create the first ever **Not So Tiny Door**, an art installation and instant destination for art-lovers. By tagging both Hotel Indigo and IHG Hotels & Resorts, we had the opportunity to reach her 130,000+ online followers.

The **Holiday Inn**® Street Performers brought the brand's personality to life, with break-dancers, a magician and a contortionist serving up Instagram-worthy moments and memories with the **Share a Coke and a Smile** activation, culminating with a surprise ticket giveaway to the big game!

At night, IHG lit up the **Crowne Plaza**® Atlanta-Midtown with a dynamic animated projection on the highway-side of the hotel promoting IHG Hotels & Resorts. On the pool side of the hotel, Nick Cannon and guests played **Game Break**, a custom-created football video game that was projected onto the side of the building, creating an arcade experience four times larger than a standard IMAX screen!

Holiday Inn Express® delivered complimentary breakfast to fans at Atlantic Station. The **Pancake Station** food truck handed out warm, delicious pancakes to fans waiting in line at various sponsored events taking place at Atlantic Station.

The weekend fun continued with the **Kimpton**® **Bloody Mary Bar** in the busy West Side Provisions district, where guests could top off their complimentary Bloody Mary cocktail at the fully stocked garnish bar.

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To give guests a taste of the InterContinental Life, we hosted a **Champagne Tailgate** at the **InterContinental**® **Hotel** in Buckhead. Instead of beer and hotdogs, we gave out champagne-flavored treats and plush hotel robes. Premium yard games and upscale music set this tailgate apart, creating a fun-but-sophisticated environment.

On Super Bowl Sunday, **Staybridge Suites**® invited fans into the **Feel at Home Zone**, featuring a family-friendly face painting station and interactive photo-op experiences inspired by the New England Patriots and Los Angeles Rams.

Finally, our **IHG Home Team Hospitality Buses** became both a mobile billboard and sought-after transportation, shuttling passengers throughout local points of interest in Atlanta. Along with a special appearance by Nick Cannon, talented DJ and Emcees entertained the crowds with humor and high energy to keep the party vibe going. Guests also participated in a trivia game for a chance to win prizes to local Atlanta attractions and IHG® Rewards Club points!

The results were nothing short of spectacular. After 4 days and 124 total activation hours, IHG Home Team Hospitality garnered over 14,000 consumer interactions and 363.2M media impressions, including 229 placements and original news stories from 35 news outlets. On social media, the program served as the launch for the new @IHG consumer-facing social channels, driving **4,300 new followers** and **768K video views** across social platforms.

