



Hotels.com

How it Worked: #SkipTheLine

Thursday October 9, 2014

OBJECTIVE

**EXTEND BRAND HOSPITALITY
AT A POP CULTURE EVENT TO
DRIVE CONSUMER
ENGAGEMENT ONLINE AND
OFFLINE**

Big Idea

Break into the crowded market at SXSW to reward consumers with a helpful and valuable experience, a solution to one of the biggest challenges attendees face:

LONG LINES

How It Happened

- 1. The Opportunity:** The Hotels.com marketing team identified an opportunity for the brand to have its first-ever activation at SXSW.
- 2. The Idea:** Create an experience that provided value to festival attendees, offering up a solution to common challenges faced by festival-goers.
- 3. The Activation:** Hotels.com announced a line stand-in service via Twitter, with hashtag #SkipTheLine. Attendees were required to reply with location and hashtag, to deploy a street team member to their line for a 30-minute hold in downtown Austin.

Success in Numbers

In three days, Hotels.com and Finn Partners generated:



12.3 million

IMPRESSIONS ON TWITTER

229
#SKIPTHELINE REQUESTS

197
REPLIES

165
RETWEETS

297
MENTIONS

187
NEW FOLLOWERS



5.7 million

MEDIA IMPRESSIONS

MOST ENGAGING BRAND TWEETS

H **Hotels.com** @hotelsdotcom · Mar 12
#SXSW goes by fast & lines move slow. Tweet us w/[#SkiptheLine](#) for a chance to get instant entry for 2 on 3/13 to the @IFCSXSW Fairgrounds!
Expand Reply Delete Favorite Buffer More

H **Hotels.com** @hotelsdotcom · Mar 14
Unwind at our @IFCSxsw Fairgrounds [#SXSWLounge](#) & RT for a chance to win a FlipCam! Winners will pickup prize today at the fairgrounds. [#SXSW](#)
Expand Reply Delete Favorite Buffer More

H **Hotels.com** @hotelsdotcom · Mar 13
At the @IFCSXSW Fairgrounds? Cool down w/[@CoolhausATX](#). Tweet [#SkiptheLine](#) for a chance to have us wait for you.
pic.twitter.com/5WGbvW6sPm



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H **Hotels.com** @hotelsdotcom · Mar 11
At [#SXSW](#) & feeling lucky? Tweet us w/[#SkiptheLine](#) for a chance to get instant access for 2 on 3/12 to @IFCSXSW Fairgrounds & our [#SXSWLounge](#)
Expand Reply Delete Favorite Buffer More

H **Hotels.com** @hotelsdotcom · Mar 13
At [#AustinPartyWeekend](#) or [#HypeHotel](#)? What a coincidence, so are we. Tweet us with [#skiptheline](#), and we may do the waiting for you!
Expand Reply Delete Favorite Buffer More

H **Hotels.com** @hotelsdotcom · Mar 12
In line at [#spotifyhouse](#) or [#pitchforksxsw](#)? Tweet us your location & photo w/[#skiptheline](#) for a chance to have us wait for you! [#SXSW](#)
Expand Reply Delete Favorite Buffer More

H **Hotels.com** @hotelsdotcom · Mar 12
Looks like we're not the only ones who like [@ChiLantroBBQ](#). Let us wait for you! Tweet us w/[#SkiptheLine](#). pic.twitter.com/FfLEhWngaY



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H **Hotels.com** @hotelsdotcom · Mar 12
Itching to see [@Themowglis](#) and [@aauthorsmusic](#) tomorrow? Tweet us with [#SkiptheLine](#) to rock out without a long wait at @IFCSXSW Fairgrounds.

H **Hotels.com** @hotelsdotcom · Mar 13
Have [#IFCSXSW](#) envy? Tweet us w/[#SkiptheLine](#) for a chance to win instant access to the space & to experience our [#SXSWLounge](#) on 3/14.
Expand Reply Delete Favorite Buffer More

MOST ENGAGED USERS

 **Jennifer McNabb** @jmc409 · Mar 14
@hotelsdotcom #SkiptheLine we love you and want to skip the line!
pic.twitter.com/Z5AqLYfKbY



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 **Chiefdoodle C-Zap** @ChrisZAP · Mar 14
@hotelsdotcom started holding our spot at 615 #GoodLookingOut
#SkipTheLine pic.twitter.com/hXzVlc8Gnt



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 **Jordan Lewis** @ThatsSoLewis · Mar 14
@hotelsdotcom I'm at Mohawks come take my spot! #skiptheline I'm in blue
and black striped polo and kakis!

 **michael hinojosa** @mike_zachary · Mar 14
#skiptheline @hotelsdotcom can you please hold my spot ?? Chicago white
sox hat

from Austin, TX Reply Retweet Favorited Buffer More

 **Sydawnie Douglass** @Sydawnie · Mar 14
Hey! @hotelsdotcom can you help us out at the Austin music hall?
#skiptheline

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 **Kelley Jump** @KelleyJump · Mar 14
Helloooo @hotelsdotcom I'm at the Belmont waiting to see Sleigh Bells. Come
wait for me! #SXSW #skiptheline #hotelsdotcom

from Austin, TX Reply Retweet Favorited Buffer More

 **Karen Early** @karenearly · Mar 14
@hotelsdotcom I'm at lavaca & 5th waiting for the red bull sound select show.
In a red hoodie and my friend's in a jean jacket #skiptheline

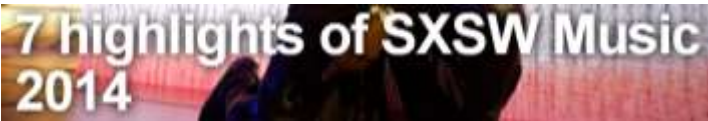
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 **Lisa** @texasdaisylisa · Mar 13
@hotelsdotcom @IFCsxsw @Themowgliis @aauthorsmusic I love the Mowgliis!
#skiptheline

View conversation Reply Retweet Favorite Buffer More

COVERAGE HIGHLIGHTS

The Daily Dot



4) Hotels.com stands in line for you

Even the most elite of the VIPs were confronted with lines galore this SXSW. But Hotels.com made sure your time in the human gridlock wasn't wasted. Whether you needed that brat from the trailer a few blocks away, a quick beer, a bio break, or to run charge your dying phone at one of the many stations, #skiptheline waiters came running and held your spot in line, asking for nothing in return.



Andrew Minick @tr0am
@hotels.com thanks for standing in line for me so I could go get a Margarita. #SXSW #skiptheline
8:28 PM - 13 Mar 2014



Austin Local News

Hotels.com to offer 'skip the line' service at SXSW

by KVUE.com
AUSTIN — Hotels.com will offer a free Twitter-based "skip the line" service at South By Southwest Festival from March 12 to March 14. On those dates, people waiting in line at select unofficial SXSW music shows will be able to tweet their location with the hashtag #SkiptheLine for a chance to be randomly selected to get a 30-minute "break" from waiting in line. Locations will be announced on the @hotelsdotcom Twitter, and about 10 participants will be selected each hour.

COUNSELOR

THE VOICE OF THE INDUSTRY



rides. And, then there was Hotels.com, which – if you Tweeted about them – offered the service of having someone decked out in branded t-shirts and hats wait in line at music venues for 30 minutes on your behalf – a very valuable commodity given the long waits at most places.

TAKEAWAYS

- **Don't Forget Your Core Followers During The Festivities**
- **Build A Well-Rounded Support Team**
- **Mind Your Senses**