

HALLMARK HOTELS

PRODUCT REVIEW



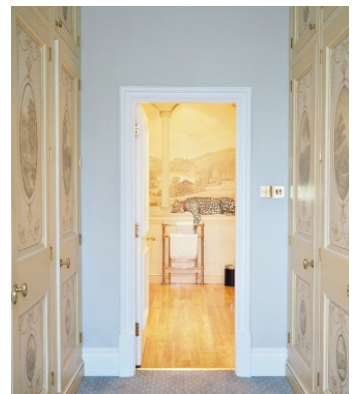
THE PROJECT

UK hotel chain, Hallmark Hotels, wanted to use our large network of UK-based travel and lifestyle influencers, to help build awareness of their offering.

We hand-picked the most relevant influencers to review their stay and the facilities at the hotel, offering them a night's stay at their choice of Hallmark Hotel, where they could enjoy a complimentary afternoon tea, a good night's sleep, and free time to explore the local area.

THE AIM

To increase awareness of Hallmark Hotels luxury offering amongst a leisure-loving British audience, by inviting travel influencers to experience it for themselves.



THE RESULTS

The resulting coverage has achieved:



140,000

Combined social reach



35

High quality photographs of the hotels, facilities and grounds published across key travel blogs



1,200

Comments & Likes from those who read the reviews