

# Hotel in Space - Ad Campaign Process Book

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# Project Overview

The Hotel in Space Campaign is to create an ad campaign for a fake/official hotel franchise promoting their new “hotel in space” through various mediums and platforms. The overall campaign should garner funding and attract global investors, have a new respect in the marketplace, create buzz in anticipation of the opening and create demand for bookings to the new hotel.

The ad campaign must promote the new hotel as an exotic destination for travelers while being associated with the chosen hotel chain, either real or fake. The hotel’s name and logo must be featured, headlines and/or taglines must be consistent in branding and design.

# Hotel Chain Selection & Info

## Wyndham Hotels:

An international hotel and resort chain, provider of hotel management services, travel and services to all people. Their focus is on appealing to people nationally and globally in order to have hotel travel accessible to all regardless of background and economic status.

The hotel chain has over 9,000 hotels with hotels and resorts in over 80 countries and 20 brands under the Wyndham name, divided up in six categories: Distinctive, Upscale, Lifestyle, Midscale, Value/Economy, and Extended stay

# Wyndham Logo & Aesthetic

WYNDHAM

HOTELS & RESORTS

## WYNDHAM HOTELS & RESORTS RESPONDS TO COVID-19

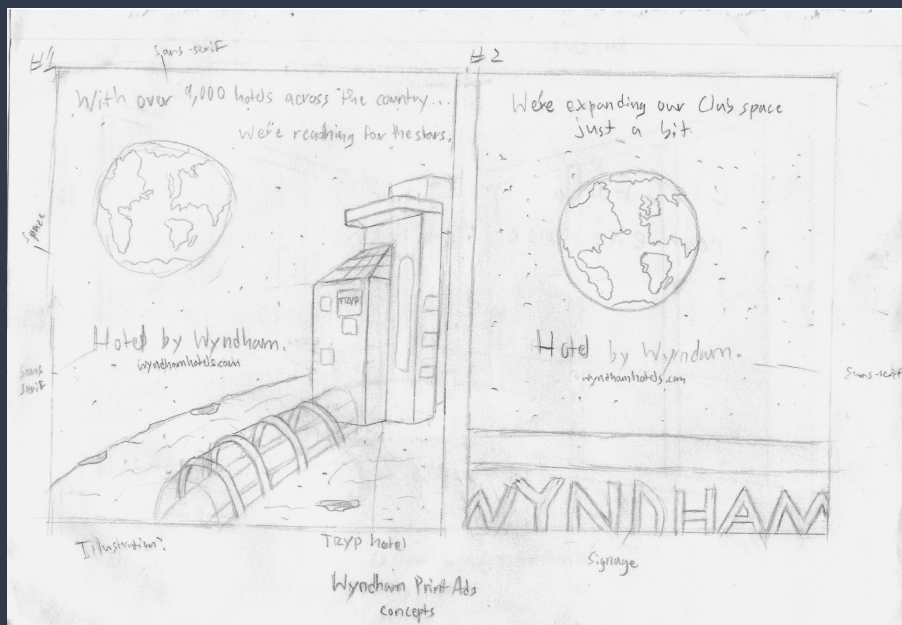
Our mission is to make hotel travel possible for all, and that becomes especially important during times of uncertainty.

The safety of our guests and team members around the world is our top priority.

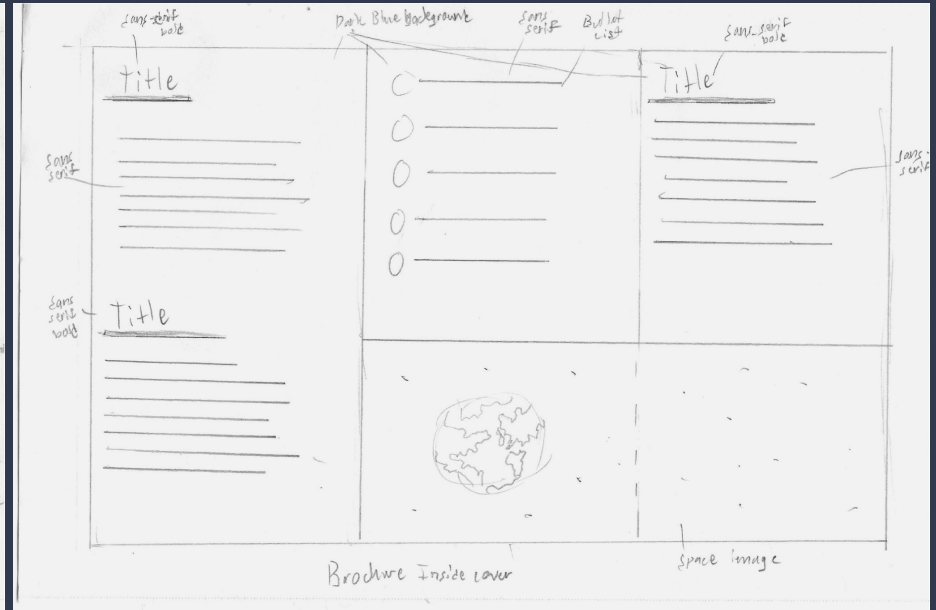
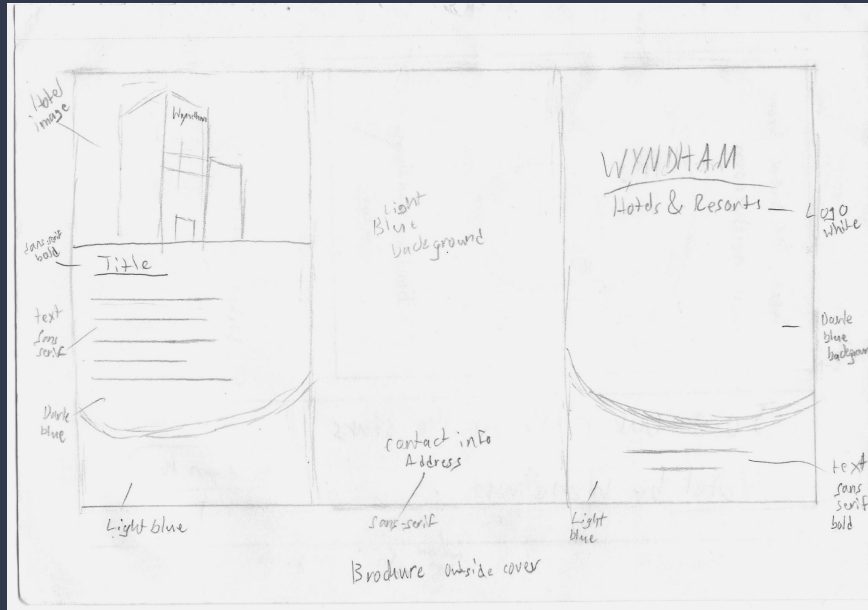
Learn more at: [wyndhamhotels.com/covid-19](https://wyndhamhotels.com/covid-19)

WYNDHAM  
HOTELS & RESORTS

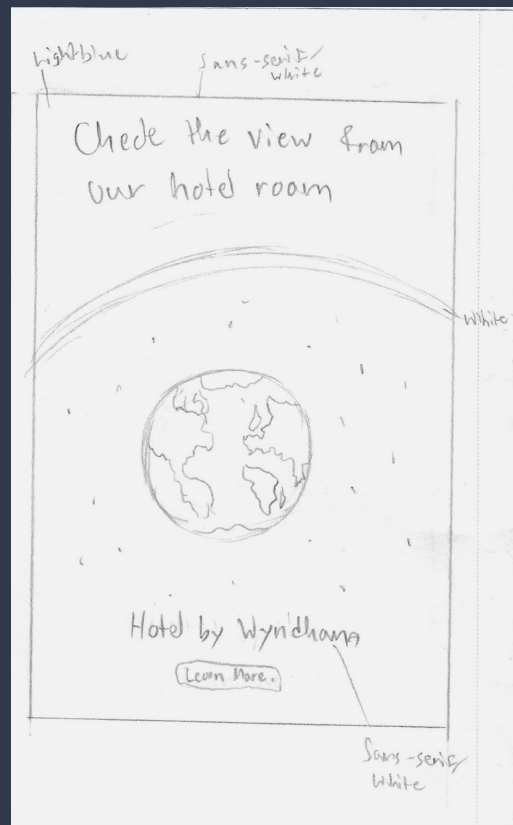
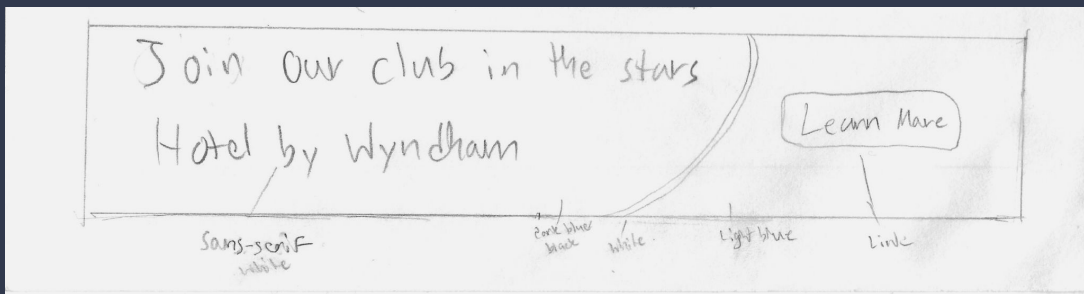
# Sketches



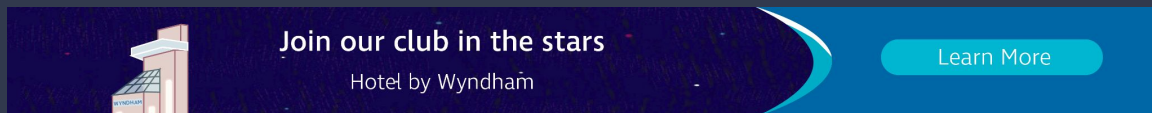
# Sketches



# Sketches



# Final Design – Web Banners





# Web Banner Mockup



# Final Design – Brochure

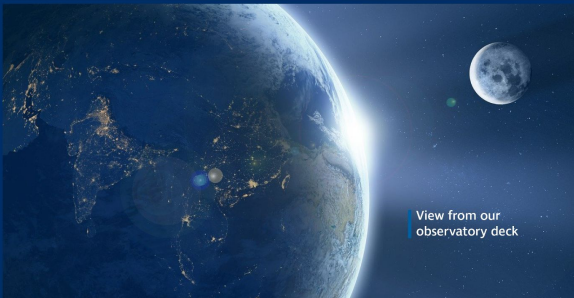
## Frontier Expansion

We have expanded our hotel range into the frontier of space. With over 9,000 hotels and resorts across the Earth under the Wyndham name, it was only natural to spread out further into an area unreached by us. We have developed a new hotel catered and designed to life in space for all our guests. So come join us among the stars for an experience by Wyndham.

- + New hotel development & equipment catered to space
- + Large observatory deck with view of Earth
- + 300+ rooms & amenities for maximized guest experience
- + Specialized events & activities for rewards members
- + Unique experience on the frontier of space

## Comfort in Space

Adapting the Wyndham brand for space was a challenge but overcome by our trusted personnel. As we have done with our hotels and resorts in the past, we had our service tailored to our customers needs in space. For more info about the journey to adapting to space, read our full article at [development.wyndhamhotels.com](https://development.wyndhamhotels.com).



View from our observatory deck

## Trusted Name

We are focused on appealing to all people nationally and globally in order to have our new hotel travel accessible to all people regardless of background and economic status. With a trusted name and reputation, we offer the best for our customers ensuring loyalty and connection for everyone.



## Upscale Style

We provide comfort and style for all our guests so they can enjoy our space frontier experience. Offering world class style and features, we provide the best at reasonable prices with our various dining options, comforting guest rooms, relaxation and lounge areas. Members of our Wyndham rewards loyalty program will be offered invitations to specialized events and activities for all around enjoyment.

**WYNDHAM**  
HOTELS & RESORTS

Learn about our  
new hotel in space!

Wyndham Hotels & Resorts, Inc.  
22 Sylvan Way,  
Parsippany, NJ 07054

# Brochure Mockup



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# Final Design – Single Page Print

With over 9,000 hotels across the country...  
we're reaching for the stars.

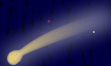


Hotel by Wyndham.  
[wyndhamhotels.com](http://wyndhamhotels.com)




The illustration shows a stylized orange and white hotel building with the word 'WYNDHAM' on its side, situated on a grey, cratered moon surface. A lunar rover is parked in the foreground, and a pair of sunglasses lies on the ground nearby. The background is a dark blue space with white stars.

We're expanding  
our Club space  
just a bit.



Hotel by Wyndham.  
[wyndhamhotels.com](http://wyndhamhotels.com)



The illustration depicts a stylized orange and white hotel building at night. A bright comet streaks across the dark blue, star-filled sky above. Two green silhouettes of people are visible on a balcony of the building. The word 'WYNDHAM' is written in large blue letters on a sign at the base of the building.

# Final Design - Spread





# Print Mockup



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# Print Spread Mockup

