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Hilton Receives Top Accolades at the 2014 HSMAI Adrian Awards

Recognizing the best in travel advertising, digital marketing and public relations, Hilton takes home more than 50 awards

MCLEAN, Va.--(BUSINESS WIRE)-- Without a doubt, 2014 was a significant year for [Hilton Worldwide](#) (NYSE:HLT) as teams around the world worked to inspire travel with unique and innovative marketing programs. Last night, those efforts were recognized at the Hospitality Sales & Marketing Association International (HSMAI) Adrian Awards as Hilton and its portfolio of brands received more than 50 accolades. Nine brands within the Hilton Portfolio were celebrated among the best in sales and marketing for the hospitality industry. Hilton was also the winner of three Platinum Adrian Awards, one of HSMAI's most coveted honors.

"At Hilton, we incorporate cutting-edge innovation and ideas both inside our hotels and in our marketing efforts, and it was an honor for those efforts to be recognized amongst our industry peers last night," said Jeff Diskin, executive vice president, commercial services, Hilton Worldwide. "While it's now confirmed with multiple plaques and accolades that 2014 was monumental for Hilton, we promise to continue to keep the industry on its toes and our guests happy through exciting new programs in 2015 and beyond."

In addition to the brand awards, Christopher J. Nassetta, president and CEO, Hilton, was honored as the Albert E. Koehl Award for Lifetime Achievement in Hospitality Marketing recipient for 2014. Nassetta was chosen based on his dedication to the travel and hospitality industry and noteworthy career, including strategic and creative advertising, marketing and public relations initiatives. Additionally, Stuart Foster, vice president of global marketing, luxury & lifestyle brands, Hilton Worldwide, and Diana Plazas, director of global brand marketing, DoubleTree by Hilton were recognized as two of HSMAI's Top 25 Extraordinary Minds for 2014.

Celebrating a broad range of marketing segments including digital marketing, advertising and public relations, the Adrian Awards is one of the most respected honors to receive in the travel and hospitality industry. The Awards are judged by approximately 200 advertising, public relations, media and digital marketing industry experts, along with leading members of the travel community.

Below are the 2015 Hilton winners:

Hilton Hotels & Resorts

- Gold, Public Relations Campaign: Special Event – *LGBT Advocacy*

- Gold, Public Relations Campaign: Marketing Program for Consumers – *LGBT Pride Month*
- Silver, Advertising: Advertising Campaign– *Our Stage, Your Story*

Waldorf Astoria Hotels & Resorts

- Silver, Public Relations: Public Relations Campaign – *Building Awareness for The Towers of the Waldorf Astoria New York*
- Bronze, Digital Marketing: Digital Marketing Series – Multimedia Series – *Unforgettable Stories*
- Bronze, Public Relations Campaign: Marketing Program – *Stories Begin Here*
- Bronze, Public Relations Campaign: Special Event – *Waldorf Astoria Beverly Hills Signing*

Conrad Hotels & Resorts

- Silver, Digital Marketing Single Entry: App User Experience – *Conrad Concierge*
- Bronze, Public Relations Single Entry: Feature Placement Online for Consumer Media – *Room Request! Conrad New York*

DoubleTree by Hilton

- Gold, Digital Marketing Single Entry: Social Media/Social Networking – *Cookie Care Campaign*
- Gold, Public Relations: Public Relations Campaign – Marketing Program – Consumer – *Cookie Care Delivers Sweet Results for DoubleTree by Hilton*
- Silver, Digital Marketing: Digital Campaign – Social Media Campaign – *Cookie Care Campaign*
- Bronze, Digital Marketing: Digital Campaign – Contest/Sweepstakes – *Cookie Care Campaign*
- Bronze, Public Relations: Public Relations Campaign – Special Event – *Treats and Tweets: DoubleTree by Hilton Takes Over National Chocolate Chip Cookie Day*

Embassy Suites Hotels

- Gold, Advertising: Advertising Campaign – *Yeah, It's Pretty Great*
- Gold, Digital Marketing: Digital Campaign: Integrated Marketing Campaign for Consumers – *Yeah, It's Pretty Great*
- Gold, Public Relations Campaign: Employee Program – *Yeah, It's Pretty Great*
- Silver, Advertising Single Entry: Television for Consumers – *Yeah, It's Pretty Great, "Dad Door"*
- Silver, Digital Marketing: Digital Marketing Series – *Yeah, It's Pretty Great Video Series*
- Silver, Advertising: Advertising Series, Television for Consumers – *Yeah It's Pretty Great TV Series*

- Silver, Public Relations Single Entry: Feature Placement Print for Trade Publication – *Hotel Business, Behind the Brand*
- Bronze, Advertising: Single Entry Advertising – Radio – *Yeah, It's Pretty Great, Disney Sponsorship*
- Bronze, Advertising: Advertising Series – Complete Campaign for Consumers – *Yeah, It's Pretty Great*

Hilton Garden Inn

- Gold, Public Relations Single Entry: Feature Placement Print for Trade Publication – *Hotel F&B, 25 Minute Workout*
- Silver, Public Relations Campaign: Marketing Program for Consumers – *Declare Your Own Holiday*
- Bronze, Advertising: Advertising Series, Television for Consumers – *Life's Better at the Garden*

Hampton Hotels

- Gold, Public Relations Campaign: Marketing Program for Consumers – *Hampton Embrace Your Weekend Self*
- Bronze, Public Relations Single Entry: Feature Placement Print for Trade Publication – *AAHOA Lodging Business, Hampton 1,900 Hotels Milestone*
- Bronze, Public Relations Single Entry: Feature Placement Print for Trade Publication – *Entrepreneur, The Secrets of the Top Brands*
- Bronze, Public Relations Single Entry: Feature Placement Print for Trade Publication – *Hotel F&B, Wake Up, World (Hampton Global Breakfast)*

Homewood Suites by Hilton

- Platinum, Advertising: Advertising Campaign – *Military Campaign*
- Gold, Advertising: Advertising Campaign – *Military Campaign*
- Gold, Advertising: Advertising Series, Television for Consumers – *Stay in the Groove*
- Gold, Public Relations Single Entry: Feature Placement Print for Consumer Magazine – *Military Spouse, Suite Surprise for Military Families*

Home2 Suites by Hilton

- Bronze, Public Relations Single Entry: Feature Placement Print for Trade Magazine – *Asian Hospitality, Home2 Suites Grows Green*
- Bronze, Advertising: Advertising Series, Direct Mail for Consumers – *In the Lead Spring Sellapalooza*

Portfolio

- Platinum, Advertising: Advertising Series, Television for Consumers – *'Be a Weekender' - Bachelorette Party, Family Shore, Love Poem, Ultimate Goal: Ashley Wagner*

- Platinum, Digital Marketing: Digital Campaign – Contest/Sweepstakes – *'Be a Weekender' – The Ultimate Weekender*
- Gold, Digital Marketing Single Entry: Social Media/Social Marketing – *Hilton Suggests*
- Gold, Digital Marketing: Digital Campaign – Contest/Sweepstakes – *'Be a Weekender' – The Ultimate Weekender*
- Gold, Advertising: Advertising Campaign – Contest/Sweepstakes – *'Be a Weekender' – The Ultimate Weekender*
- Gold, Advertising: Advertising Series, Television for Consumers – *'Be a Weekender' – Bachelorette Party*
- Silver, Public Relations Single Entry: Feature Placement Print for Trade Publication – *Hotel Management, One-on-One with Bill Fortier*
- Silver, Public Relations Single Entry: Feature Placement Print for Trade Publication – *HOTELS, Hilton Exec Talks Millennials & Music*
- Silver, Public Relations Single Entry: Feature Placement Television – *Digital Hospitality*
- Silver, Public Relations Campaign: New Opening/Launch – *Digital Hospitality*
- Silver, Digital Marketing: Digital Single Entry: Web site – *'Be a Weekender' – Hiltonweekends.com*
- Bronze, Digital Marketing: Digital Campaign: Integrated Market Campaign for Consumers – *'Be a Weekender' – Athlete Content*
- Bronze, Advertising: Complete Campaign– *'Be a Weekender'*
- Bronze, Advertising Single Entry: Television for Consumers – *'Be a Weekender' – Bachelorette Party*
- Bronze, Advertising Single Entry: Radio for Consumers – *'Be a Weekender' – Pledge*

For a complete list of this year's winners visit www.adrianawards.com.

About Hilton Worldwide

Hilton Worldwide (NYSE:HLT) is a leading global hospitality company, spanning the lodging sector from luxury and full-service hotels and resorts to extended-stay suites and focused-service hotels. For 95 years, Hilton Worldwide has been dedicated to continuing its tradition of providing exceptional guest experiences. The company's portfolio of twelve world-class global brands is comprised of more than 4,300 managed, franchised, owned and leased hotels and timeshare properties, with more than 715,000 rooms in 94 countries and territories, including Hilton Hotels & Resorts, Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, Canopy by Hilton, Curio - A Collection by Hilton, DoubleTree by Hilton, Embassy Suites Hotels, Hilton Garden Inn, Hampton Hotels, Homewood Suites by Hilton, Home2 Suites by Hilton and Hilton Grand Vacations. The company also manages an award-winning customer loyalty program, Hilton HHonors®. Visit news.hiltonworldwide.com for more information and connect with Hilton Worldwide at facebook.com/hiltonworldwide, twitter.com/hiltonworldwide, youtube.com/hiltonworldwide, flickr.com/hiltonworldwide, and linkedin.com/company/hilton-worldwide.

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