

## OYO Earns the trust of travellers using HT Media's Integrated Solutions



### THE CHALLENGE: TRAVEL LANDSCAPE REVAMPED

As India began travelling again following the relaxation in lockdown restrictions, OYO wanted travelers to know about their earnest commitment towards ensuring a safe, worry-free getaway.

OYO's internal research revealed that "safety" and "sanitization" were the top priorities for potential travelers. To address that need and instill trust in their brand, OYO launched two key campaigns: "Contactless Check-in" & "Sanitised Before Your Eyes".

Given OYO's pan-India presence, they wanted a media partner with a pan-India reach and the ability to tap into their target audience, i.e. youth between the ages of 20 and 34. That's where HT Media's integrated marketing solutions came into play.

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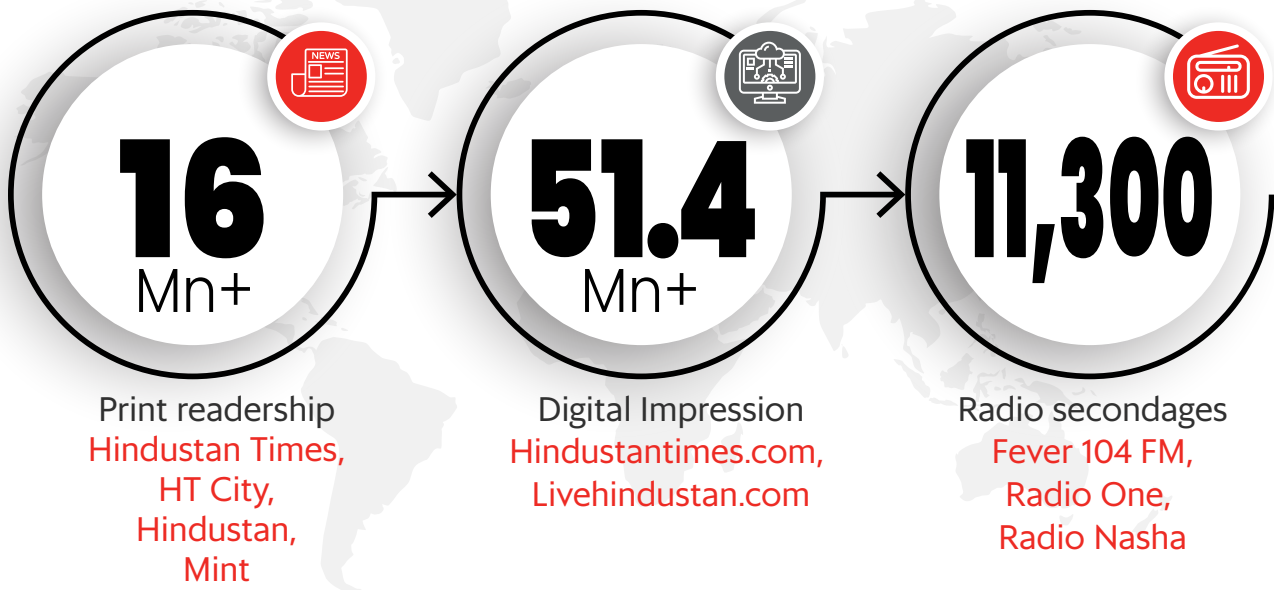
**OYO**

**Speaking about the campaign, Mayur Hola, Head of Global Brand, OYO Hotels & Homes said,** "Trust and love are like chai and biscuit (biscuit sounds better). The Sanitised Before Your Eyes initiative is a brand trust exercise that walks the talk by disinfecting the room in front of a guest's eyes. Our consumers asked this of us in the recent Project Hello we conducted, where we all called and spoke 1:1 to folks to understand their needs today. And we're happy to make it happen. As India hits the road, we're ensuring Sanitised Stays for our guests, so that they can focus on having a blast, while we focus on taking care of them."



**He adds,** "Sonu's not just a celeb for us, I mean he is. But he is already one of us, an asset owner. His unparalleled contributions towards society are just so amazing. Big respect! The fact that he is one of our partners fills us with so much pride. Now he doesn't just speak for us, he is OYO."

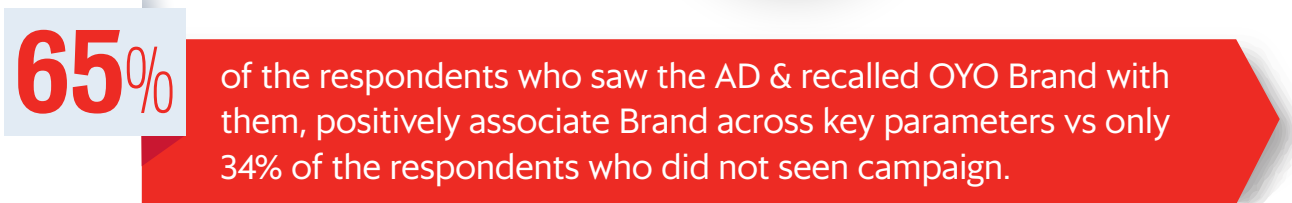
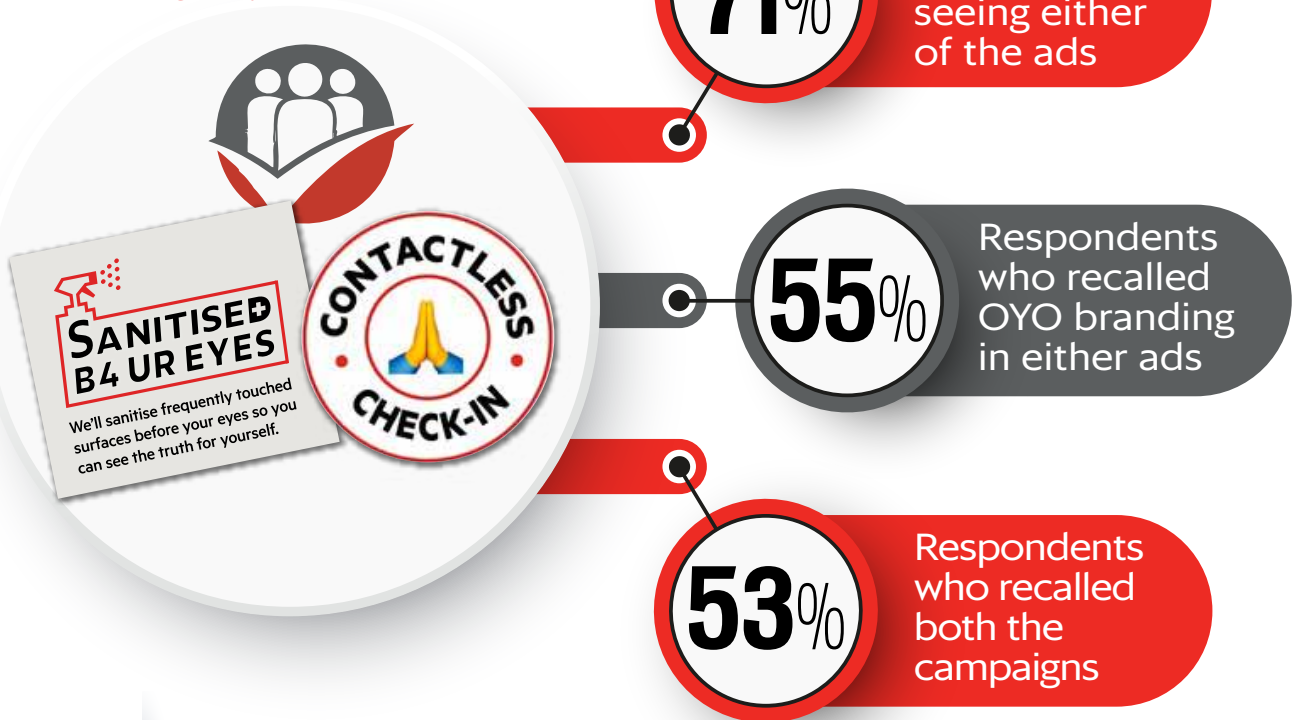
## THE SOLUTION: THE UNBEATABLE REACH OF THREE:



## CAMPAIGN IMPACT:

Hindustan Times Media Group's campaign with OYO was very well received. A third party research<sup>1</sup> revealed the following insights:

## EXCEPTIONAL CAMPAIGN REACH & BRAND RECALL:



<sup>1</sup>According to an independent survey conducted by a research firm, Big Blue Banyan amongst Hindustan Times subscribers

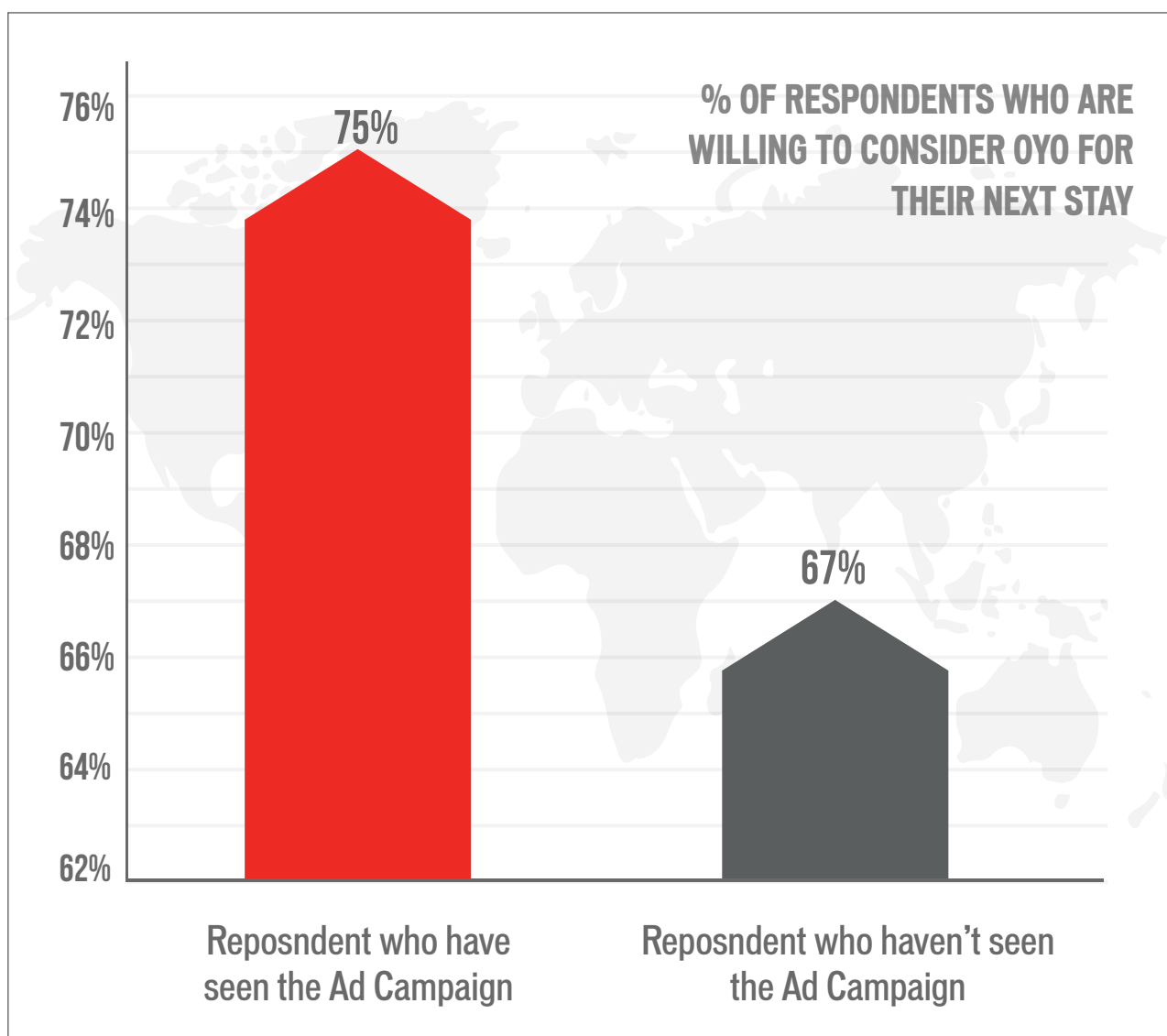
**SBYE / CONTACTLESS CHECK-IN CAMPAIGNS SIGNIFICANTLY ENHANCED PERCEPTION OF OYO'S BRAND AND SERVICES.**

Readers who SAW THE ADS positively associate brand across key parameters significantly more than those DID NOT SEE THE AD



	Respondents who SAW THE ADS	Respondents who DIDN'T SEE THE ADS
Focused on high Safety standards	55%	36%
Maintains Hygiene	65%	29%
Offers well sanitized facilities/ rooms	63%	34%
Provides contact-less check-in	66%	31%

**CAMPAIGN POSITIVELY IMPACTED CONSIDERATION LEVEL FOR OYO**



# CUMULATIVE IMPACT OF INTEGRATED CAMPAIGN WITH HT MEDIA (PRINT, DIGITAL, RADIO) along with TV, SEM, Social Media, PR & Owned Channels



**INCREASE IN  
BRANDED  
KEYWORD  
SEARCH**

Period: (Dec'20 vs. Sept' 20)

**43%**

## EXTENSIVE PRINT, DIGITAL & RADIO OUTREACH

