Abraham Alexander Follows the Music

The Challenge

With a customer base that reflects a diverse demographic, Motel 6 believes multicultural commitments are more important than ever.

Motel 6 was looking to drive brand affinity and purchase intent with African American audiences nationwide by connecting with people on both a personal & cultural level.

Motel 6 challenged MAX to help shift brand perception and increase consideration with key audiences through the passion point of music.

The primary objective of this campaign was to drive clicks through to the Motel 6 website with a secondary goal of driving awareness & engagement with the target audience.

The Solution

Through data-driven insights, MAX identified Abraham Alexander as the ideal artist partner to highlight how Motel 6 provides a home away from home for all music enthusiasts and adventurers.

Hailing from Athens, Greece, and now based in Fort Worth, Texas, Abraham's journey as an artist mirrors the essence of exploration and discovery that Motel 6 embraces. His music embodies the sense of camaraderie and shared experiences that make music festivals and road trips so unforgettable.

To bring this exciting campaign to life, our creative team worked closely with Motel 6 and Abraham Alexander to produce compelling content and a sweepstakes that capture the heart and soul of the music lover's experience.

Additionally, MAX conducted a study to evaluate the effectiveness of creative content from the campaign in driving sentiment and purchase intent. Overall, those who viewed campaign creative content expressed higher levels of affinity and purchase intent for Motel 6.
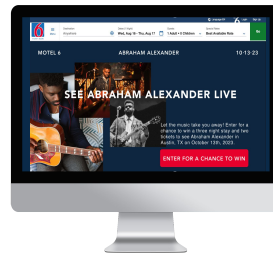
The Campaign

(Click the images/links below to see sample content from the campaign with Abraham Alexander)
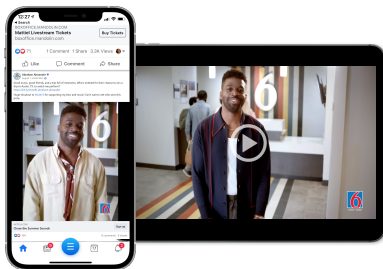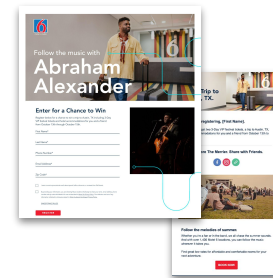
Social Content
Image 1
Image 2
Video 1
Video 2
Video 3
Video 4
Video 5

Social + Video

Content Hub hosted by Motel 6

Sweeps Website & Registration Email

The Results

36,000+
Site Visits

15.3%
Overall Engagement Rate

2,000+
Bookings Attributable to Campaign

26%
Increase in Purchase Intent

max.live | hello@max.live