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## Hilton Garden Inn details full brand refresh

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*Hilton Garden Inn is launching six new, customizable hotel prototype options—one for each region of the world where the brand operates.*

[Hilton Garden Inn](#) unveiled a brand refresh anchored by a new global marketing campaign, “Simple Things on Another Level.” The brand refresh focuses on food-and-beverage updates, new hotel prototypes for each region of the world and brand culture enhancements across Hilton Garden Inn’s portfolio of more than 720 hotels in 33 countries and territories.

“To capitalize on our leadership position, our brand refresh will amplify and focus on what’s great about Hilton Garden Inn – including our upscale, light and airy properties, our award-winning food and beverage offerings and our exceptional team members at each and every hotel,” John Greenleaf, global head, Hilton Garden Inn, said in a statement. “By delivering these ‘Simple Things on Another Level,’ we are brightening an already extraordinary experience – beginning with the first hello.”

“Simple Things on Another Level,” the brand’s new, multimillion-dollar global marketing campaign, was developed using consumer insights. The integrated television and digital campaign includes actress, model and author Judy Greer, and is designed to showcase Hilton Garden Inn’s F&B offerings, hotel design and brand culture through one national television ad and two digital videos with Greer.

The brand has plans to launch a series of videos with Greer, focusing on guest celebrations around big life events such as promotions, weddings and birthdays.

“When you travel, it’s the simple things that matter, like a cocktail at the end of a long day. Or two,” Greer said in a statement. “I like to bring a sunny outlook into any room I enter, so Hilton Garden Inn is just the place for me. Why? Because they want to be the bright spot in every traveler’s day. Who wouldn’t like to have a bright spot?”

For its F&B refresh, Hilton Garden Inn is building upon consumers' changing dining preferences with more healthy and on-trend menu choices such as varietal wines, national and local craft beers, handcrafted cocktails and small plates.

Key F&B enhancements include a new, open-display kitchen for signature cooked-to-order breakfast dishes, and a more social setting for restaurant and bar service. The latter includes an array of handcrafted cocktails, which will be complemented by small plates, dinner entrees and shareable desserts. In-room dining and fresh coffee from an in-room Keurig coffeemaker will continue to be available to all guests.

Another element of the F&B refresh will be the enhancement of The Shop, a 24-hour, grab-and-go retail space offering items such as salads, locally-sourced food and craft beers, snacks, beverages and a specialty, self-serve coffee bar.

As part of the campaign and refresh, the brand will also ask guests to Instagram and tweet their favorite menu item or drink using the hashtag #HGIEatDrinkShareContest for an opportunity to win Hilton Honors points – which can be used for everything from live auctions for concert experiences to free stays at any one of Hilton’s 14 brands.



*Hilton Garden Inn's update will also bring enhancements to The Shop, a grab-and-go market.*

The refresh is also focusing on updated training for Hilton team members. Through new trainings, hotel-created advisory groups and an internal social network that empowers team members from all over the world to connect and learn from one another.

A revamped flexible hotel design approach is also in the works, providing six new, customizable hotel prototype options—one for each region of the world where the brand operates. Aspects of the new prototypes include increased natural light and pod-style check-in areas. Meeting spaces with multifunctional features will ensure the hotel can quickly adapt to a wide variety of guest needs, from impromptu meetings to cocktail parties.

The more than 720 hotels in the Hilton Garden Inn portfolio are part of the Hilton Honors guest-loyalty program available for Hilton's 14 distinct hotel brands. Hilton Honors members who book directly through preferred Hilton channels save time and money and gain instant access to the benefits such as an exclusive member discount, free Wi-Fi and a flexible payment slider that allows members to choose nearly any combination of points and money to book a stay.

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