

Van Winkle + Pearce Wins Gold Magellan for Homewood Suites Campaign

Van Winkle + Pearce won Travel Weekly's 2014 Gold Magellan Advertising Award for the "military campaign" they created for Homewood Suites by Hilton

ATLANTA, GA, UNITED, October 6, 2014

/EINPresswire.com/ -- The integrated campaign, which includes print, digital display, and social content targeted at active and retired military members and their families, highlights some of life's simplest but most important missed moments for these dedicated individuals such as the birth of a first child or teaching your child how to ride a bike. Each print ad leads with the simple but emotional headline, "For all those moments you missed to serve us, it's our turn to serve you," supported with an exclusive military leisure discount. The campaign directs consumers to both the HomewoodSuites.com brand site as well as a Facebook page specifically designed to support the campaign called the "Welcome Home Headquarters." The Facebook site allows military families or personnel to upload photos or videos of their personal reunion experiences or for non-military viewers to post comments of support for the military. With entries from across the U.S. and around the world,

the Magellan Award winners represent the best in the travel industry and salute the outstanding travel professionals behind it all. "We are honored to have received the Gold Magellan Award for the Homewood Suites by Hilton™ advertising campaign," said Alex Van Winkle, [Van Winkle + Pearce](#) President & CEO. "It is an honor to have the opportunity to say thanks to all those who have done so

“

It is an honor to have the opportunity to say thanks to all those who have done so much for us."

*Alex Van Winkle, President,
Van Winkle + Pearce*

much for us. The entire agency and our Homewood Suites team worked hard to make this an authentic effort that would move people".

The Magellan Awards is the premier awards program honoring a broad range of industry segments including Hotels and Resorts, Travel Destinations, Cruise Lines, Online Travel Services, Airlines and Airports, Travel Agents and Agencies, Tour Operators and Car Rental Companies.

"People who enter the Magellan Awards know they're competing against a very talented and very creative group of

individuals and agencies," said Arnie Weissmann, editor in chief of Travel Weekly. "The travel industry marketers and designers who walked away with Magellan Awards this year pushed themselves to new heights. When you look at the winning entries, you understand why consumers have been inspired to travel in numbers never seen before."



For all those moments
you missed to serve us,
it's our turn to serve you.

In honor of our troops and their families, we're proud to offer 15% off leisure stays for all active and retired military. You've given so much for us, the least we could do is return the favor.

15% OFF | BOOK NOW AT [HOMEWOODSUITES.COM/MILITARY](#) | **Be at home.**

Subject to availability at participating Homewood Suites hotels. Valid only for guests with valid military ID including active duty, reserve, and retired service members and their spouses and families. Some restrictions apply. *Not valid on all bookings. Must present your name and valid military identification at check-in. Standard night rates must book a minimum of 3 nights. Wednesday night arrivals must book a minimum of 2 nights. Additional terms apply. Please see [www.homewoodsuites.com/military](#) ©2014 Hilton Worldwide. | **HONORS**

VISIT OUR WELCOME HOME HEADQUARTERS ON [FACEBOOK.COM/HOMEWOODSUITES](#) AND CELEBRATE BEING AT HOME | **H**

The Magellan Awards are judged and overseen by a one-of-a-kind panel of top travel professionals representing the best names and most accomplished leaders from the industry. In determining winners, entries do not compete with one another, instead they are judged against a standard of excellence based on the long experience of Travel Weekly. To uphold this high standard of excellence, a category may have multiple winners, or no winners at all.

About Van Winkle + Pearce

Van Winkle + Pearce is a privately held advertising agency headquartered in Atlanta GA. Owned by long time ad veteran Alex van Winkle and famed Creative Bobby Pearce, VWP strives to deliver more to clients by creating smarter advertising that works harder. The agency works with a number of brands including Homewood Suites, Home2 Suites, Kids II, Ancestry.com, Ancestry DNA, Great Clips and more. Find out more about VWP at www.vanwinklepearce.com

About Travel Weekly

Travel Weekly is the most influential provider of news, research, opinion and analysis to the North American travel trade marketplace. In addition to a weekly print publication, TravelWeekly.com —updated several times daily — is the most-visited industry website. Travel Weekly is a division of Secaucus, New Jersey-based Northstar Travel Media, the largest business-to-business travel publisher in the world.

travelweekly.com

Alex Van Winkle
Van Winkle + Pearce
404 355-0126
[email us here](#)

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2015 IPD Group, Inc. All Right Reserved.