

MOBILE

Trump Waikiki targets affluent travelers via ad push on New York Times app

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By JOE MCCARTHY

Trump Hotel Waikiki, HI, is offering guests dining and spa credits and an overview of the property with a mobile advertisement on the New York Times application that seeks to propel mobile commerce.



The ad outlines the hotel's chief attractions in a brisk fashion and provides guests with a rudimentary mobile commerce option. The New York Times app will allow the property to reach an educated and affluent audience that will appreciate the ad's straightforward approach.

"The Trump Hotels landing page is a little text heavy and graphics light," said Simon Buckingham, CEO of [Appitalism](#), New York.

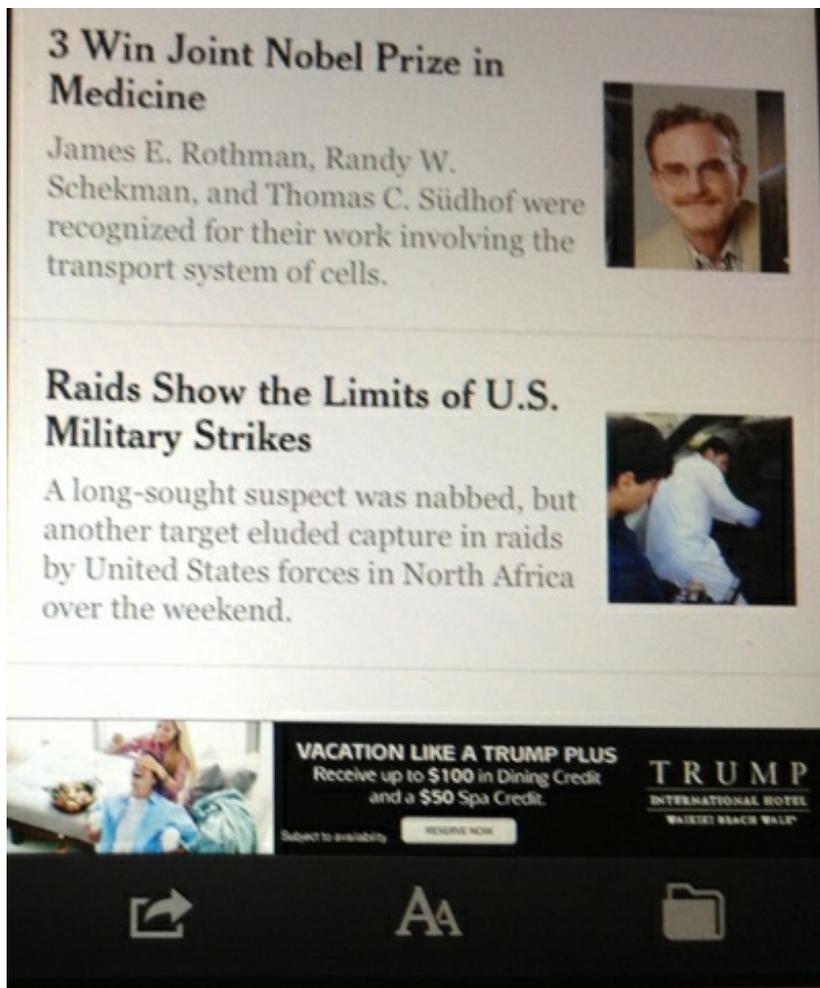
"Typically you would reduce the amount of text and increase the font size on mobile devices," he said.

Mr. Buckingham is not affiliated with Trump Hotel Waikiki, but agreed to comment as an industry expert.

[Trump Hotel Waikiki](#) was unable to comment by press deadline.

Trumping attention

The banner ad tells users to "Vacation Like A Trump Plus," offers the possibility of hotel credit and features a call to action. The left side of the ad features an image of a couple having fun and the right side features the Trump Hotel logo, each of which are of equal size.



The screenshot shows a mobile app interface with two news articles and a banner advertisement. The first article is titled "3 Win Joint Nobel Prize in Medicine" and mentions James E. Rothman, Randy W. Schekman, and Thomas C. Südhof. The second article is titled "Raids Show the Limits of U.S. Military Strikes" and mentions a suspect nabbed in North Africa. The banner advertisement is for "VACATION LIKE A TRUMP PLUS" and offers up to \$100 in Dining Credit and a \$50 Spa Credit. The Trump International Hotel logo is also visible.

3 Win Joint Nobel Prize in Medicine
James E. Rothman, Randy W. Schekman, and Thomas C. Südhof were recognized for their work involving the transport system of cells.

Raids Show the Limits of U.S. Military Strikes
A long-sought suspect was nabbed, but another target eluded capture in raids by United States forces in North Africa over the weekend.

VACATION LIKE A TRUMP PLUS
Receive up to \$100 in Dining Credit and a \$50 Spa Credit.
Subject to availability. [RESERVE NOW](#)

TRUMP
INTERNATIONAL HOTEL
WAIKIKI BEACH WALK

Trump Waikiki banner ad on The NYTimes app

On the landing page, users are offered the options Home, The Spa at Trump, Location, Services and Amenities, Guest Rooms and Suites and Reservations.

The Home page provides users with an overview of the property that includes key attractions. The location section provides guests with directions for arriving at the property from the Honolulu International Airport.

Streamlined in a bullet point fashion, the services and amenities tab shows guests what they can expect from the concierge team.

The reservation tab allows users to check the availability of rooms depending on amount of guests and date. Users can also add a promotional or corporate code.



Trump Waikiki banner ad on The New York Times app

The right place

The New York Times app and Web site are regularly leveraged by luxury marketers to promote new products.

For instance, Starwood Preferred Guest credit card by American Express targeted global travelers with a video banner advertisement on The New York Times Web site to announce the card's limited-time offers.

The banner expands and a video begins to play that explains the benefits of owning the SPG card, offers customer testimonies and perks such as earning up to 30,000 points for those who signed up before Sept. 3. A click-through on the ad brings users to a page where they can apply for a card and learn more about the incentives ([see story](#)).

Also, U.S. lifestyle label Ralph Lauren showed off its holiday 2012 collection through attention-grabbing header, banner and side bar advertisements on the New York Times Web site.

The ads featured select 2012 Ralph Lauren holiday items in a video and image gallery. A click-through on the banner ad took users to the Ralph Lauren Holiday 2012 Web site to see the collection or locate a store ([see story](#)).

Perhaps in the next ad, Trump Waikiki will focus on portraying its scenic surroundings.

"[Typically there are] larger pictures to take more advantage of the smartphone screen size," Mr. Buckingham said.

Final take

Joe McCarthy, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/5uNKvJR0DTI](http://www.youtube.com/embed/5uNKvJR0DTI)

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