

Studio Lekker  
Showcase / Hilton 2011

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# REDESIGN OF HILTON'S FOCUSED BRANDS

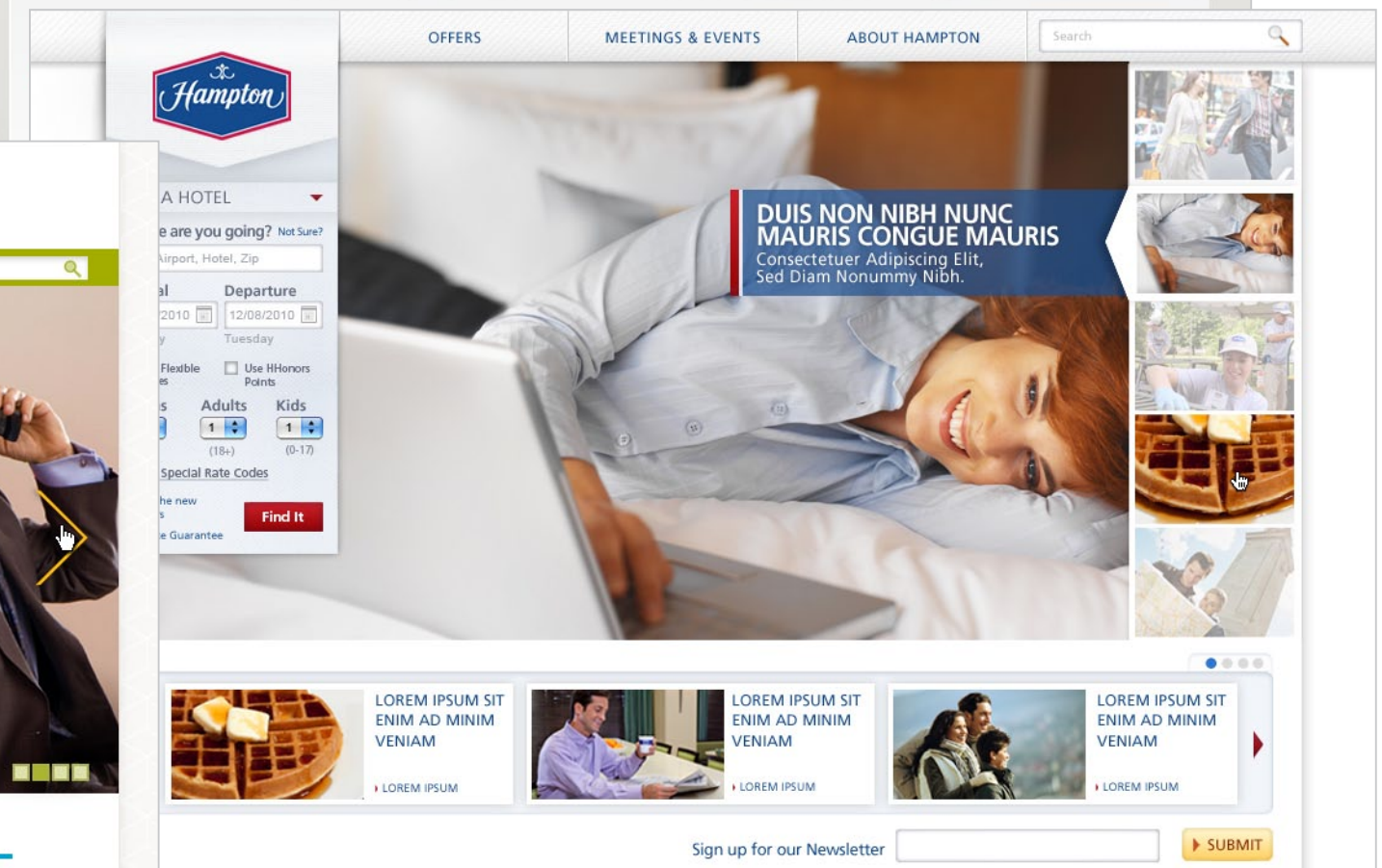
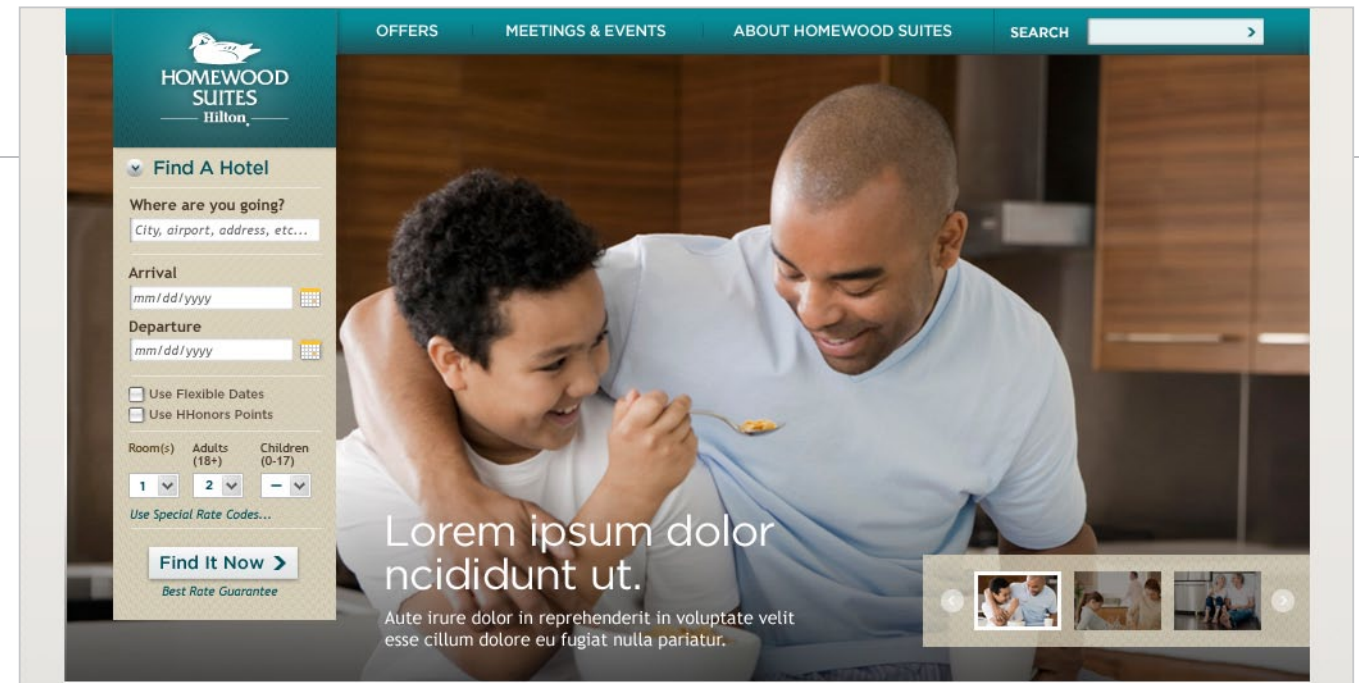
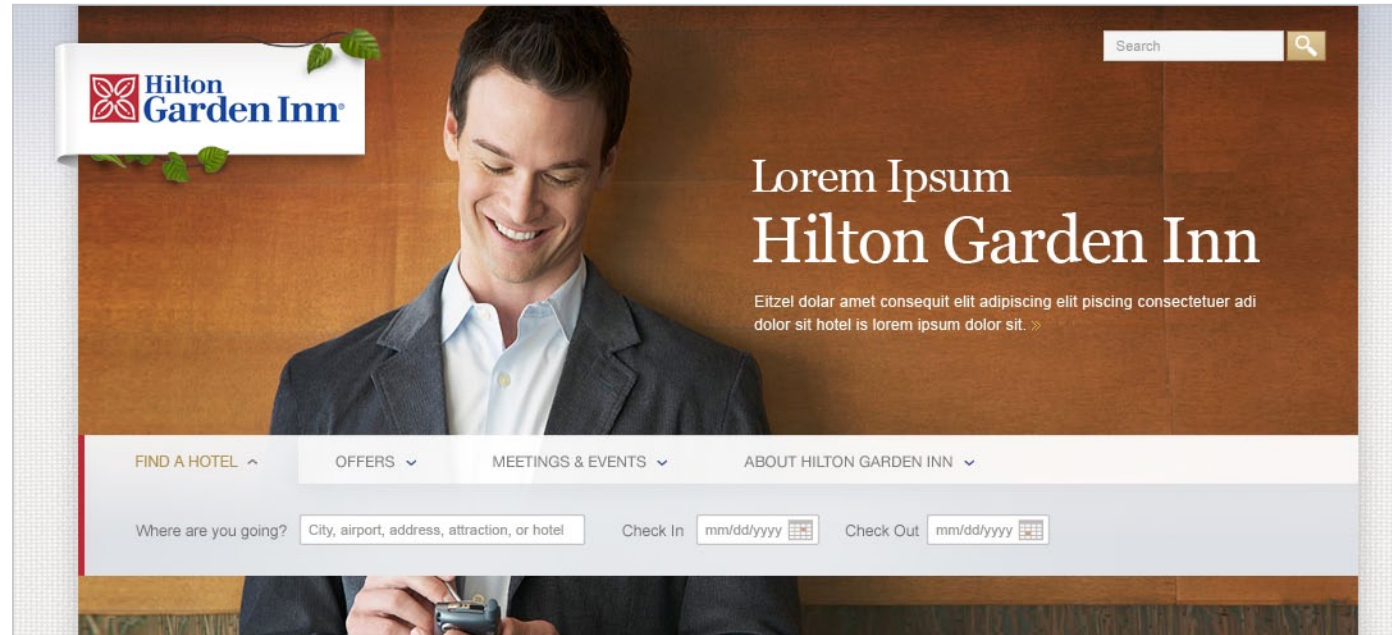
Four Hilton brands were in need of online makeovers that leveraged the Hilton mother brand heritage & brand equity, but allowed each Focused Service brand to own its unique territory.

Updating this four brand suite across new brand positioning required a complete re-architecture and redesign that was individual, but also sympathetic, with all that Hilton's global brand equity inspires. As always, we led with Strategy, ensuring that guest/user experience informed architecture and design every step of the way.

Each brand's expression is distinguished and unique with tone of voice in character and a "show don't tell" ethos driving visual design direction - allowing imagery, color, typography and high-quality production to convey brand ideals whenever possible.

Architecture dynamically serves relevant content, based on user preference & behavior. Digital strategy is integrated on & off the sites to extend brand awareness and drive bookings. And, altogether, each brand stands firmly on its own, creating a special relationship with guests, while also upholding the standards of the Hilton family of brands.

Client: Hilton  
Project: Redesign Focused Brands Websites




# Hampton

Client: Hilton

Project: Redesign Focused Brands Websites / Hampton

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The image displays three overlapping website design mockups for Hampton Inn & Suites. The top-left mockup shows a 'Locations' page with a map and navigation tabs. The top-right mockup shows a hotel details page for 'Hampton Inn & Suites Phoenix Glendale/Westgate' with a booking form and a large photo of the hotel. The bottom mockup shows a regional map view with navigation tabs for Region A through F, and a sidebar with 'New & Upcoming Hotels', 'E-Directory', and 'Hilton HHonors Reward Category' information.

# Hilton Garden Inn

Client: Hilton

Project: Redesign Focused Brands Websites / Hilton Garden Inn



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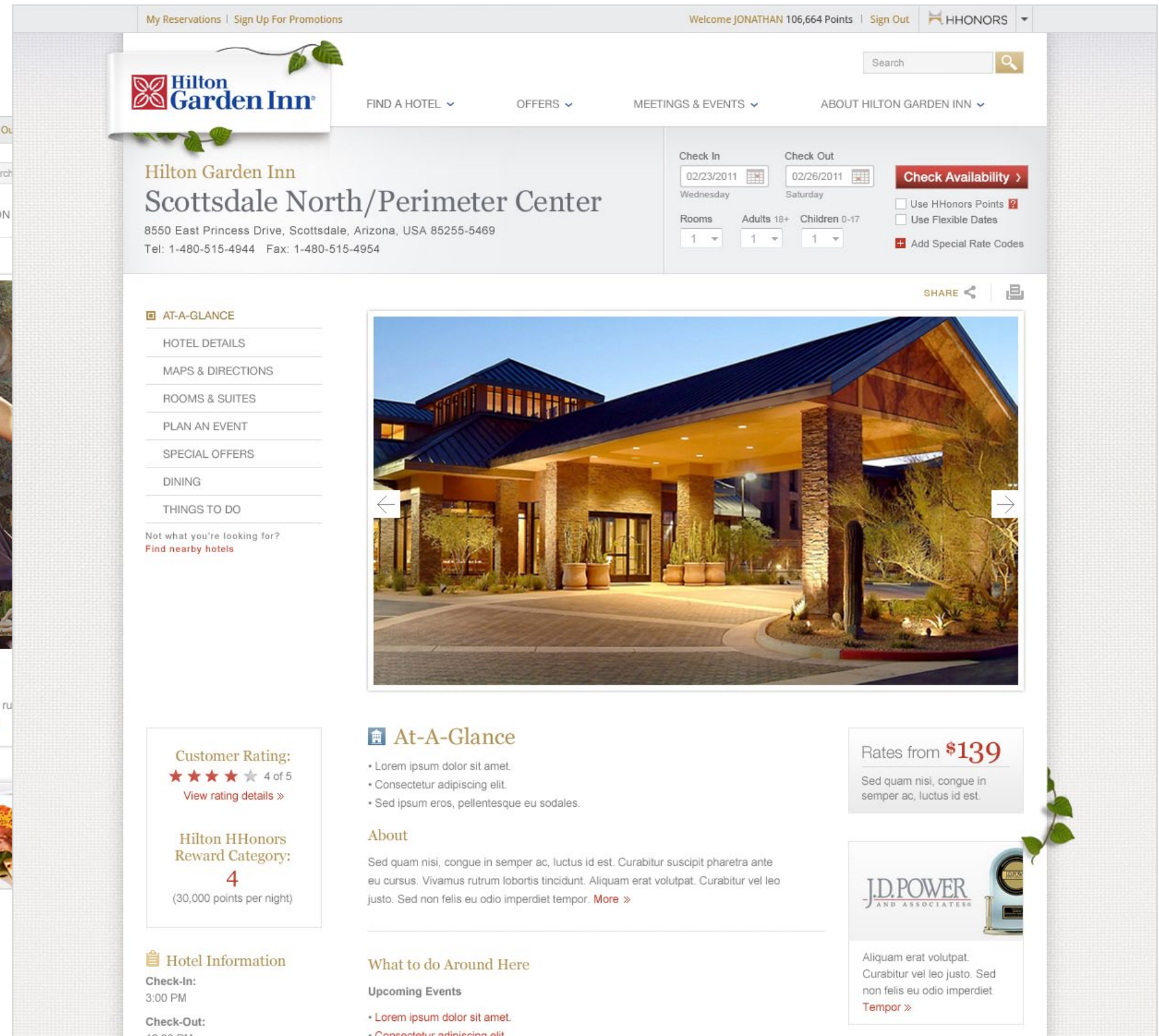


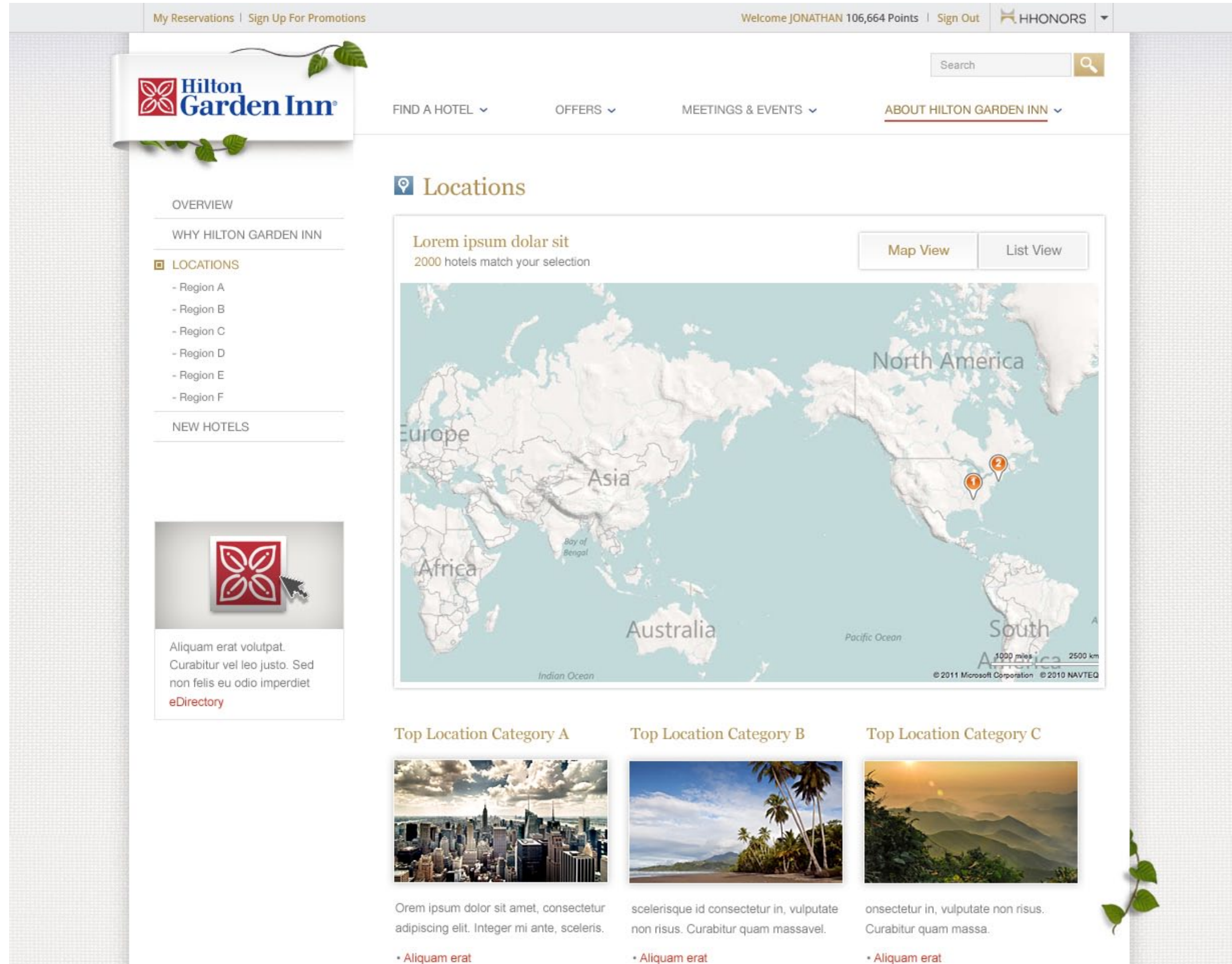


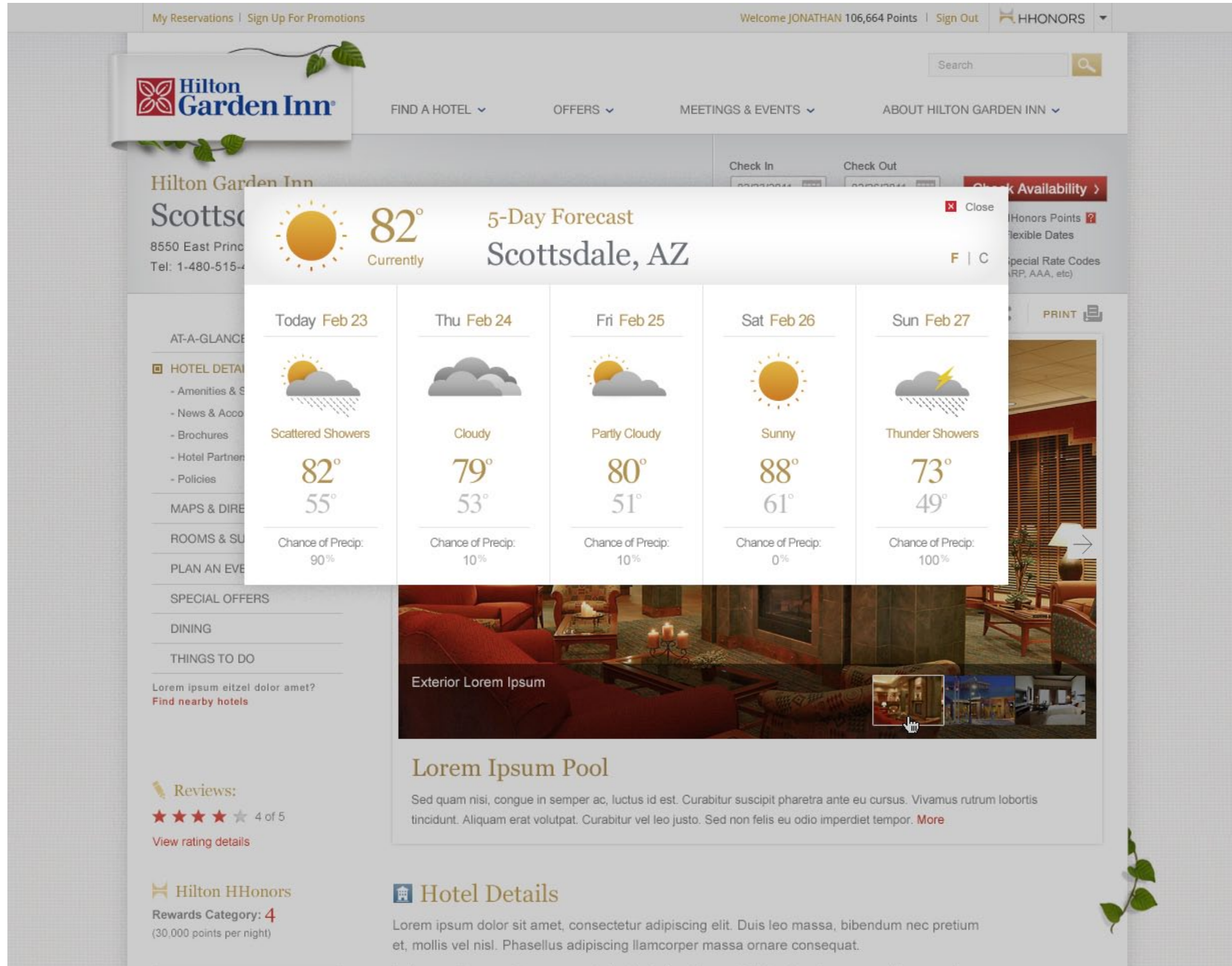
Client: Hilton

Project: Redesign Focused Brands Websites / Hilton Garden Inn





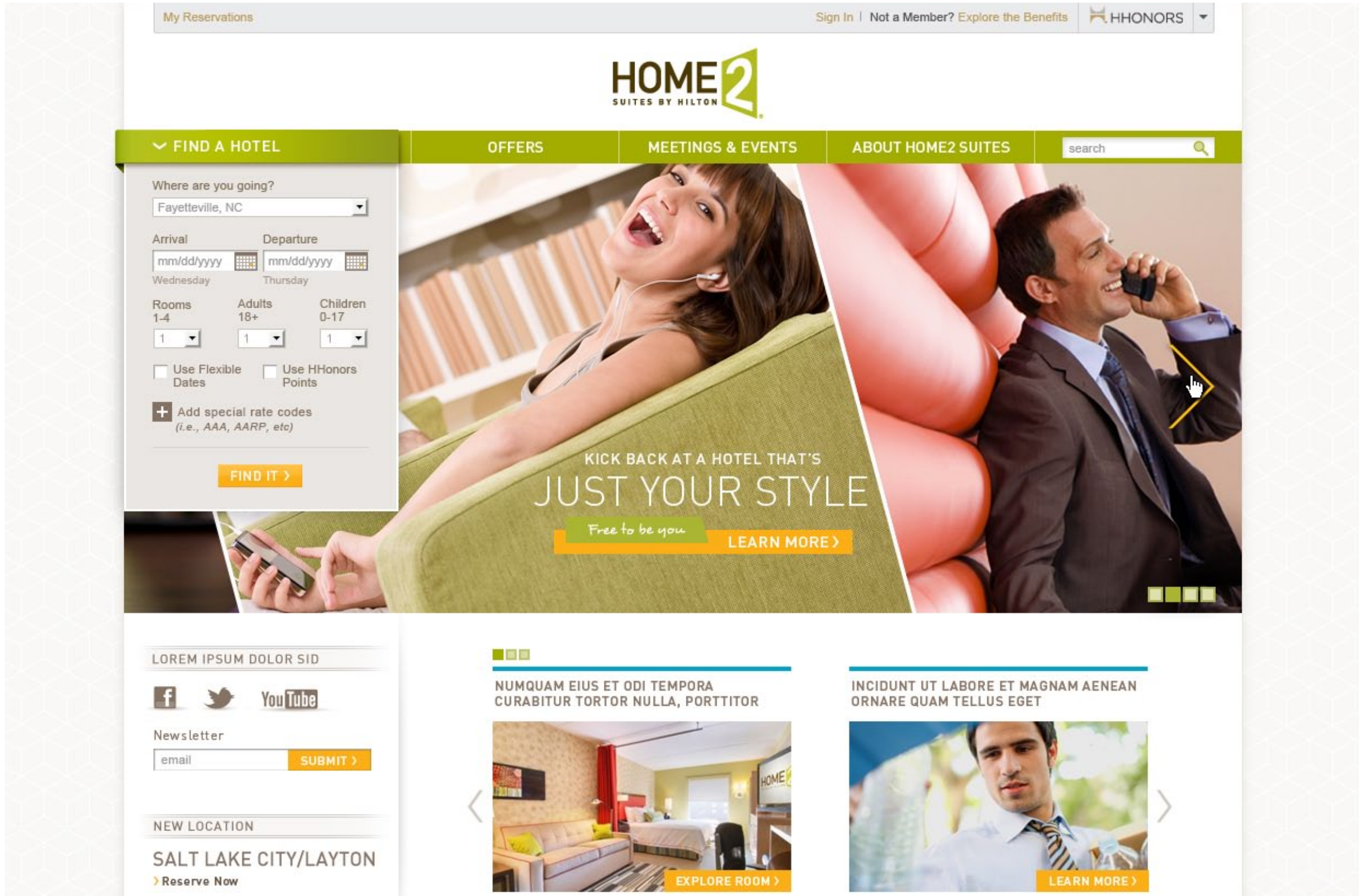


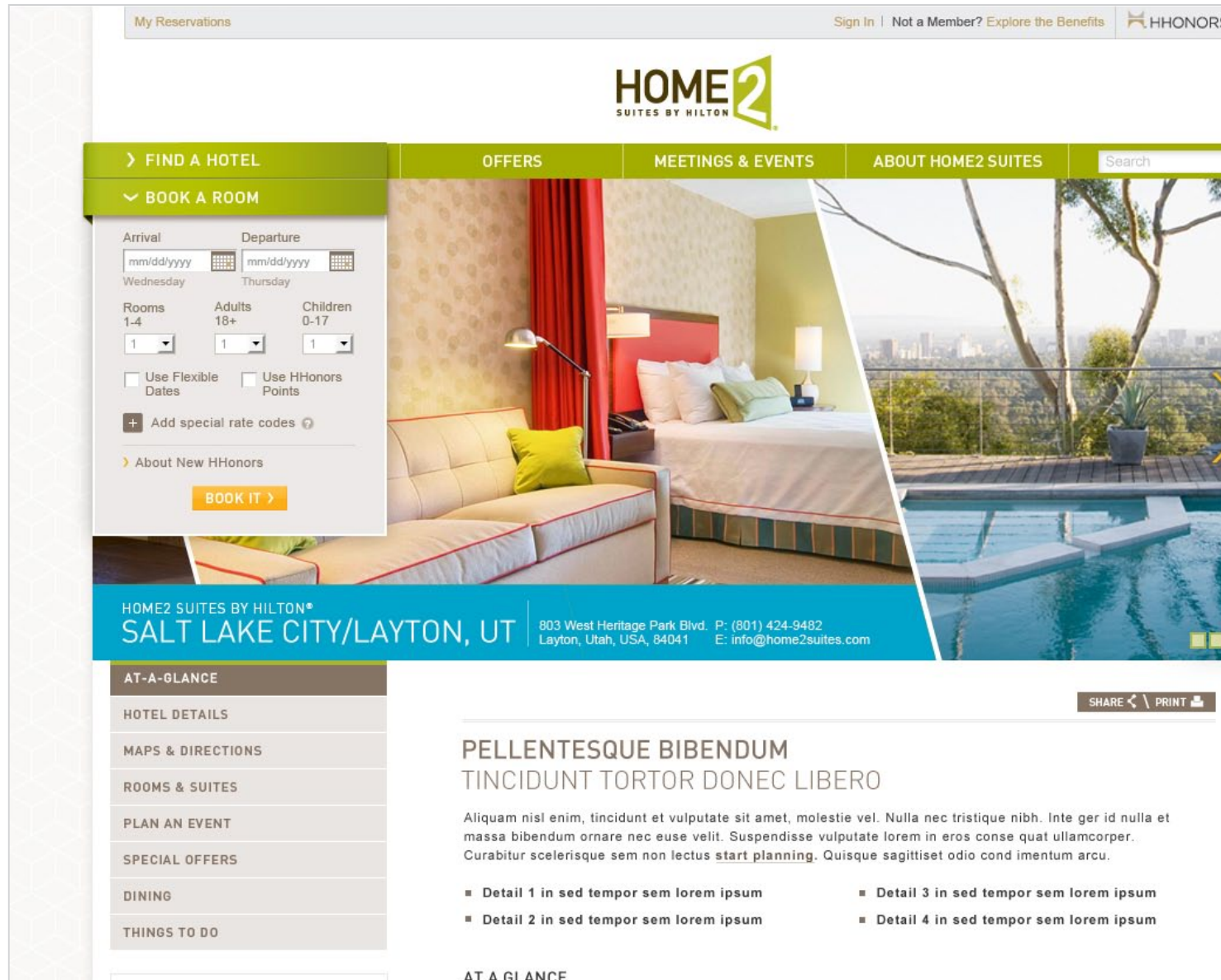


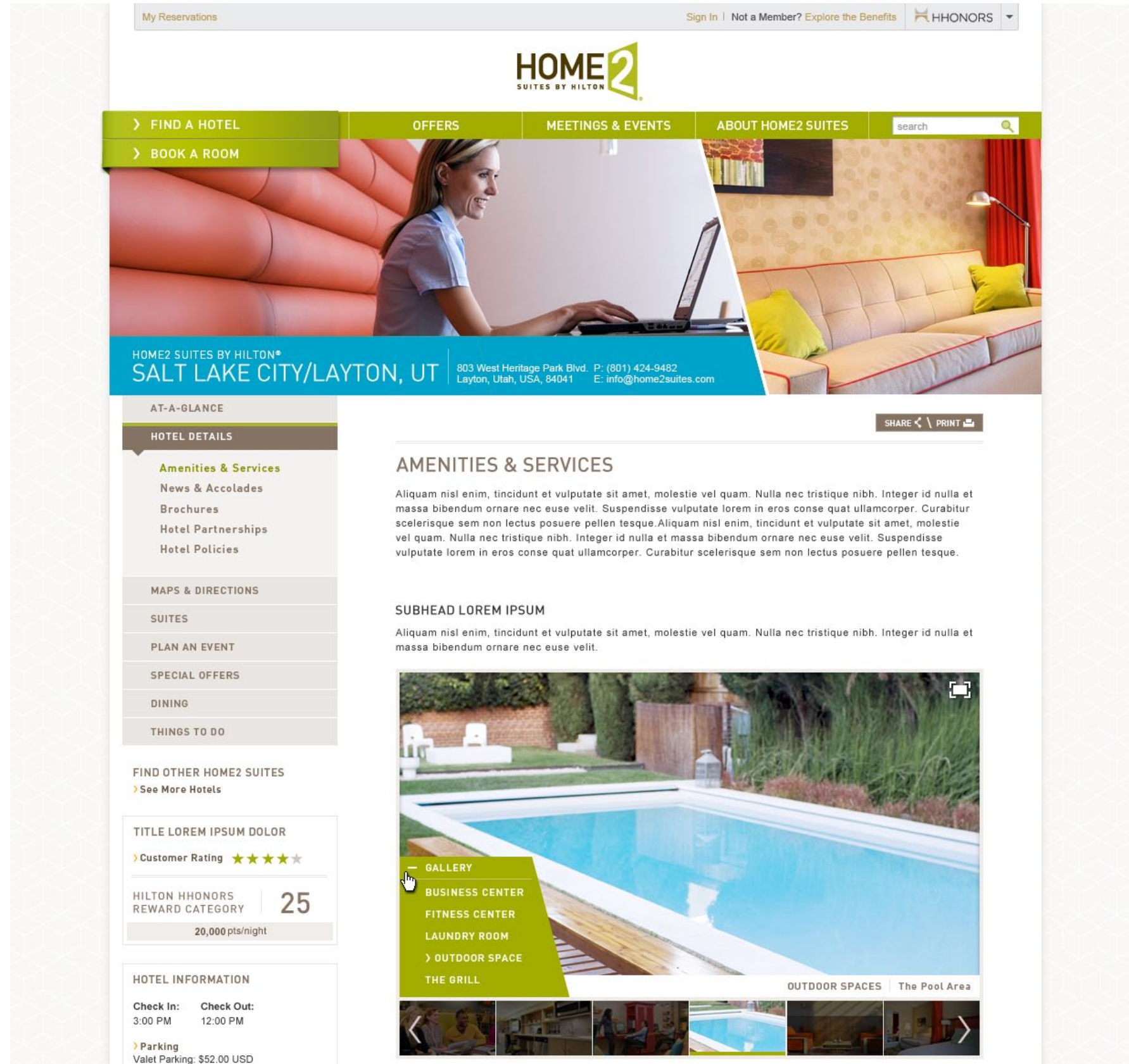
# Home2

Client: Hilton

Project: Redesign Focused Brands Websites / Home2







# ANY QUESTIONS FOR LEKKER...?

Thank you for your consideration.  
Please feel free to contact us with any questions:

**STUDIO LEKKER**

Tony Thijssen  
Principal & Creative Director  
p/ 917 770 4223  
e/ [tony@studiolekker.com](mailto:tony@studiolekker.com)

[www.studiolekker.com](http://www.studiolekker.com)

THANK YOU!