

# MEMPHIS BUSINESS JOURNAL

[Link to Article](#)

## With 'seekender' campaign, Memphis-based Hilton duo win national award



[Enlarge](#)

By [Elle Perry](#) – Digital Producer, Memphis Business Journal

Sep 29, 2017, 2:11pm CDT **Updated** Oct 2, 2017, 8:27am

A Memphis-based team has won a national award for leading one of Hilton's most successful campaigns to date — and creating a new category of traveler.

PR News awarded its platinum award for PR Team of the Year to Memphians [Jennifer Hughes](#) and [Tiffany Wilson](#). Hughes serves as director of brand public relations for Hilton's focused services brands; Wilson serves as the company's brand public relations manager for focused service brands.

The two received the award for Hampton by Hilton's 2016/2017 "Seekender" campaign during a luncheon Sept. 14 in New York. The company defines "seekenders" as "travelers who live for the weekend, taking advantage of quick trips to embark on new adventures."

In the first four months of the campaign, Hampton by Hilton reported increased weekend bookings across the portfolio by 2 percent and an increase

in website traffic by nearly 17 percent, both of which supported the campaign's business objectives to grow the brand's weekend travel and bookings directly through the website.

Honorable mentions for the award went to communications teams from [Southwest Airlines](#) Co. and Aflac Inc.

Given the competition for the award and the size of the Hilton team (two), Hughes said she and Wilson were "pleasantly surprised" to win. In addition to Hampton by Hilton, Hughes and Wilson also do work for the Hilton Garden Inn and Tru by Hilton brands.

"We do a lot of work for two people," Wilson said. "There are three brands. Hampton is the largest brand in Hilton. There are over 2,200 Hampton properties all over the world."

"Collaborating [with our agency, and counterparts in marketing] to create a campaign better than we have in the past is a great achievement," Hughes said.

In total, the Hampton by Hilton campaign received 16 awards in travel industry and communications.

Wilson, originally from Greenville, Mississippi, has worked for Hilton for almost four years. She completed a graduate internship for [International Paper](#), her "introduction to corporate communications," and worked for several years in communications at ALSAC, the fundraising arm for St. Jude Children's Research Hospital.

Hughes, originally from a small town outside of Houston, has worked for Hilton for 10 years. She previously worked for The Galleria in Houston, Wolfchase Galleria, the Memphis Convention & Visitors Bureau (CVB) and the Dallas Market Center.

"What we do is making a difference," Wilson said. "It's being noticed. [Winning the award] was a great experience."