

Doubletree Fall/winter campaign: Who says - Fall



Traditional family at home for holidays. Logo color background slides in.



Original background image slides away. New background slides in.



Now they're in someplace tropical.



Background keeps sliding and changing to different places.





Doubletree Fall/winter campaign: Who says - Winter



A couple is happy for their coming holidays. Logo color background slides in.



Original background image slides away. New background slides in.



Now they're in someplace scenic.



Background keeps sliding and changing to different places.







Picture rotates, with a flurry of leaves to reveal new image.



Picture rotates, with a flurry of leaves to reveal new image.







Leaves fall on the picture rapidly to form a background.



Copy and call to action show up on the leaves background as the end frame.





Picture rotates, with a flurry of snowflakes to reveal new image.



Picture rotates, with a flurry of snowflakes to reveal new image.





7



8



Snowflakes fall on the picture rapidly to form a background.

9



Copy and call to action show up on the snowflakes background as the end frame.



Doubletree Fall/winter campaign: Ripple Fall



Leaf falls into frame.



Leaf causes ripple that transitions to another picture.



Leaf falls again and causes another ripple for another transition too another scene.





Doubletree Fall/winter campaign: Ripple Winter



Snowflake falls into frame.



Snowflake splatters and causes ripple that transitions to another picture.



Snowflakes falls again and causes another ripple for another transition to another scene.

