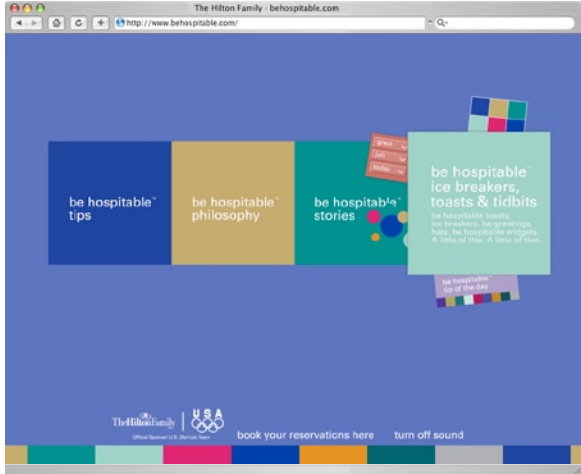
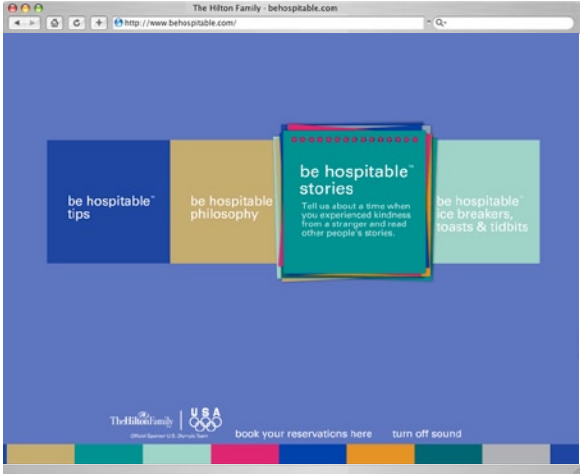
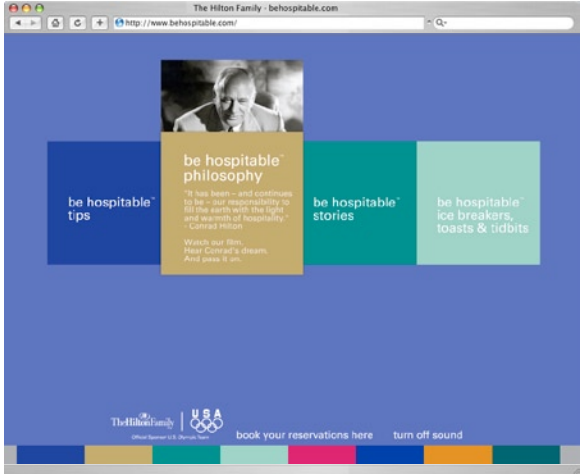
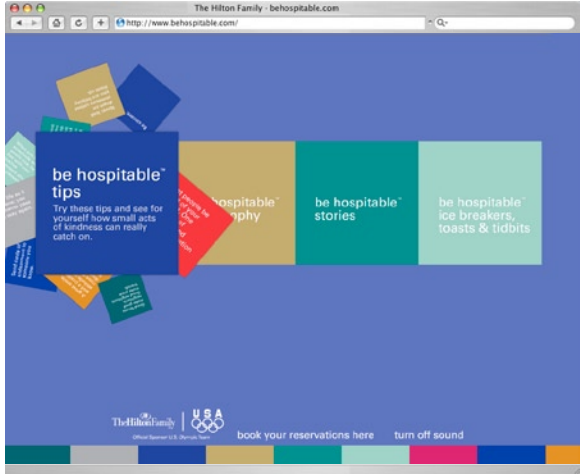
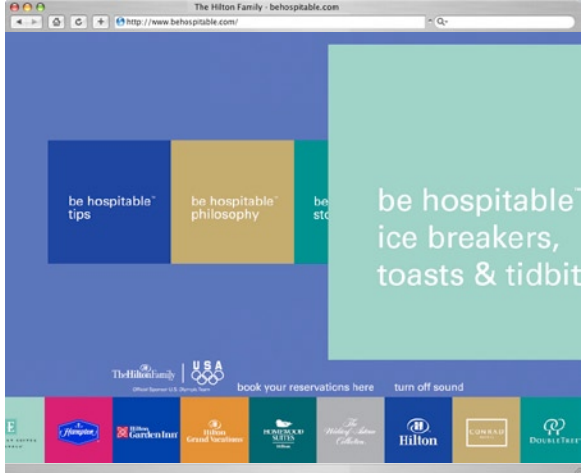
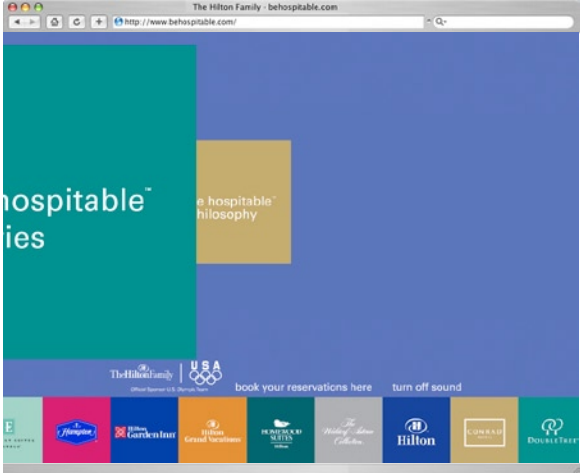
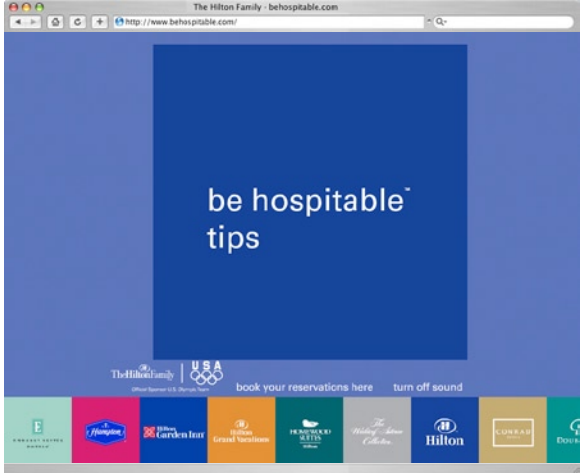
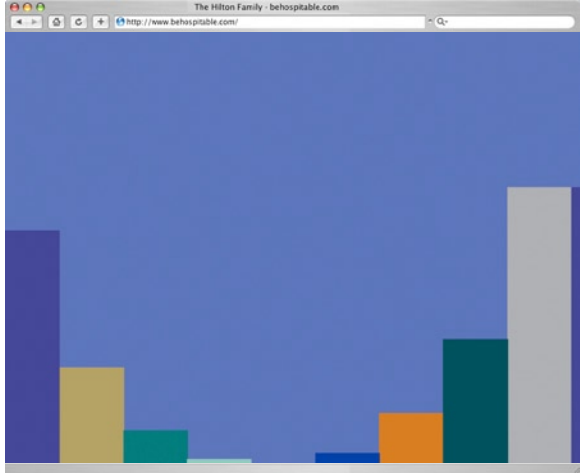


THE HILTON FAMILY - BEHOSPITABLE.COM - OPENING SITE ANIMATION
1 OF 7

BEHOSPITABLE.COM WAS THE PRIMARY ONLINE VEHICLE FOR DELIVERING THE NEW HILTON FAMILY MESSAGE OF "BE HOSPITABLE" IN CONJUNCTION WITH THE NEW PRINT/OUTDOOR/TELEVISION CAMPAIGN. THE SITE WAS INTENDED TO FURTHER THE MESSAGE OF HOSPITALITY AND TO ENCOURAGE PEOPLE TO PARTICIPATE IN THE CAMPAIGN. THE SITE INCLUDES A DOWNLOADABLE "TIP OF THE DAY" WIDGET FOR YOUR DESKTOP, A PLACE TO SUBMIT YOUR OWN "BE HOSPITABLE TIP", WRITE YOUR OWN HOSPITABLE STORY, AND OTHER FUN LITTLE THINGS LIKE "ICEBREAKERS", "TOASTS" AND, OF COURSE, THE TEXT AND AUDIO OF CONRAD HILTON'S ORIGINAL SPEECH WHICH INSPIRED THE CAMPAIGN. OH. AND YOU CAN ALSO WATCH ALL THE COMMERCIALS.

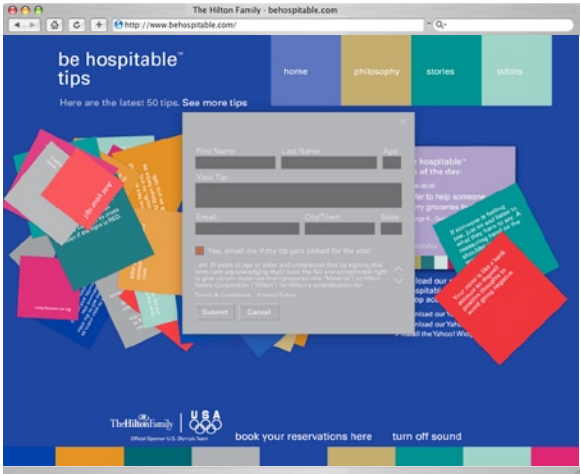
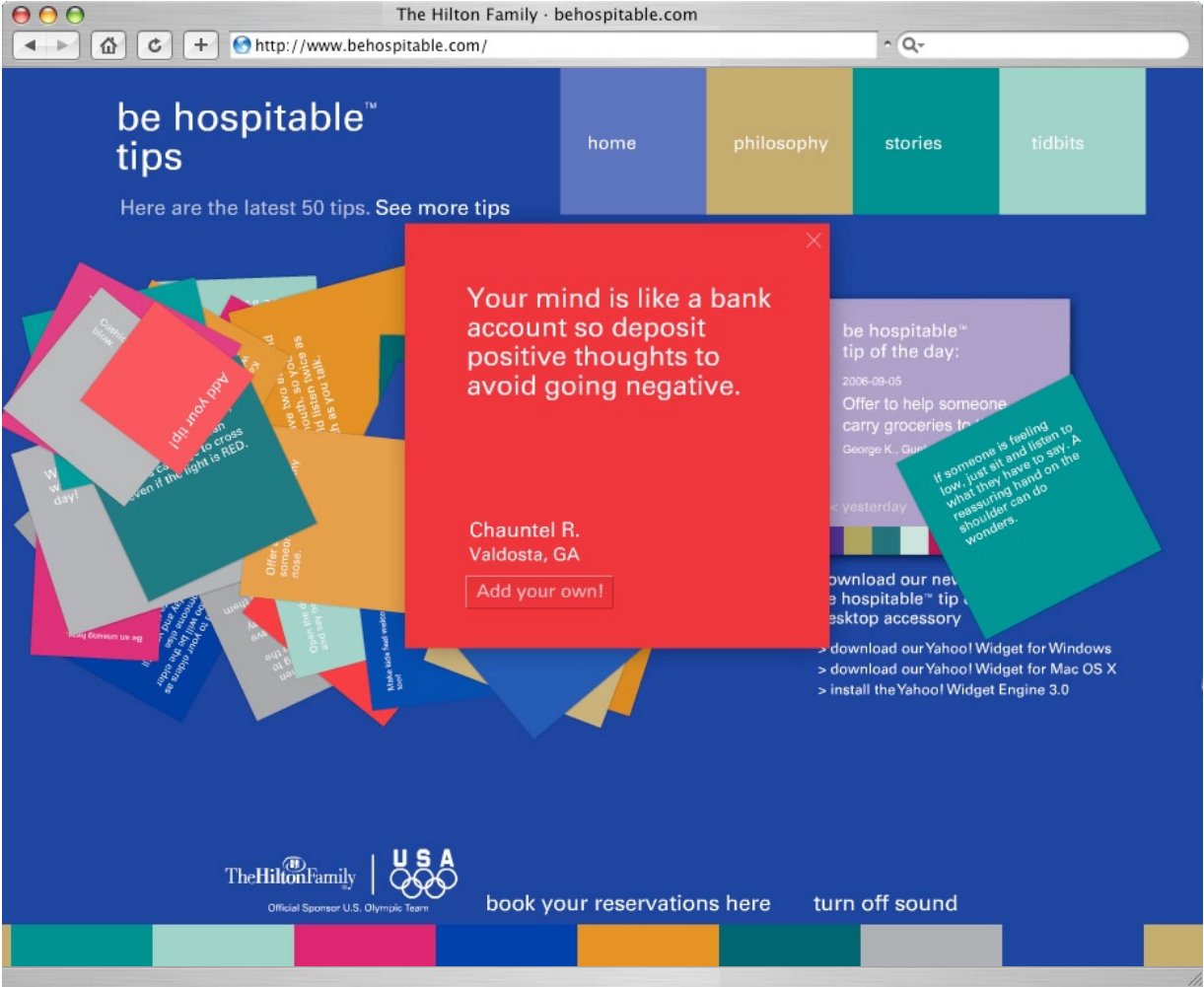
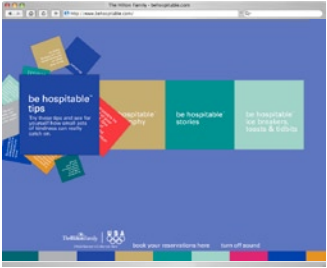
THIS PAGE SHOWS THE OPENING TITLE ANIMATION SEQUENCE TO THE HILTON FAMILY WEBSITE, WWW.BEHOSPITABLE.COM.



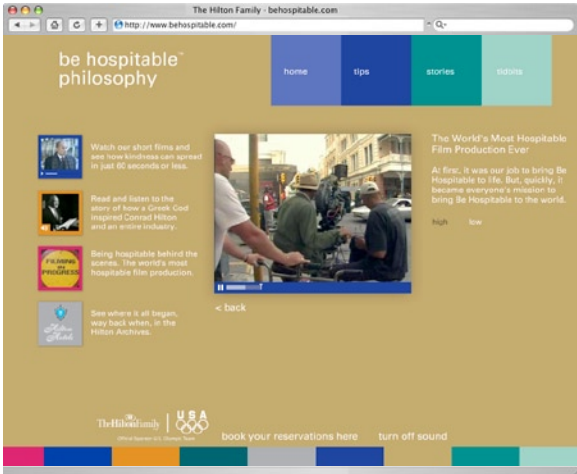
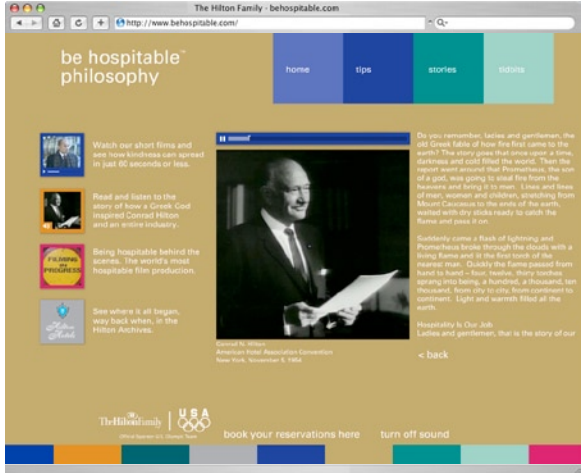
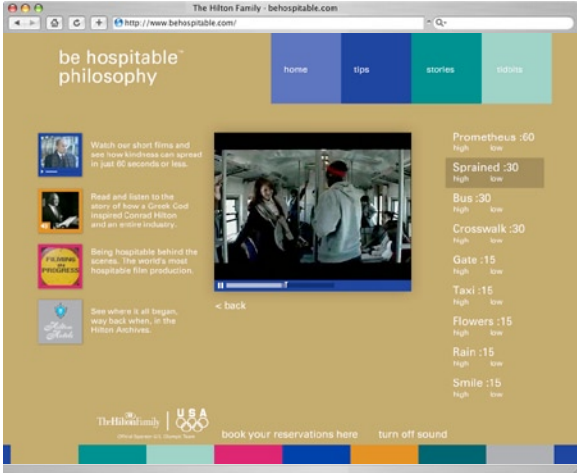
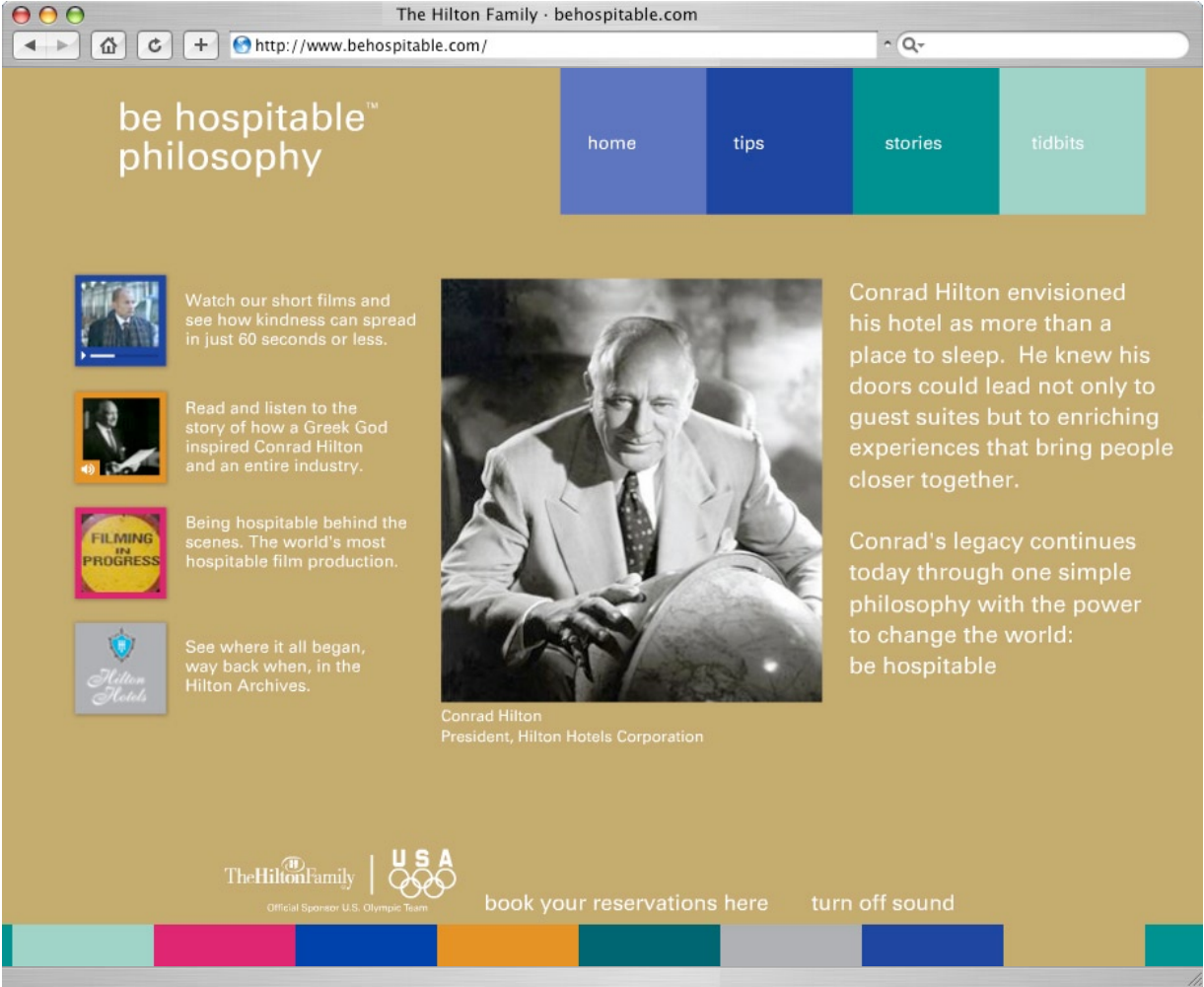
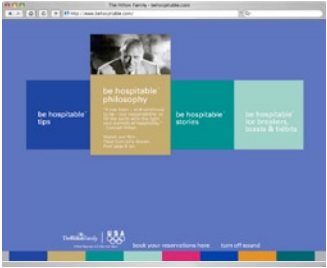
THE HILTON FAMILY - BEHOSPITABLE.COM - MAIN PAGE

THE FOUR MAIN SECTIONS OF THE SITE ARE REPRESENTED HERE: TIPS, PHILOSOPHY, STORIES AND TIDBITS.

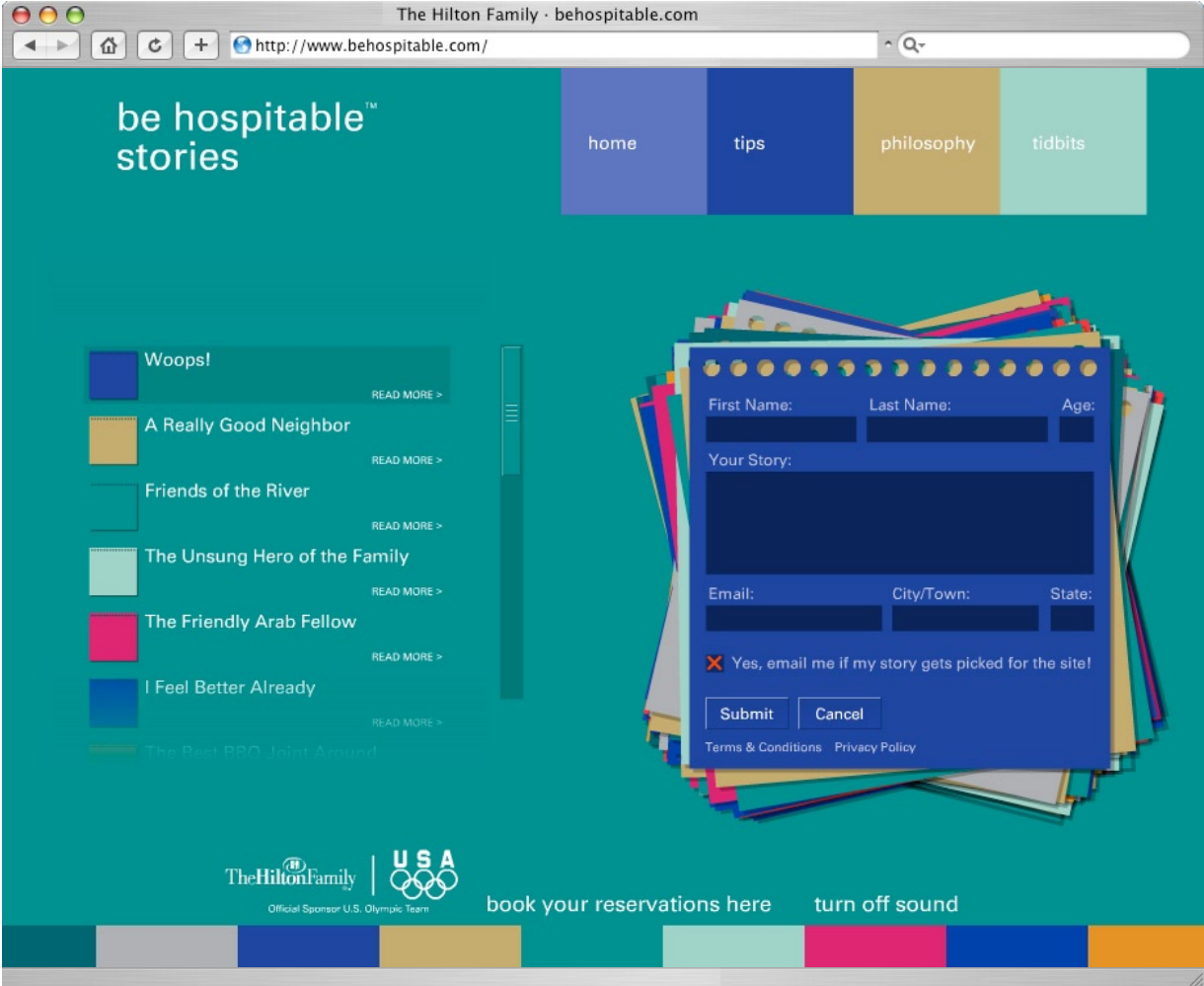
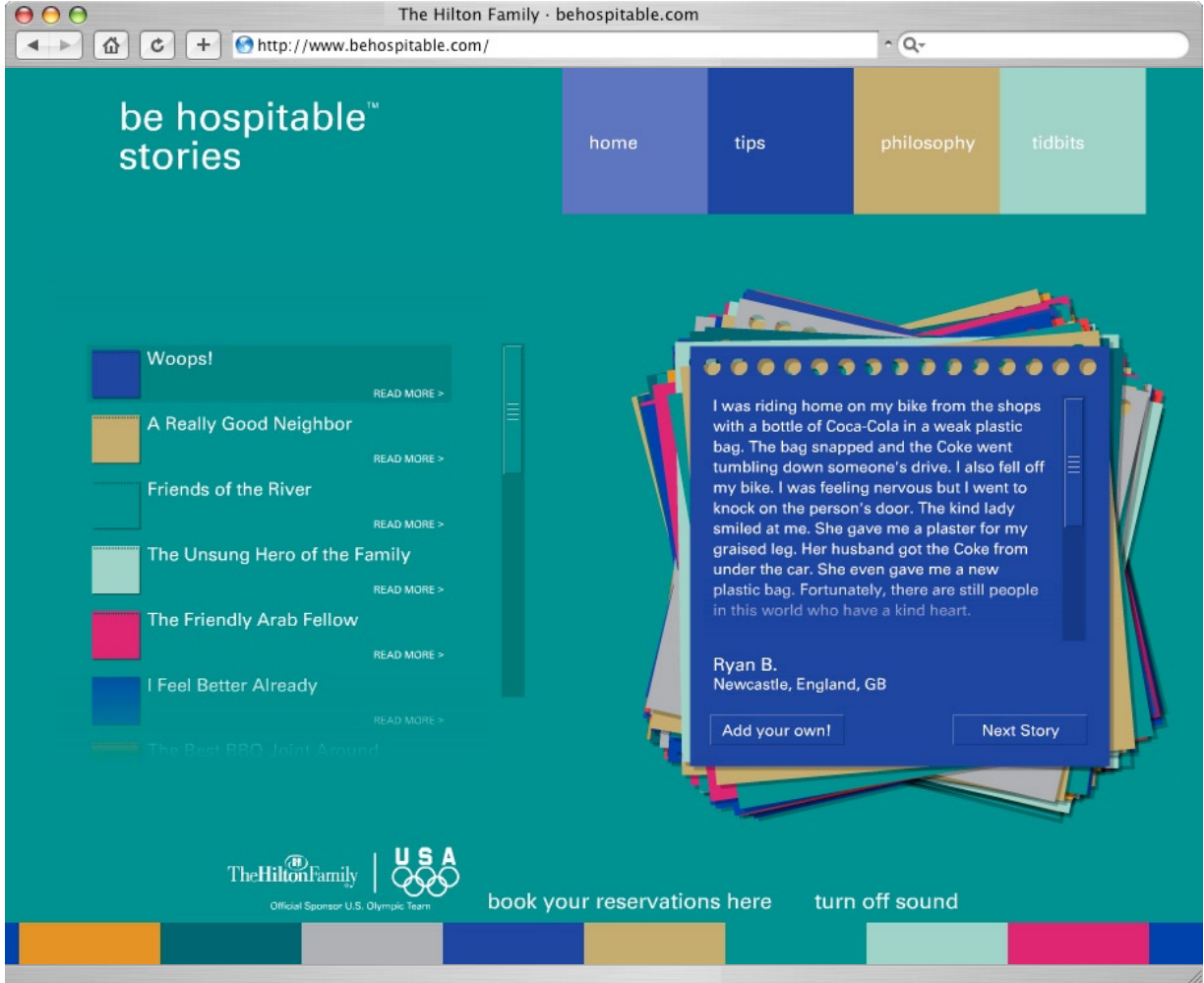
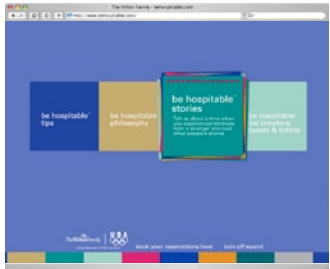
THE HOTEL COLOR BAR AT THE BOTTOM OF THE PAGE IS CONSTANTLY SCROLLING RIGHT TO LEFT AND WHEN YOU ROLLOVER IT, THE HOTEL LOGOS APPEAR. UPON CLICKING A SPECIFIC HOTEL LOGO, ANOTHER BROWSER WINDOW OPENS TO THAT HOTEL'S WEBSITE.

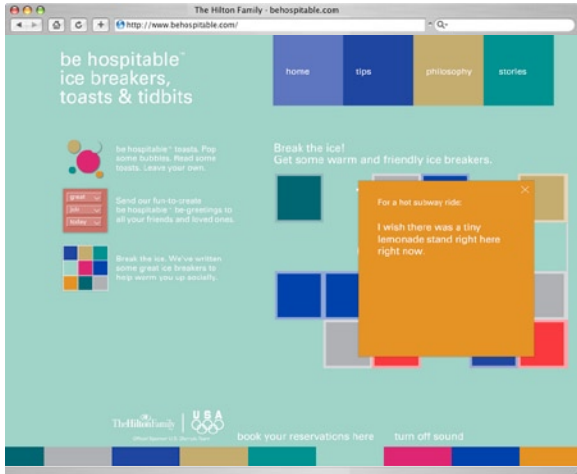
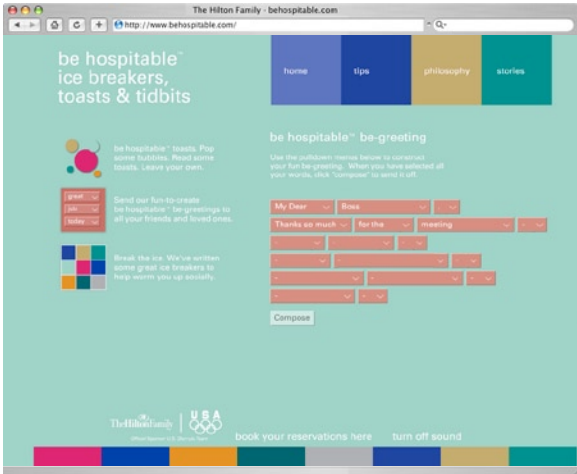
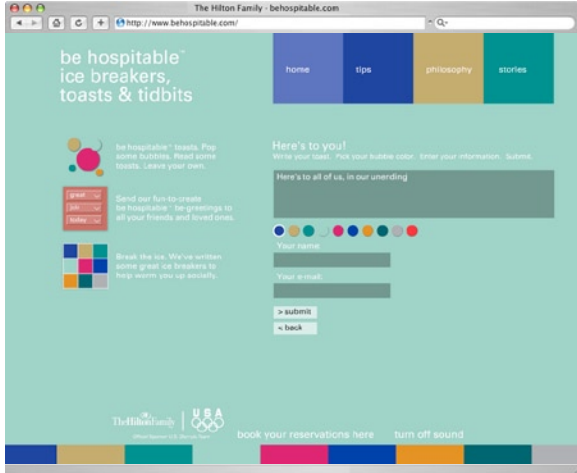
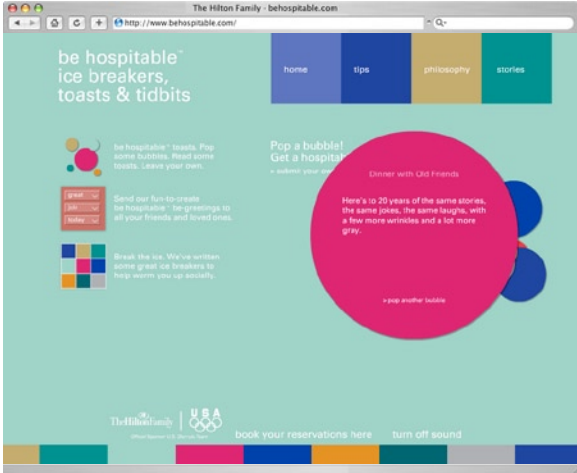
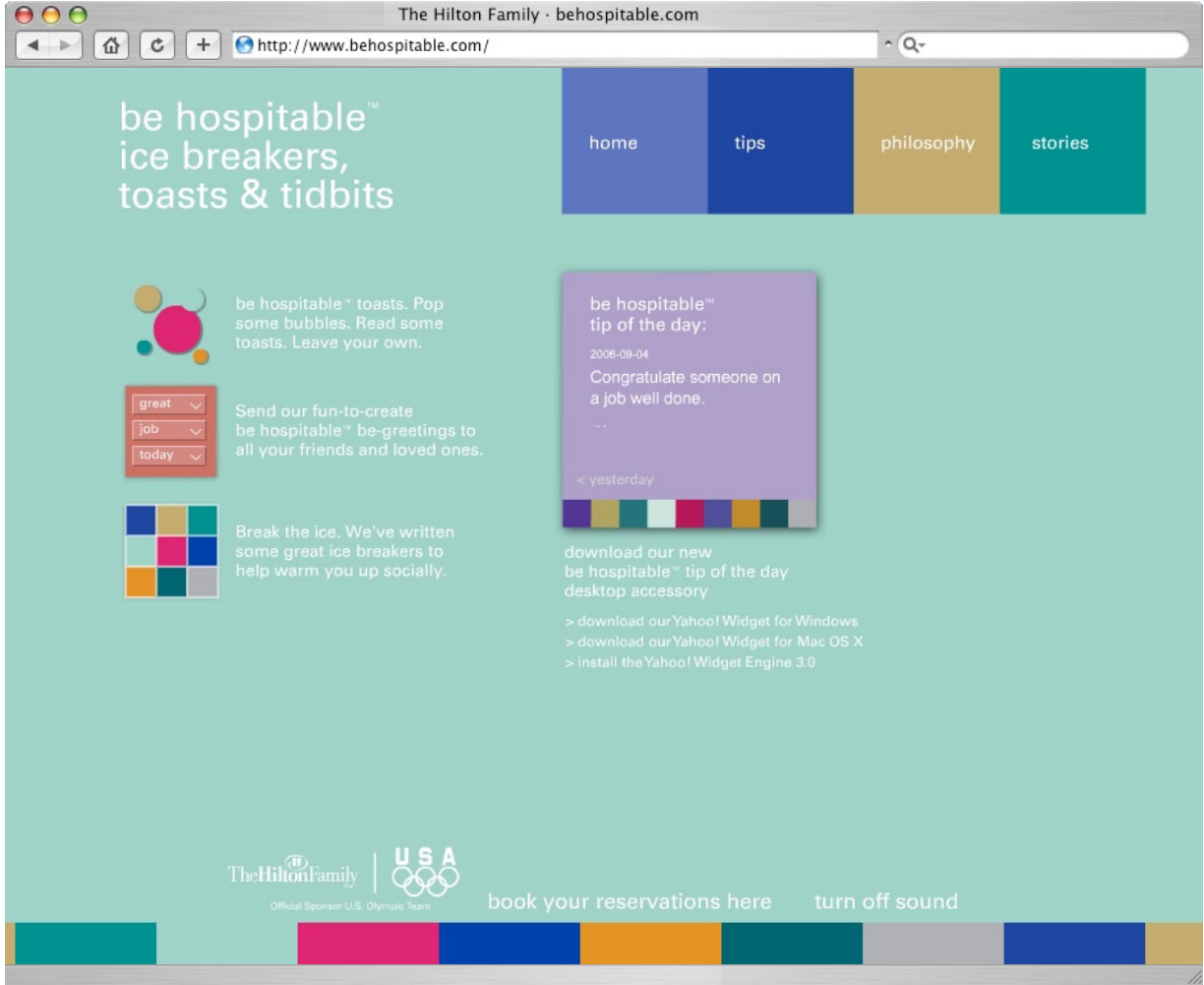


TIPS. THE MOST POPULAR PART OF THE ENTIRE SITE. THIS IS WHERE USERS CAN READ QUICK TIPS ON HOW TO BE MORE HOSPITABLE. PEOPLE FROM ALL OVER ARE QUITE PASSIONATE ABOUT SHARING THEIR OWN "TIPS" AND ACCORDING TO THE NUMBERS, THEY ALSO TAKE THEIR TIME TO READ A TON OF THEM. INCLUDED IN THE TIPS ARE ALSO SHORT LITTLE VIDEO TIPS THAT ARE SINGLE HOSPITABLE MOMENTS TAKEN FROM THE TELEVISION COMMERCIALS. THE "BE HOSPITABLE WIDGET" HAS ALSO BEEN QUITE POPULAR AND REINFORCES AND DELIVERS A DAILY "TIP OF THE DAY" TO THOSE WHO WANT TO EXPAND ON THEIR VOCABULARY OF HOSPITALITY.

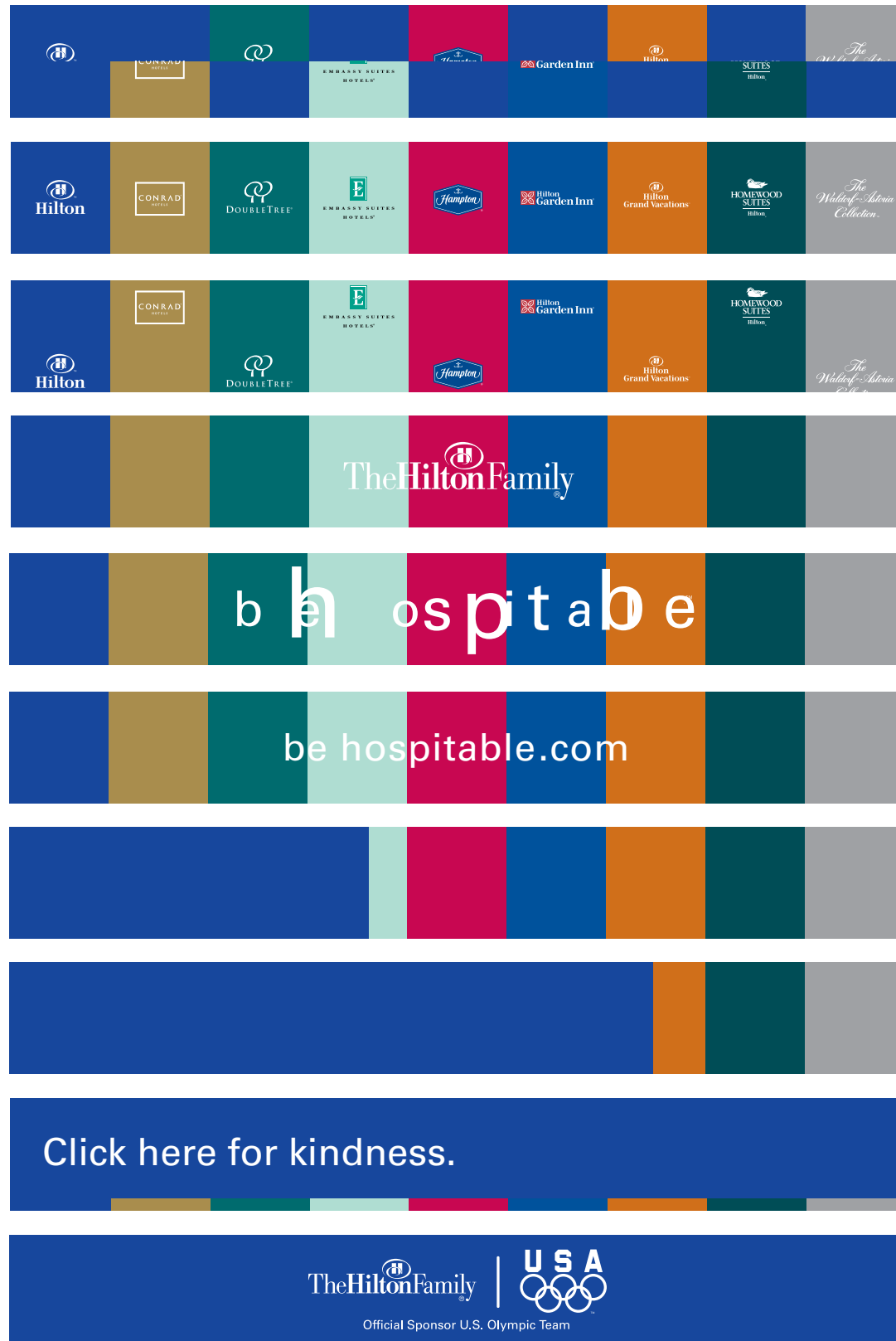


THIS SECTION DELIVERS THE MESSAGE OF THE CAMPAIGN IN A MUCH MORE DIRECT MANNER. HERE YOU HAVE THE ABILITY TO READ THE ENTIRE TEXT OF CONRAD HILTON'S SPEECH OR LISTEN TO AN AUDIO CLIP OF THE MOST RELEVANT PORTION OF IT. USERS ALSO HAVE THE ABILITY TO WATCH ALL THE TELEVISION COMMERCIALS, SEE A "MAKING OF" VIDEO OF THE CAMPAIGN AND FOR THOSE WHO ARE TRULY LOOKING FOR A MUCH DEEPER HISTORICAL CONNECTION TO HOSPITALITY - A LINK IS OFFERED TO THE HILTON ARCHIVES AT THE UNIVERSITY OF HOUSTON.





THIS WAS THE LAST MAJOR UPDATE TO THE SITE. ITS PURPOSE WAS TO CREATE OTHER QUICK, FUN WAYS OF INTERACTING WITH THE "BE HOSPITABLE" MESSAGE. HERE YOU CAN READ A BUNCH OF USER SUBMITTED "TOASTS" FOR A VARIETY OF OCCASIONS. YOU CAN CREATE YOUR OWN "BE GREETING" FROM AN INGENIOUS SET OF PULL-DOWN MENUS. IN CASE YOU AREN'T SURE HOW TO BREAK THE ICE SOCIALLY, WE'VE COME UP WITH SOME QUICK AND WITTY "ICEBREAKERS" THAT YOU CAN USE AT THE AIRPORT, SHOPPING MALL, OR COFFEE FIXING STAND. WHO KNEW THAT BEING NICE COULD BE SO EASY.



Kindness ricochets.

All that stuff you learned in kindergarten
can finally pay off.

To see one of the nicest websites out there, kindly [click here](#).

Click here for kindness.

Click here if you hold the door for people.

You don't have to travel far
to see the world differently.

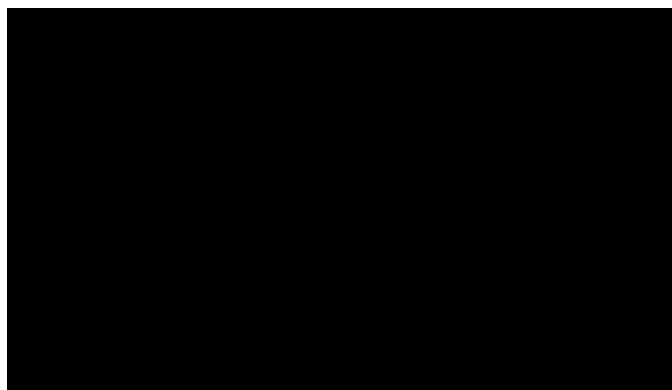
A website for nice people,
from nice people.

Little things can make a huge difference.
(Like one click here.)

Change the world one click at a time.

Kindness 101 : [click here.](#)

IN ADDITION TO THE WEBSITE ADDRESS TAGGED AT THE END OF EVERY TELEVISION SPOT AND ON EVERY PRINTED PIECE OF COMMUNICATION, WE ALSO DID A SIMPLE LITTLE BANNER CAMPAIGN TO HELP DRIVE ONLINE TRAFFIC TO "BENHOSPITABLE.COM". THE BANNER BEGINS WITH A VARIATION ON THE HOTEL LOGO ANIMATION USED THROUGHOUT THE CAMPAIGN AND ENDS WITH A SIMPLE HEADLINE TO SPARK CURIOSITY AND ENCOURAGE PEOPLE TO VISIT THE SITE. IT TRULY IS "A WEBSITE FOR NICE PEOPLE, FROM NICE PEOPLE."



STOA@JONSTOA.COM