

SAMSONITE

TRAVEL LIKE AN ICON

OVERVIEW

Samsonite, the world's largest travel company, sought out to embark upon a new chapter in its storied 115+ year history, harking back to the Golden Age of travel, while embedding itself in culture and pop-culture moments that drove attention to its newest collection – Elevation Plus Glider.

SOLUTION

H&S conceived, developed, and produced a creative social media campaign that was inspired by a 1950s luxurious transatlantic flight and experiences to develop the “Travel Like an Icon” campaign – spotlighting nostalgic moments with a dash of humor.

EXECUTION

Brand Collaboration: Tapped comedian, writer, and Saturday Night Live (SNL) star Chloe Fineman.

Talent Procurement: Vetted, negotiated, and solidified the talent deal between Samsonite and Chloe Fineman.

Branded Content: conceived the idea, storyboard, scriptwriting, and produced a high-quality, comedic, retro-themed social media campaign at the nostalgic TWA Hotel.

Earned Media: Leveraged Chloe Fineman and Samsonite marketing executive to secure press coverage resulting in earned media coverage in Adweek, Elle, Vogue, Rolling Stone, WWD, and PageSix, to name a few.

Social: Developed a content calendar in partnership with Chloe that included exclusive BTS assets, campaign photography and videos, Chloe's personal visual stories, and the “Travel Like an Icon” brand messaging.



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EARNED MEDIA
PLACEMENTS

1.3M+

EARNED MEDIA
IMPRESSIONS

1.2M+

SOCIAL MEDIA
IMPRESSIONS

99%

POSITIVE EARNED & SOCIAL
MEDIA SENTIMENT

HS | CAPABILITIES