Silverstone x Responsive Content Plan

Insight

TikTok audiences crave authenticity and in-the-moment storytelling that makes them feel part of the experience.

Opportunity

Hilton has a unique chance capture and share real-time TikTok content from the Silverstone Grand Prix, tapping into the energy, emotion, and exclusivity of the event. As an official partner, we can offer behind-the-scenes access, guest reactions, and immersive storytelling that creates FOMO and builds brand affinity in the moment. This approach aligns with how audiences consume TikTok, seeking content that feels immediate, personal, and unfiltered, while reinforcing Hilton’s connection to world-class experiences and culture-defining moments.

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Opportunity Pt. 2

This is THE moment to showcase who the Responsive team at Hilton is and the impact that we can make. We're not just actioning on trends but we're plugging into the moment authentically and effectively.

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Brief

Develop a TikTok-first strategy which can include an ecosystem of content and or immersive moments at Silverstone Grand Prix.

Appeal to F1 fans and their travel needs by showing that a Hilton Stay is different and worth the value (and sharing the passion they have for F1). McLaren helps us show why we're superior (because it is where McLaren stays) and that The Stay makes the most of why you came..

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Overview

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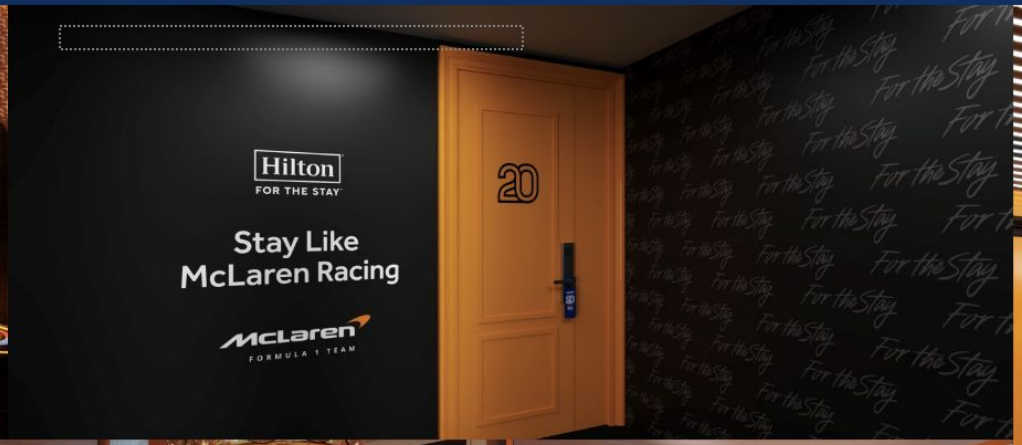
Stay Like McLaren Racing

July 2nd to July 20th

Bringing together McLaren's design and innovation with Hilton's exclusive properties and technology, we will create a full immersive McLaren themed suite during the Fan Fest in London.



Stay Like McLaren Racing

WHAT
Stay Like a Winner…McLaren Suite. Bringing together McLaren's design and innovation with Hilton's exclusive properties and technology, we will create a one-of-a-kind fully immersive McLaren themed suited during the Fan Fest in London and into Race Weekend

WHY
Show what it means to 'Stay Like a Winner', allowing guests to immerse themselves in all things Hilton and McLaren with a high end install to reflect both brands and their premium positioning that no other brand has the authority to do

WHERE
The Trafalgar St, James, Curio Collection by Hilton

WHEN
June 29th to July 20th

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6/30 - Stay Like

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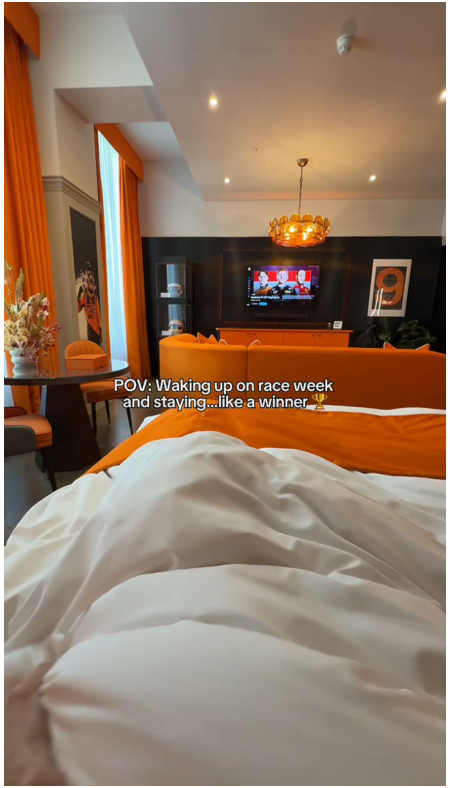
POV: Waking up on race week and staying...like a winner

Copy Direction:

Super:
POV: Waking up on race week and staying like a winner 🏆

Caption:
Nothing revs our engines like a papaya stay. 💛
📍Trafalgar Square St. James, Curio Collection

Hashtags:
#Hilton #LikeAWinner #McLaren #Silverstone
#HiltonForTheStay



Things that make sense in our McLaren suite

Copy Direction:

Super:
Things in our Stay Like suite that just make sense 🤌
Papaya decor 🧡
Lando & Oscar (!!!)
McLaren memorabilia
Papaya robes
Oscar 👏 and 👏 Lando 👏
An in-room cocktail bar 🍸
Racing simulators 🏁
Did we mention... OSCAR AND LANDO

Caption options:
- Staying like a winner? Bestie, it just makes sense.
- Staying with us just makes sense.

📍Trafalgar Square St. James, Curio Collection

Hashtags:
#Hilton #LikeAWinner #McLaren #Silverstone

7/1 - Fan Fest

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Spend the day at Fan Fest with us

Copy Direction:

Super:
Spend the day at London Fan Fest with us*
9:00 am - Breakfast @ hotel rooftop
10:30 am - Photo opp
12:20 pm - Changing tires challenge
2:30 pm - Garage tour
4:00 pm - Mclaren drivers
7:45 pm - Dinner
9:30 pm - Cocktails!!
(Examples only - subject to change)

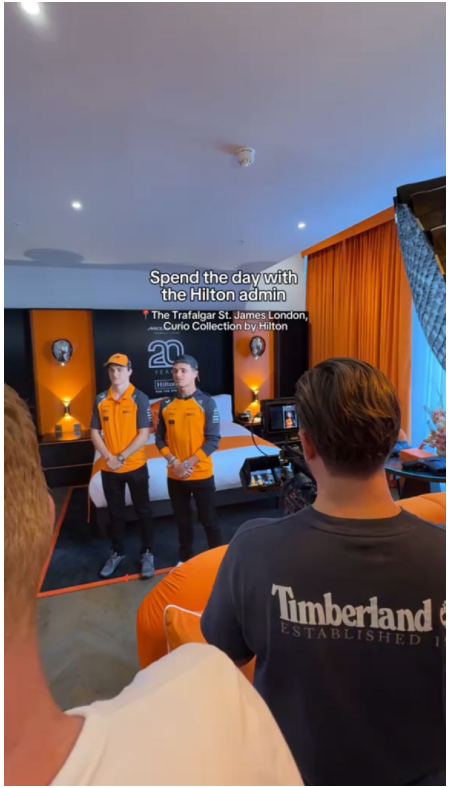
Caption options:

- No pit stops needed. 😉
- Catch us going full throttle at fan fest. 🔘

📍The Trafalgar St. James London, Curio Collection

Hashtags:
#Hilton #London #McLaren #Silverstone

**NOTE: might be called McLaren Racing Live: London*



Ranking Our Team's Reflexes

Copy Direction:

Super:
We're at the Stay Like McLaren Racing reflex wall
How will Team Hilton do? 👀💪

Kia
Technique: firm palms
49 Hits

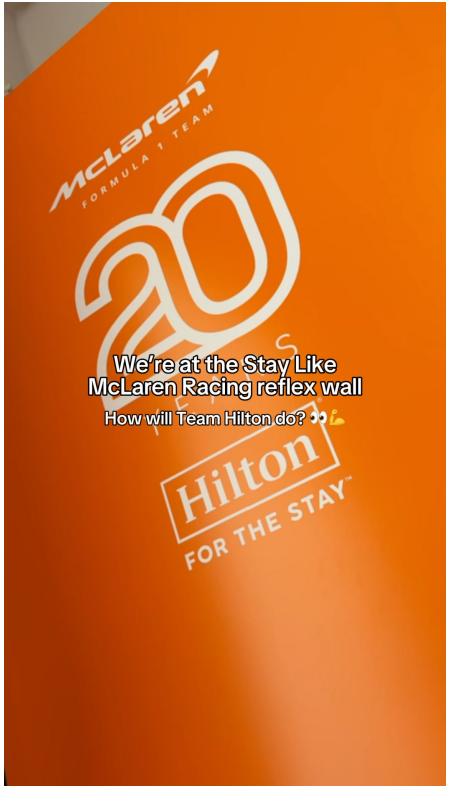
Yasmeen
Technique: strong core
48 Hits

Ryan
Technique: all in the legs
48 Hits

Rhys
Technique: become the wall
Winner!
Rhys - 53 hits

Natalie
Technique: ???
v confident
38 Hits

Caption:
This is why Hilton racing hasn't happened. 😬F1 fans, how would you stack up?
📍The Trafalgar St. James London, Curio Collection



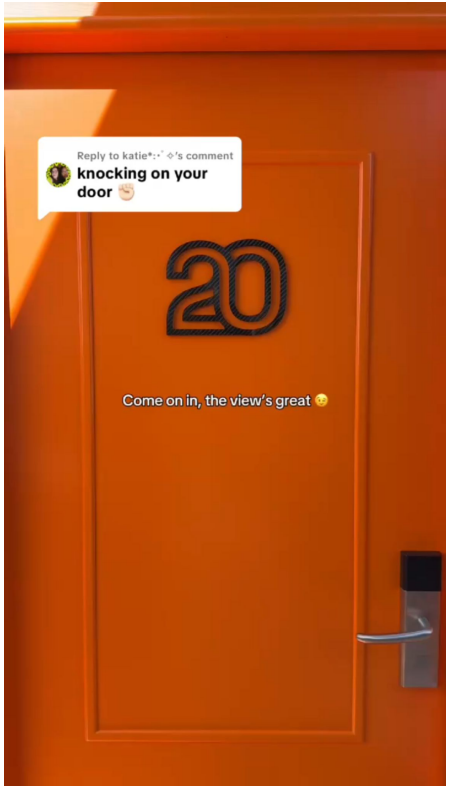
Comment Reply: Knocking on your door

Copy Direction:

Super:
Come on in, the view's great 😉

Caption:
Iconic city views, brought to you by The Trafalgar St. James London, Curio Collection by Hilton.
📍The Trafalgar St. James London, Curio Collection

Hashtags:
#Hilton #London #McLaren



7/4 - HGI

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The best seat in the house

Copy Direction:

Super:
When the best seat in the house is your room
📍Hilton Garden Inn Silverstone

Caption:
You could say we're ready for race weekend. 🏁

Hashtags:
#Hilton #McLaren #Silverstone

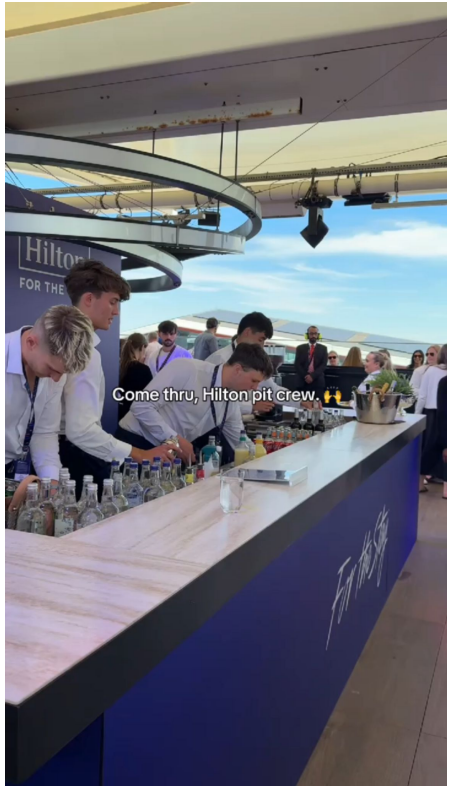
HGI Employee Pit Crew

Copy Direction:

Super:
Come thru, Hilton pit crew. 🙌

Caption:
It's lights out and go-time for the Hilton Garden Inn Silverstone crew.
📍Hilton Garden Inn Silverstone

Hashtags:
#Hilton #McLaren #Silverstone



Build-a-rita with me

Copy Direction:

Super:
Make a margarita with @Kitinnes at HGI Silverstone🍹

Caption:
Yapping 🤝 making cocktails with @Kit Innes.
📍Hilton Garden Inn Silverstone

Hashtags:
#Hilton #McLaren #Silverstone

7/5 - HGI/Practice Day

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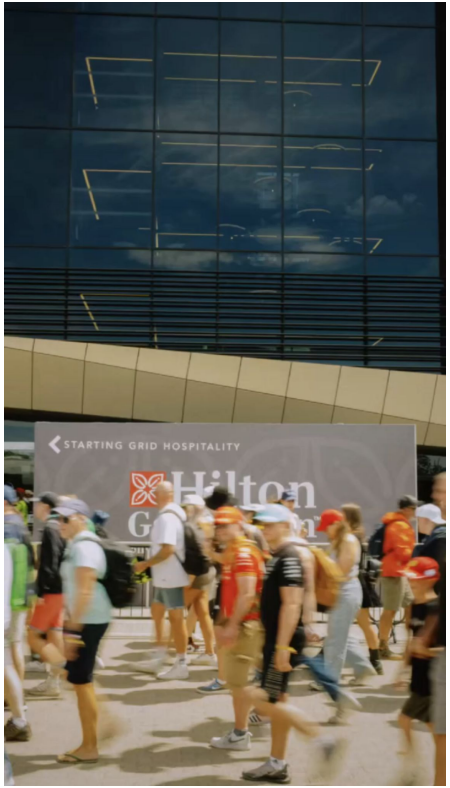
Off The Track: HGI Silverstone

Copy Direction:

Caption:
Silverstone: Off the Track 📸 The vibe. The fits. The aura.
Elite. 🤌
📍Hilton Garden Inn Silverstone

Hashtags:
#Hilton #McLaren #Silverstone



‘Twas the night before race day

Copy Direction:

Super:
‘Twas the night before Silverstone

Caption:
We gotta lay out the fits, it's Silverstone eve!
📍Hilton Garden Inn Silverstone

Hashtags:
#Hilton #McLaren #Silverstone

Race Weekend Rescue

Copy Direction:

Caption:
Saving the Stay for race weekend ... Like a Winner. 🏆
📍Hilton Garden Inn Silverstone

Hashtags:
#Hilton #McLaren #Silverstone

7/5 - Race Day

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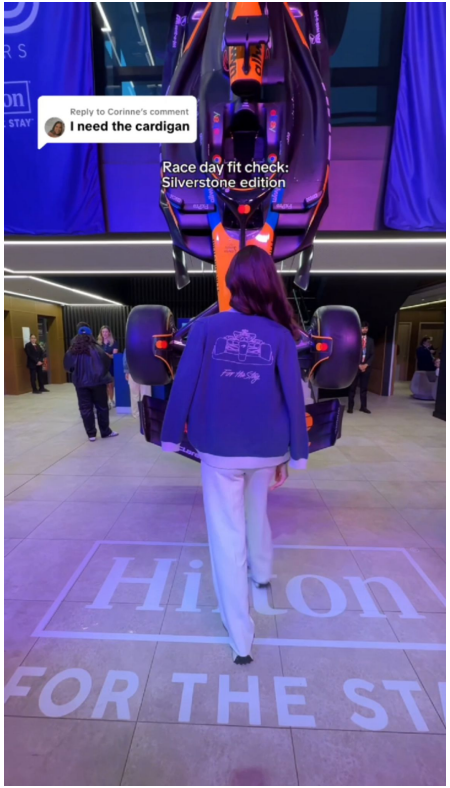
Race weekend fit check

Copy Direction:

Super:
Race day fit check: Silverstone Edition

Caption:
Red carpet? We prefer papaya. 💅 We see you loving that Hilton cardigan. 👀 Drop a comment below and we might just pop into a DM or two. 💌
📍 Hilton Garden Inn Silverstone

Hashtags:
#Hilton #McLaren #Silverstone



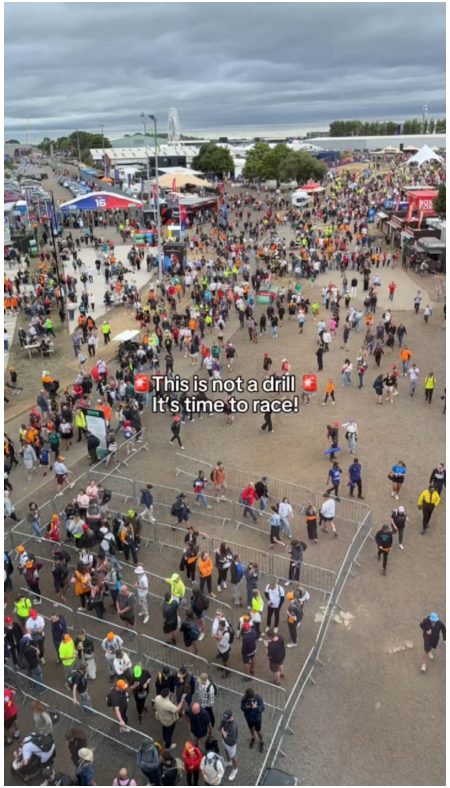
“We’re all set for an exciting time”

Copy Direction:

Super:
🚨This is NOT a drill 🚨
It’s time to race!

Caption:
Our agenda today? Cheering for Team Papaya. 🏁🧡🏆
📍Hilton Garden Inn Silverstone

Hashtags:
#Hilton #McLaren #Silverstone



“Race weekend without trending audio”

Copy Direction:

Super:
Race day without trending audio

Caption:
The sounds of a @McLaren double podium. Congrats @Lando Norris and @Oscar Piastri! 🎉🧡
📍Hilton Garden Inn Silverstone

Hashtags:
#Hilton #McLaren #Silverstone

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