

Louvre Hotels Group presents “Le live Première Classe”



Paris, September 19, 2014 - Première Classe launches an original web campaign, breaking with the traditional communication codes of budget hotels.

Since it was launched in 1989, Première Classe has reinvented the budget hotel sector by integrating a private bathroom/wc, flat-screen TV and free Wi-Fi in each room. Its concept focuses on an essential vision of hotels and sleep.



Wanting to increase brand awareness in the general public, Première Classe has come up with a digital communication campaign, in collaboration with the PONK agency, featuring the feel-good, comfort values of its rooms. Christened “Le live Première Classe”, this one-of-a-kind campaign highlights the brand’s

key message: the rooms are so comfortable that it is hard to wake up. Original and offbeat, it takes its inspiration from the brand’s DNA.

From the lelivepremiereclasse.com site, internet users will have two days – 8 hours per day – to try to wake the “boss” up out of a deep sleep, by proposing ideas live. The best ideas will be selected by a jury then acted out semi-live by a troupe of improvisation actors. Each selected idea will then be filmed live and the video will be uploaded to the site. Meanwhile, internet users can comment in real time using the hash tag **#lelivepremiereclasse**.

The winning idea that receives the most votes by internet will receive a prize of 10,000 €.



Réveille le boss ET EMPÔCHE
PEUT-ÊTRE UNE PRIME DE 10 000€*

Le boss a une réunion très importante mais il a succombé au confort de sa chambre Première Classe : si tu parviens à le réveiller, tu remporteras peut-être une prime exceptionnelle de 10 000€ !

L'ESSENTIEL
POUR UNE
BONNE NUIT

PREMIÈRE
CLASSE
HOTELS

PROPOSE TON IDÉE POUR RÉVEILLER LE BOSS

ex : Le réveiller avec une vuvuzela

100 caractères max

RÉVEILLE
LE BOSS



PROCHAINE TENTATIVE DE RÉVEIL DANS : 04:35

FrankyBaby92 : Lui chatouiller les pieds avec une plume ui chatouiller les pieds avec une plume.

LES VIDÉOS



+ Votez pour les réveils réussis dès le samedi 21h !

VOS PROPOSITIONS

JaPoney
Le réveiller en event harum is ut autatus

Bokessette3000
Le réveiller en event harum is ut autatus aediatiam susam Lbueirer un avent harum is ut autatus aediatiam susam

Kikoulol
Le réveiller en event harum is ut autatus uid ullesque nem aiur magnimus ea voluptate

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VISITEZ NOS HÔTELS PREMIÈRE CLASSE, ET PROFITEZ D'UNE RÉDUCTION DE 5€

J'Y VAIS

Le Live Première Classe
de 14h à 21h les 19 et 20 septembre

* À partir de samedi 22h et jusqu'au 26 septembre, les vidéos des réveils réussis seront soumises au vote des internautes : celle qui obtiendra le plus de votes permettra à son auteur de gagner les 10 000 €. Live "Direct, Boss" Patron
Voir conditions et règlement complet ici.

CRÉDITS RÉGLEMENT

The media plan: widespread mediatisation to create a buzz and generate traffic

- September 17 and 18: an intensive teaser campaign of 16 ad banners invites you to come “wake up the boss”, supported by a press relation and opinion-makers campaign
- September 19 and 20: a wave of 19 different banners, 5 of which include the live on the [20 Minutes](#), [l'Equipe](#), [Pages Jaunes](#), [Comment ça marche](#) and [Minute Buzz](#) sites
- Media partnerships with RMC radio and with the Minute Buzz site
- September 21 to 26: a banner campaign and “retargeting” to incite to vote

Real technical prowess in real time

- 4 video-cameras set up in a Première Classe hotel room
- Live feed from the room on the livelivepremiereclasse.com site
- All the scenes filmed, edited and uploaded during the shooting, in real time
- Live moderation of the proposed ideas
- 2 x 8 hours of improvisation live by 10 actors
- One actor - the boss – who has no idea what is going to happen to him
- A team of 40 people present for 2 x 8 hours of live coverage, including 9 actors, the technical team, the jury and moderators, a camera crew, etc.



About Louvre Hotels Group

Founded in 1976 and owned since 2005 by Starwood Capital Group, Louvre Hotels Group is a Groupe du Louvre subsidiary headed by Pierre-Frédéric Roulot. A major player in the worldwide hotel industry, Louvre Hotels Group currently has more than 1,100 hotels ranging from 1- to 5-star, with a total capacity of over 91,000 rooms in 47 countries.

About Première Classe

Since it was launched in 1989, Première Classe has renovated the budget hotel sector by adapting a private bathroom in every room and a range of amenities for your total comfort. Today, with more than 250 hotels and over 18,000 rooms in France and in Europe, Première Classe is committed to offering the right balance between price, quality and comfort to their clients.

In a word: all you need for a good night.

Press contact

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