

## CAMPANILE GOES HOLLYWOOD ON FRENCH DTT TV WITH PONK

Would you like to spend your evening with an alien, a pirate, an FBI agent or even a vampire? That's what the Campanile Hotel-Restaurant offers its film fan clients.

Campanile is back on the television, with prime-time adverts on 4 DTT channels:

- through December 31, 2015 on TMC and NT1,
- and from September 14, 2015 to January 3, 2016 on D8 and D17.



Campanile gives the classic TV advert a tweak and is back on the small screen with a saga counting 13 mini-episodes. This format brings iconic movie characters to life as funny, unexpected guests of 2 Campanile clients watching the telly in their hotel room. Directed by Elliott de Gastines (Premiers Rendez-Vous productions), these 13 "billboards" are broadcast just prior to a film in the same genre.

Thrillers, drama, comedy, action...  
you'll find every genre at CAMPANILE!

**Direction:** PONK agency

**President & Design Director:** Franck Pralong

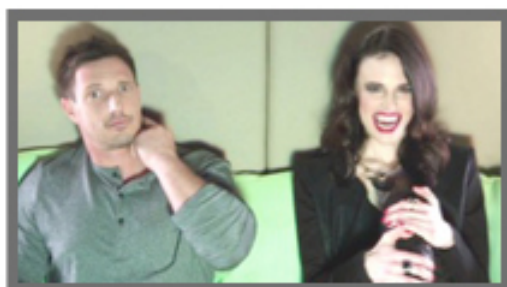
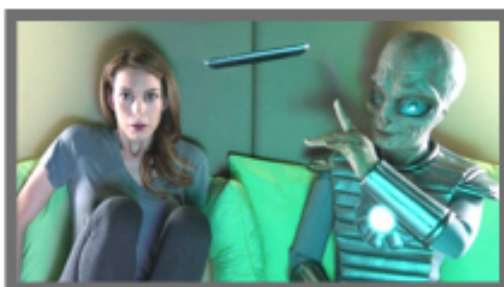
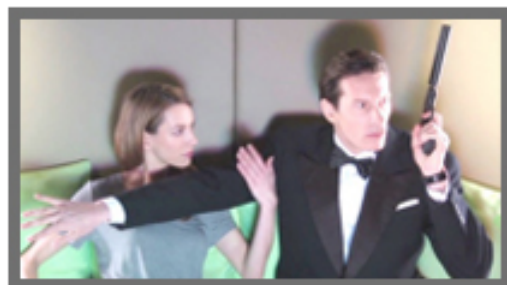
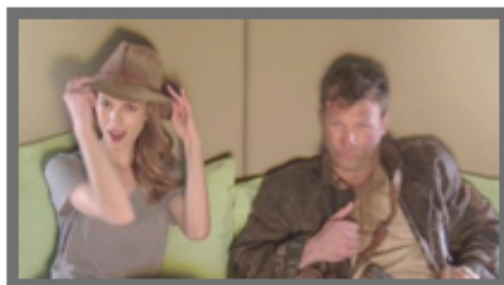
**Artistic Director:** Emmanuel Guillon

**Director:** Elliott de Gastines

**Production:** Premiers Rendez-Vous

**Advertiser coordinators:** Françoise Houdebine, Isabelle Cabasse, Daphné Mereuze

**Format:** 13 6-second billboards



### ***About Campanile***



The first Campanile hotel-restaurant opened in 1976. Conviviality and authenticity have been its values from the start. Today, Campanile counts 398 hotels in 10 countries across Europe and represents the 4th largest food outlet in France.

<http://www.campanile.com/fr>

### ***About Louvre Hotels Group***



Louvre Hotels Group is a major player in the global hotel industry, currently boasting over 1,100 hotels for a total capacity of more than 95,000 guest rooms in 48 countries. It features a comprehensive hotel offer ranging from 1- to 5-star and includes 6 brands: Première Classe, Campanile, Kyriad, Tulip Inn, Golden Tulip and Royal Tulip.  
<http://www.louvrehotels.com/fr>

### ***About PONK***



PONK is an independent French advertising agency, founded in 2012 and managed by Franck PRALONG (ex-Director of Création TBWA Paris). Today, it counts some twelve employees and manages global communication for the Louvre Hotels Group brands (Première Classe, Campanile, Kyriad, Golden Tulip), as well as for Alphabet (BMW France Group) and SOLENDRO (leading distributor of men's under garments on-line). It has also handled the launch of a number of "Création Originale" series by the CANAL+ TV channel (Kaboul Kitchen, Platane, Mafiosa, Le Vol des Cigognes, Borgia, Hard...) and works with many channels of the Canal+ group (JIMMY, CUISINE+, PLANÈTE+, etc.).  
[agence-ponk.com](http://agence-ponk.com)  
[facebook.com/agence.ponk](https://facebook.com/agence.ponk)

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