



Press release,
May 2015

Première Classe gives the essential in its new radio campaign designed by Ponk

Starting May 1st and continuing through October, Première Classe hotels are launching their new radio campaign based on the brand promise: ***"The essential for a good stay"***.

The goal? To strengthen brand awareness and boost booking over holiday periods throughout 2015.

The mini-saga of about 10 episodes features dialogue that is brief, unexpected and humorous. Each scene is based on a simple premise: everyday situations, usually long (description of a car, a children's story, recipe or football match) are distilled to a single reply that cuts to the essential.

In all, over 1500 ads will be broadcast on motorway radio stations and about 1300 ads on RMC radio over 6 months from May through October 2015.



Click [HERE](#) for a preview of the radio ads

In addition, this campaign includes a partnership with the **Waze** GPS app which will indicate the location of PREMIÈRE CLASSE hotels on their maps.

Format: 10' and 20' radio advertising spots

Broadcast schedule:

- Motorway FM station from May to October: weekends, during peak holiday periods and weekdays during peak commuting times.
- RMC radio in June, September and October: sponsoring the weather report during the "Bourdin Direct" morning show + 10-second ads throughout the day and during key shows (i.e. Moscato Show...)

Design: PONK agency

President and Design Director: Franck PRALONG

Designer-writer: Anne PERON

Production: LOAD

Advertiser coordinator: Leïla RADWANE

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 260 hotels and over 18,800 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: the essential for a good stay.

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.

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.).

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