



KYRIAD Hotels launching their new ad campaign with PONK

KYRIAD is counting on its latest advertising campaign in the magazine press to work on the brand's image and reputation by highlighting the promise it makes for "More comfort, less conformity".

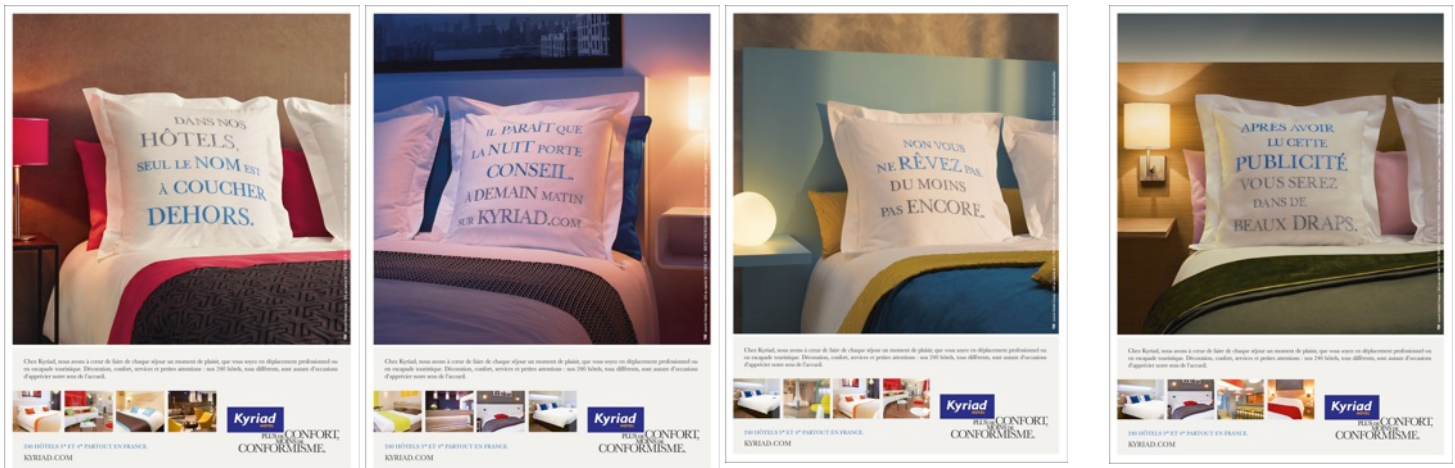
The campaign illustrates the brand's determination to:

- Enhance its 243 non-standard hotels and their diversity of styles
- Reassert the profession through powerful, obvious signs from the hotel trade
- Reposition the brand into the 3- and 4-star categories through aesthetic, quality creations

Orchestrated by the PONK agency, the campaign includes a series of 4 full-page press announcements that unveil the special world and design of a Kyriad guest room. Every visual features off-the-wall, catchy taglines relating to nightlife and embroidered on comfortable pillows. Enough to startle readers through humour and self-deprecation!

The 4 creations will be broadcast as of May 7th and until December in seven wide-circulation national publications: Paris Match, Capital, Automobiles Magazine, L'Équipe Mag, L'Obs, L'Express and Le Parisien Magazine.

In all, there will be 59 press inserts to discover throughout those 8 months.



The campaign will also feature a special design for the L'Equipe.fr website. The football, tennis and rugby sections will be decked in Kyriad colours during major sports events like the Rugby World Cup, the Champions' League or the Paris Open.

Production: PONK Agency
President and Design Director: Franck PRALONG
Art Director: Emmanuel GUILLON
Designer-writer: Franck PRALONG
Photographer: Samuel GUIGES
Advertiser coordinator: Leïla RADWANE

About KYRIAD:



More comfort, less conformity. With its 243 hotels in France, and from its foundation in 2000, Kyriad was the first hotel brand to guarantee the quality of a chain hotel combined with the charm and diversity of an independent hotel, through a Franchise system. While it is the leader in its market segment, Kyriad has preserved its challenger's spirit and the ability to innovate and to elicit surprise through its products and its communication.

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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