



Paris, April 14th, 2016

KYRIAD hotels hit the roads to reaffirm their positioning and comfort

While the 2016 European Football Championship will be siphoning huge numbers of visitors and fans to major French cities, **Kyriad** will be right in the thick of it, on the back of tourist buses to promote its vast 3- and 4-star hotel network and highlight the comfort of its rooms.

"The headrests are much more comfortable at Kyriad". This fun, inventive teaser, written against a pillow visual, greets passers-by and drivers on the streets of Paris, Marseille, Lyon and Lille as part of a campaign to create awareness of the Kyriad brand promise.

Designed by the PONK agency and produced by Hold-On Productions, this campaign focuses on the strong network of 240 non-standardized Kyriad hotels throughout France, as well as featuring the brand's 3- and 4-star category positioning with a message spotlighting its promise of comfort.

Thirty-nine buses in all will be sporting the brand's colors in the most tourist-centric areas of Paris, Lille, Lyon and Marseille, from April 10 to July 10 in the capital and between June 10 and July 10 in the other cities.

This campaign is a continuation of the press campaign launched at the end of 2015: a series of 4 full-page adverts, each unveiling the special universe and design of a Kyriad room. Each visual featured a clever phrase or pun on the theme of a good night's sleep embroidered onto a comfortable pillow.



Creation and Planning: PONK agency
President and Design Director: Franck PRALONG
Art Director: Céline GANICHOT
Designer-writer: François FAURE
Advertiser coordinator: Cédric GIRARD

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 worldwide hotel sector, currently boasting about 1,175 hotels for a total capacity of nearly 100,000 rooms in 51 countries. It features a comprehensive hotel offer ranging from 1- to 5-star and including 6 brands: Première Classe, Campanile, Kyriad, Tulip Inn, Golden Tulip and Royal Tulip. Louvre Hotels Group is a subsidiary of Jin Jiang International Holdings Co., Ltd., one of China's largest tourist and travel conglomerates.
www.louvrehotels.com/fr

About PONK



PONK is an independent French advertising agency, founded in 2012 and run by Franck Pralong (ex-Creative Director with TBWA Paris). Today the agency has a 12-person team and handles, among other accounts: overall communication for all Louvre Hotels Group brands (Première Classe, Campanile, Kyriad, Golden Tulip), those of Alphanet (BMW France Group), SOLENDRO (#1 online distributor of men's underwear), the launch of a number of "Original Creation" TV series by the pay channel CANAL+ (Kaboul Kitchen, Platane, Mafiosa, Le Vol des Cigognes, Borgia, Hard...) and works with a number of Canal+ group channels (JIMMY, CUISINE+, PLANÈTE+, etc.).
agence-ponk.com facebook.com/agence.ponk

About Hold-On Productions



Hold-On Productions is a communication agency specialised in large format advertising posters (façades of cinemas, hotels, stores as well as buses and other vehicles), founded in 2008 and run by David Bruneau.

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