

Campanile introduces its new signature with a TV campaign by PONK

True to its innovating spirit, Campanile anticipates its client's wants and needs by inviting them to enjoy real experiences in their hotels. This brand repositioning comes with a new signature: *"Book far more than a night"*, unveiled May 16 with a TV and digital campaign.

Today's travellers are looking for a variety of authentic and personal experiences. That's why Campanile offers them more than just a room and breakfast by stepping out of the traditional hotel sector box, combining fun and good times with friends and family. Today the brand increasingly features convivial areas and day-end events (bar and restaurant areas for after work parties or happy hours, theme evenings, a lounge with games and giant screens for major sporting events, turnkey professional or personal events...). Each hotel is free to create their own agenda to fit sporting or cultural events, personal tastes and local specialities. The goal is to exceed expectations for this hotel category and show that at Campanile you "book far more than a night".

To spotlight and celebrate the unforgettable moments, shared emotions and human interactions awaiting clients at Campanile, the PONK agency also imagined a new visual style featuring slow motion. These special effects highlight the intensity of these convivial moments, the sheer happiness of being yourself, letting go, relaxing with a drink or snacks to share, watching a match with a group of friends or colleagues...



The 20-second TV commercial, directed by Romain Quirot (Les Improductibles) was filmed in a real Campanile hotel, in Saint-Germain-en-Laye, and pumps its energy from the electro-pop tune “We are beautiful” by the group PANZER FLOWER from Montpellier. Starting May 16, this soundtrack will be the brand’s new musical identity. <https://youtu.be/5UrDgSomx4k>

The campaign also includes a digital version and innovative social networking, from May 16 to June 19, with five 8-second video capsules. A chance to experience unique moments in Campanile hotels, especially during the 2016 European Football Cup.

Media programming

On TV, from May 16 to June 8 on TF1, Canal +, D8, sports and all-news channels (BFM TV, I TELE, LCI) ;

On digital media, from May 16 to June 19

Technical data

Advertising Directors: Gaëlle Vial (Campanile Marketing Group Leader) and Cédric Girard (Marketing and CRM Director Louvre Hotels Group)

Agency: Ponk

Creative director: Franck Pralong

Artistic Directors: Emmanuel Guillon & Arnaud Mottin

Copywriters: Elliott de Gastines & François Faure

TV Producer: Blaise Izard

Agency Sales Managers: Aurelia Freppel, Coline Perreau

Production: Les Improductibles

Director: Romain Quirot

Music: PANZER FLOWER “We are Beautiful”