

## Campanile heralds its reshaped brand identity in a trendy new communication campaign: “We’ve got CO spirit”

Campanile, Louvre Hotels Group’s midscale chain, unveils its new brand identity and baseline with a sweeping TV and digital campaign. It leverages two of the brand’s core values: sharing and conviviality, both embodied by the tagline “Hotels for people. Moments for sharing.” \*

### *Campanile: “Hotel for people. Moments for sharing.”*

More than just a hotel, Campaniles are venues designed for socializing and sharing authentic moments. The architecture of the common areas is designed to be open and inviting, with special areas set aside for friendly get-togethers. The heart of the concept is the bar-lounge, the perfect place for impromptu happy hours and mingling with others. The restaurant, of course, is already famous for its generous buffets. The enthusiastic Campanile teams pour their creativity into events held throughout the year and personify the new brand strategy and baseline “Hotel for people. Moments for sharing” created by Ogilvy Consulting.

### *An all-new visual identity embodies the rebranding*

Adopting the latest graphic trends to boost its communication campaigns, the brand has tweaked its colors and typography, spawning the ‘Campanile dots’, working jointly with the Landor agency.

 Bénédicte Avrillon,  
Campanile Group Brand Manager

*“With this new identity, we want to highlight the common areas of Campanile hotels. These modern and open living areas are designed with convivial moments in mind, a place where our guests can meet to share authentic moments.”*



Blue



Green

### *Blue and green shout out premium and conviviality*

Campanile has updated its brand colors to hone the image of its hotel-restaurants, venues exuding comfort and sharing. Navy blue gives the brand a premium feel, while the green has been dialed up into a dynamic, eye-catching shade, communicating the Campanile’s convivial spirit. These two new colors join forces with a specially designed typography featuring curves that convey the brand’s energy.

*We are the new Campanile ambassadors!*



### *Dots that give a human touch*

Campanile est la maison des bons moments. Pour incarner cela visuellement, le rond vert à l’intérieur de la maison Campanile, représentant initialement le clocher d’un campanile, a pris un tout nouveau sens. Le rond dans la maison prend vie et se transforme en plusieurs ronds verts dynamiques appelés «dots». Ils soulignent d’un ton simple et décalé les expériences conviviales que l’on peut vivre chez Campanile.

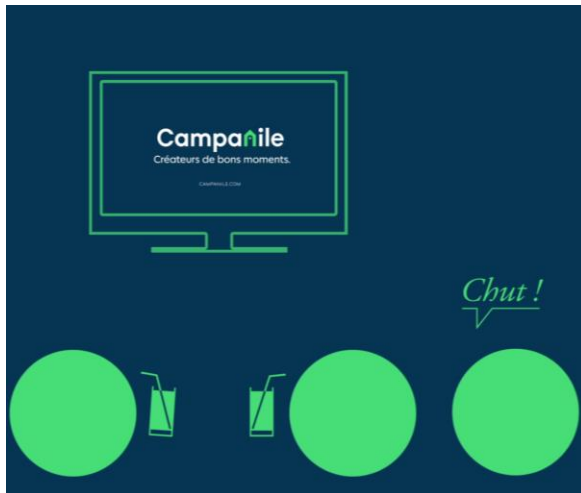
*A large-scale TV and digital media plan will bring the new Campanile identity to life.*

A two-phase advertising campaign has just been launched in partnership with the Values media agency, featuring the new Campanile identity for the first time.

**Step #1: from March to May, the Campanile dots announce TV programs from a hotel bar-lounge.**

Since March, the TV phase includes sponsoring billboards (a total of 660) starring some Campanile dots enjoying a convivial moment in the bar-lounge.

Campanile is also sponsoring the investigative journalism shows *Zone Interdite*, *Capital* and *66 Minutes* on M6, as well as the Thursday night fiction on TF1 to reach the 35-59 year-old target.



## The "CO spirit" concept is being launched on digital through August 2019

To put a face on the sharing experience, and showcase the variety of moments available to guests at Campanile, the Socialy agency developed the idea of "co-moments" you can experience at Campanile: COapéro (COoperatif), COresto (COrestaurant), COcorico (COfanzone), etc.

Dual leverage was activated: programmatic display and social media, both with multiple targets. Different format types will be developed such as video, native ads, wallpaper ads, IAB kit and collection ads for social media.

Daphné Méreuze,  
Marketing Manager  
Campanile France

*"We are launching an unprecedented TV and digital campaign. Campanile targets travelers, and more specifically business travelers, as well as neighborhood populations looking for a friendly place to meet up."*



*"With the 'We've got CO spirit' campaign, we place Campanile resolutely in today's new lifestyle"*

Pierre Bessede,  
Chief Strategy Officer  
Socialy Agency

### About Campanile

The Campanile hotel-restaurants were founded in 1976 based on the values of conviviality and authenticity. Today, Campanile has 380 hotels worldwide and is the 4th largest restaurant network in France. The brand has opened ten hotels in China over the past few years and launched development in the Middle East in 2018. The Campanile concept is exporting around the globe, with over 350 projects in the pipeline.

### About Louvre Hotels Group

Louvre Hotels Group is a major player in the worldwide hotel sector, currently boasting about 2,600 hotels in 54 countries. They feature a comprehensive 1- to 5-star hotel offer including the iconic Louvre Hotels Group brands: Première Classe, Kyriad, Kyriad Direct, Campanile, Tulip Inn, Golden Tulip and Royal Tulip; the 5 brands of the Sarovar network in India, the Hôtels et Préférence Group as well as the Chinese brand, Metropolo. The group also has a distribution agreement with Lucien Barrière Group. Louvre Hotels Group is a subsidiary of Jin Jiang International Holdings Co., Ltd., the world's 2nd largest hotel group.