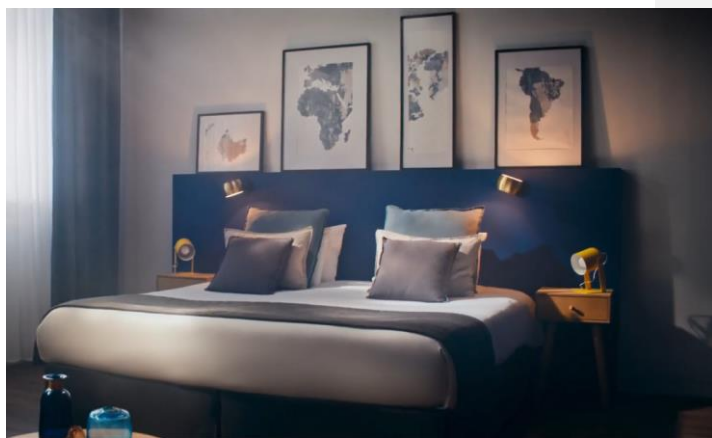


The new Kyriad identity and media campaign highlights the joy of travelling

Kyriad, a midscale chain of the Louvre Hotels Group, reasserts its brand positioning with a new visual identity inspired by the tenets of travel. This positioning is also getting a boost from an advertising campaign including a vast media plan leveraging the singularity and strength of Kyriad hotels: the joy of traveling and treating its clients to little extras.

Toned down color, upscale style

Working in partnership with the Landor Agency, the hotel has updated its brand identity with a new graphic charter. The logo, featuring a new shade of its emblematic blue, gives a subtle nod to travel while showing off refined and understated lines. Taking its cue from the world of travel, the baseline is printed on a luggage tag. An original shape, on paper, and online!



The new Kyriad campaign: "Spark the joy of traveling"

The brand's new baseline, "Spark the joy of traveling", created by Ogilvy, is also the theme of Kyriad's media campaign developed by the Social Agency. It features a client enjoying their stay to the max, experiencing their arrival at Kyriad as if it were a journey to a distant country. You can see the full force of their reactions during a **3-week TV campaign, from June 3 to 23.**

From May to August, a wide-reaching digital plan is also being rolled out in the form of targeted Facebook advertising and sponsored Stories on Instagram linked to a contest. Various formats have been developed such as YouTube videos, display, Native Ads and wallpaper.

TV media plan

Present on major DTT channels (C8, CStar, RMCpower, BFMTV, CNews, L'Equipe)
 Present on premium sports channels (RMCSport, Canal+ Sport)
 3-week run on TF1 Group channels (TF1, TF1 Séries Films, TMC, TFX, LCI)

"We highlight the emotions and benefits of getting away from it all. Kyriad's power of travel consists of translating the client's interior journey." Pierre Bessede Chief Strategy Officer Social Agency.



Feeling at home at Kyriad

Kyriad invites guests to revel in the joy of traveling with unique decors and little travel-themed extras that enhance the client experience. The promise: a relaxing, inspiring stay. Clients can unwind in comfortable rooms equipped with memory foam pillows, usually reserved for upscale hotels. Clients can also enjoy an original, local breakfast in the form of a frozen yogurt with toppings from around the world or happy hour at the international beer bar.

“Each hotel is unique, with bespoke design reflecting the city and region. Travel-themed quotes and a selection of decorations and artwork are placed at the heart of the client experience and help cultivate their travel spirit.”

Bénédicte Avrillon, Kyriad Brand Manager

About Kyriad

A network of over 260 3-star hotels in France and around the world, Kyriad invites you to discover the joy of traveling. A warm welcome from our hotel owners, a unique decor at each hotel, and little travel-themed extras all ensure a relaxing, inspiring stay to every client.

About Louvre Hotels Group

Louvre Hotels Group is a major player in the worldwide hotel sector, currently boasting about 2600 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.