

## SAY YES TO THE ESSENTIALS!

### PREMIÈRE CLASSE SPOTLIGHTS ITS ESSENTIALS IN A NEW DIGITAL CAMPAIGN

**At Première Classe: "Say 'No' to extras! Say 'Yes' to the essentials!"**

This eye-catching campaign features a dozen characters created by illustrator Dylan Jones, all voicing their "Smart Client" concerns as they look for a great deal without giving up the essentials.

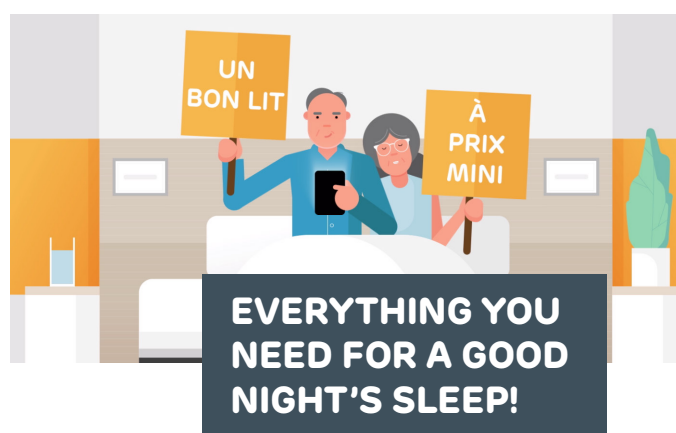
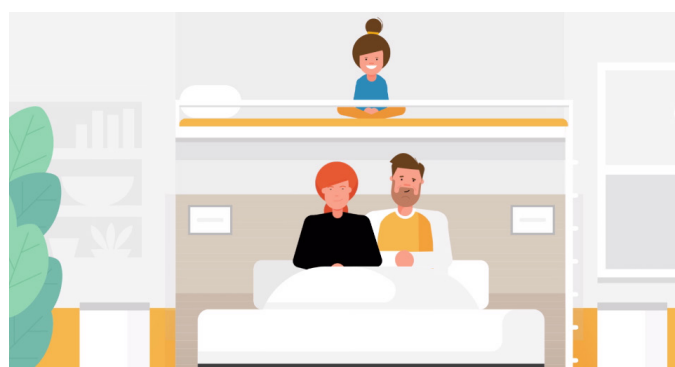
In a fun, off-beat style and tone, businessmen, seniors, families and students demand "the essentials" during their stay: a hotel open 24/7, low room rates, a private bathroom, free Wi-Fi, etc

**An entertaining online campaign that promotes Première Classe brand values.**

An extensive 4-month digital plan includes online videos, Facebook posts, Instagram stories and promotional banners.

**This new online communication campaign reasserts the brand's position: the smart choice for a good night's sleep, without giving up the essentials.**

This campaign, created by the Socialy agency, is designed to give the Première Classe brand wide-scale web presence and reinforce its visibility on all digital devices and social media.



### Digital interaction for all travellers

The Hero – Personality Test contest: What kind of traveller are you?

Throughout the summer, Première Classe invites the public to find out what kind of traveller they are by taking a fun test on their Facebook page. Urban tourist, adventurer, business traveller or laid back traveller? The test tells all! Plus, the contest winner gets a camera to take on their next trip!



### Referencing on Mappy and ViaMichelin

This summer, the Première Classe hotels make their appearance on Mappy, as well as on Via Michelin.

### '20 minutes' digital articles

Première Classe is featured in 4 articles published in the free Parisian daily newspaper '20 minutes'. The journalist explores the theme of "Smart Travel" based on different traveller profiles. Tips, reminders and advice for leaving home with total peace of mind and not forgetting the essentials! These articles will be published on pages with campaign tie-in wallpaper.

Say no  
to extras



Say YES

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#### About Première Classe

Since it was first launched in 1989, Première Classe has shaken up the budget hotel sector by integrating a private bathroom and amenities in every room. Boasting over 260 hotels and over 18,800 rooms in France and across Europe, today Première Classe offers its clients the best balance of price, quality and comfort. In a word: Everything you need for a good night's sleep.

#### 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 Direct, Kyriad, Tulip Inn, Campanile, 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.