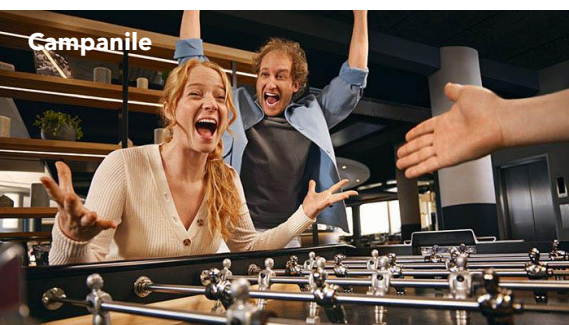


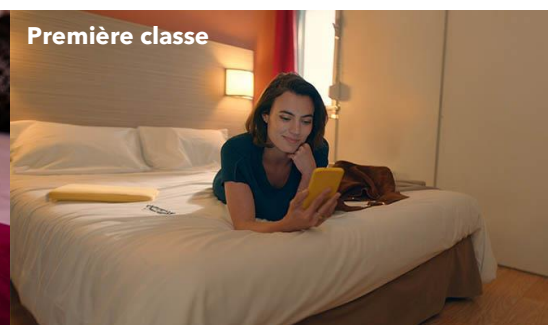
THE CAMPANILE, KYRIAD AND PREMIERE CLASSE BRANDS UNVEIL THEIR NEW BRAND FILMS WITH A MESSAGE OF FRIENDLINESS, SHARING AND TRAVEL.



Campanile



Kyriad



Première classe

As of June, the historical brands of the Louvre Hotels Group will present their new television and digital campaigns. These new films, part of a large scope media plan created in partnership with the Change, Brand Station and Values agencies, leverages the strengths and uniqueness of the network hotels. The tone is set: the reopening is here and hotel managers are putting everything into place to welcome their clients into an atmosphere of warmth, meeting consumers' post-crisis expectations.

At Campanile, "it's time to have a good time"

The Campanile brand film reaffirms the brand's position: friendliness and sharing are at the heart of the experience. As its signature says: "Creators of Good Moments". The COVID-19 crisis disrupted travelers who now seek more exchanges and human interaction. In this new brand film, the bad moments and little worries the French experienced over the past months are swept away by the warmth of the Campanile hotels and restaurants. True living and meetings areas, made up of open and lively spaces; they are an invitation to live unique and authentic moments, alone or with others. The bar-lounge is the ideal meeting spot to sip a cocktail, and the restaurant offers a tasty buffet and activities all year 'round.

The large television and digital media plan will be divided into several segments. From June 14th to July 4th, the Campanile film will be seen widely on the TF1 and M6 and their TNT channels, in primetime for the most part. The ad will again be played for three weeks as of October 4th, as well as in an online video format all summer long (Youtube, large media sites and television replay). Additionally, all of this campaign will be supported by a digital approach with banners, native ads and social media posts from May to December.



To discover the videos, click here!

Each Kyriad is a discovery

Now more than ever, French people are looking to discover things locally. No longer does one have to go to the other side of the world to feel like they are seeing something new; sometimes you just have to appreciate the wealth of local experiences nearby. This is what the Kyriad establishments propose. The new film highlights the brand's promise: to offer a relaxing and inspiring stay where each hotel manager gives attention to their clients in a universe unique to them. The Kyriad hotel managers have participated in this by sharing the specialness of their establishments in this film. With **230 establishments** in France, each Kyriad is unique in its own way and offers a full-scale experience reflecting this.

This film will air largely on online video on replay television, on large media sites and platforms such as Youtube in June and July then September and October. This campaign will be accompanied by ad banners, native ads and social media posts from May to December.



To discover the videos, click here!

Première Classe goes for the essential!

At Première Classe, the new brand film's signature is "For those who go for the essential". It highlights the simple services that bring happiness to those who need to relax: a bathroom in the room, a comfortable bed, even rooms set up to accommodate three people.

Daring and funny, the short, 20-second scenes show everyday clients looking for a good deal but who won't skimp on the essential. This new online communication campaign reaffirms the brand's position: the smart choice for a good night, without compromising on the essential.

The large communication plan will take place over six months and will be supported by digital publications and the online airing of the films.



To discover the videos, click here!



"We have conceived our brand campaigns with the desire to bounce back from the crisis which touched all of us, by working on the clients' needs. Our campaigns reflect our wish to satisfy a clientele who wants to escape, to travel, to live once-in-a-lifetime moments."
Krystel Blondeau, General Director France Louvre Hotels Group

"With these new brand films, we wanted to spotlight our network's personalities. Our hotel managers/actors are our number one ambassadors of the group and the brands. Human value is at the heart of Louvre Hotels Group. It is the hotel managers who make our hotels so special and unique."
Emmanuel Ollier, Marketing Director France



"After these difficult months, we wanted in these campaigns to show how Campanile, Kyriad and Première Classe make themselves useful and respond to people's aspirations: for reunion, escape or simply utility. For us, the main thing is that everyone can recognize themselves, be touched by the right people while keeping the identity of each brand through the return of conviviality at Campanile, the attentions of hoteliers at Kyriad or the search for essential at Première Classe, with a hyper modern and dynamic approach like the Première Classe films."
Patrick Mercier, CEO Change

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About Change

Founded in 2009 and directed by Patrick Mercier and Elisabeth Billiemaz, with 100 collaborators and 12 million euros in revenue in 2019, Change is a 100% independent integrated communication agency, covering all media: from design to digital, from advertising to operational marketing, as well as content creation. For Change, a brand's relationship attitude is its capacity to go beyond its role as a seller. It is this unique capacity to prove and to communicate its usefulness, and to improve people's lives. It is benevolence.

values.media

About Values

Values.media is an independent consulting and activation company. More than a media agency, it aligns with its clients to interact better with their public and guarantees a media performance with data that adds value. Value.media is classed in the Top 3 of independent agencies and manages some sixty companies in France and abroad. Value.media is part of Group V next to Victoires, dedicated to community engagement and Novad, an adtech consulting firm. To know more: values.media Values is committed to the corporate responsibility initiative of the United Nations Global Compact and its 10 principles of the Universal Declaration of Human Rights, The Declaration of Rights at Work and Environmental Development, and the Convention against Corruption.

About Louvre Hotels Group

The Louvre Hotels Group is a major player in the worldwide hotel industry, whose portfolio today includes over 1500 hotels in 54 countries. It offers a range of hotel stays from 1 to 5 stars, with the historical brands of the Louvre Hotels Group: Royal Tulip, Golden Tulip, Campanile, Tulip Residences, Kyriad, Kyriad Direct, Tulip Inn, and Première Classe; the five 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 the Barrière Group. The Louvre Hotels Group is an affiliate of Jin Jiang International Holdings, Co, Ltd., the 2nd largest hotel group in the world.

Louvre Hotels
GROUP

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