

# Golden Tulip presents its brand film that embodies its signature: "Playtime. Anytime."

Since its repositioning in 2016, the four-star hotel brand of Louvre Hotels Group has a whole new attitude. Today, at Golden Tulip, anytime is the right time to share a playful outlook on life, work and travel with its clients. Its new brand signature, "Playtime. Anytime." comes to life in a film encouraging travelers to mix work and play.

In partnership with the Ogilvy Paris agency and the Ursus production company, Golden Tulip presents a film that reflects its repositioning. It highlights new client expectations, influenced by the Millennials, and personifies its signature "Playtime. Anytime." through a new business traveler's behavior, serious and fun-loving.

The brand's main target moves through the various areas of a new Golden Tulip hotel: lobby, room, restaurant, meeting room, pool and its local environment. As a collector of new and unusual experiences, he enjoys the Golden Tulip one's thanks to its new services revisiting hotel standards: a tandem - wink to the brand's Dutch origins - an unforgettable occasion to explore the town, a Body Care Bar - offering body care products in a playful and elegant way - welcome gift for clients and an open lobby - ideal for encounters and friendly conversations.

« A stay in a city should not look like a stay in other one. It should be exceptional and combined local authenticity with the must-have amenities of modern comfort. In this context, hotels can no longer be the final step of the day, where people sleep, but must be a place to live, all day long » said Françoise Houdebine, VP Sales & Marketing of the Louvre Hotels Group. »



This journey on a Segway shows the new rich and seamless client experience offered by the Golden Tulip brand. In this way, the hotel becomes a real living space.

This film, which is released on Golden Tulip social media, highlights business travelers' current behaviors. Now, they no longer segment their day in work time from one side and time off from the other. Thus, Golden Tulip has set itself a mission: reinventing their stay by offering, not a range of services, but a playful and unique experience, as shown in this new brand film.

[Watch the brand movie here](#)

Ogilvy credits  
Director of Photography: André Tingberg  
Copy writer: Andrew Jolliffe  
TV Producer: Barthélemy de Champsavin  
Production credits  
Director: Jean Claude Thibaut  
Producer Eric Buisson  
Operations director: Christophe Guyon

## About Louvre Hotels Group

Louvre Hotels Group is a major player in the global hospitality industry, with a portfolio that now includes 2,500 hotels in 52 countries.

It has a full hotel offering, spanning 1 star to 5 stars, with the Louvre Hotels Group's historic brands (Première Classe, Kyriad, Campanile, Tulip Inn, Golden Tulip, Royal Tulip), the 5 brands of the Sarovar network in India, and 4 Chinese brands (Metropolo, Jin Jian Inn, Bestay, Goldmet Inn).

Louvre Hotels Group is a subsidiary of Jin Jiang International Holdings Co., Ltd., the 5th hospitality group in the world.  
[www.louvrehotels.com/fr](http://www.louvrehotels.com/fr)

## About Ogilvy Paris

Ogilvy Paris is an integrated advertising, marketing and public relations agency comprised of Branding & Advertising, Influence & Reputation, Engagement & Performance Marketing, Media & Distribution.

Its clients include: Allianz, American Express, Apaisyl, Bacardi Martini, Center Parcs, Electrolux, Essilor, FM Global, Google, HSBC, IBM, Lactalis Nestlé Produits Frais Europe (La Laitière, Viennois, Yaourt à la Grecque, Fruttolo), Laboratoires Pierre Fabre (Avène Team WPP, Klorane, Elancyl Laboratoire), La Poste, Lenovo, Motorola, Mondeléz (Prince de LU, Stimorol, Hollywood, Trident), MSC Croisières, Motorola, Netflix, Novartis, Nespresso Worldwide, Nestlé France (Herta), Nestlé Nutrition (Nestlé Nutrition Infantile Worldwide), Nestlé Waters (Perrier Worldwide, Vittel Europe, San Pellegrino), Nestlé WW (United for Healthier Kids), Philips, The Coca-Cola Company, Unilever (Amora, Calvé Europe, Dove Hair Worldwide), UPSA, Zalando...

Ogilvy Paris employs nearly 500 peoples representing over 20 different nationalities and is the Ogilvy network's third largest hub worldwide and the second most award-winning agency. Subsidiary of WPP, Ogilvy Paris also participates in the WPP Teams as a partner of the integrated WPP GTB team.  
[www.ogilvyparis.fr](http://www.ogilvyparis.fr)

## About Golden Tulip

The Golden Tulip hotel chain was founded in the 1960's, when the first properties opened in the Netherlands. Then, it experienced a constant development and expanded across the globe, while always remaining attentive to the evolution of its clients' needs and expectations.

As part of Louvre Hotels Group, the brand is present with more than 180 upscale hotels in 43 countries.

Each establishment is committed to quality standards, while taking on the personality of its manager and embracing the local culture. The Golden Tulip hotels provide a playful outlook on life, work and travel. Aligned with the business travelers' behaviors, our hotels encourage guests to mix work and play, allowing them to live and share unique and playful experiences.  
[www.goldentulip.com](http://www.goldentulip.com)

## About Ursus

URSUS is a 6-year old production company based in Paris. As of its 4th year, in 2015, it was named by CBNEWS as one of the top 10 French production companies. It represents about 10 different directors of various nationalities who excel in the fields of beauty, storytelling and comedy. Constantly evolving digital formats drive URSUS to continually scout out new talent and new ways of telling stories with images.

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