



Events

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A new Brand campaign for Mercure

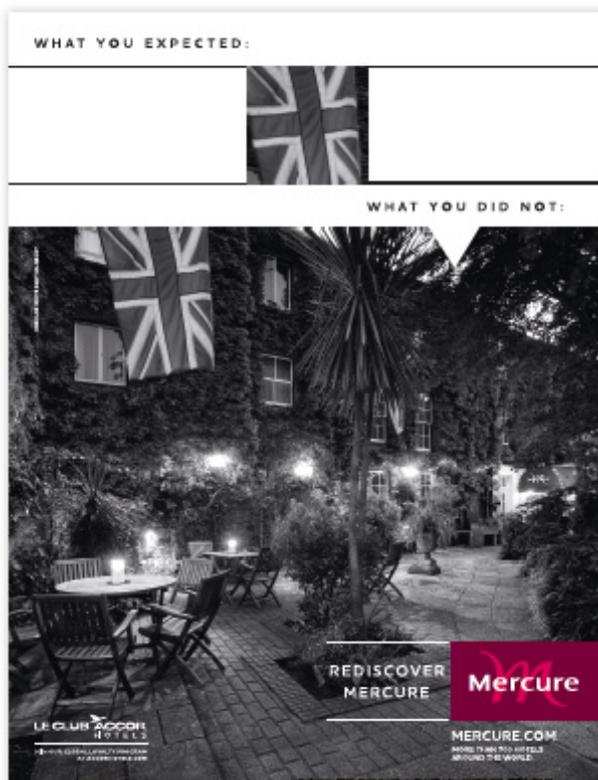
Midscale hotels have spent the past several years in an awkward spot between trailblazing up-and-coming economy hotels on one side, and vigorous upscale hotels luring larger customer bases on the other. So this is an opportunity for Mercure to reassert its one-of-a-kind position as a leading midscale brand with more than 700 hotels worldwide.

The teams that devised this new communication campaign chose to highlight its distinctive features and amazing character. The goal was to showcase what puts this brand in a league of its own in the general public's eyes, and to reclaim the status and prestige it stands for.

Mercure variety and quality make a difference

The entire communication campaign that the advertising and media strategy team created plays on what makes these hotels different: it tackles the preconceptions and misconceptions hanging over one-size-fits-all stays in middle-of-the-road hotels by displaying the network's variety.

Its strength hovers around its unique hotels in singular and varied spots. Local culture and specialties, for instance, invariably steep the cuisine, architecture, decoration and atmosphere.



The newspaper, magazine and billboard campaigns reassert this position by showing that Mercure treats guests to experiences that outshine what they commonly expect. Breakfast with a bird's-eye view over a southern European city and a room's exquisitely distinctive décor are two examples of the communication proof.



The television campaign will harness positive emotional drivers associated with special moments in life. The communication line is all about remembering the moments that eclipse our expectations. They beckon viewers to Discover or Rediscover Mercure.

International communication

Mercure will be kicking off its campaign in France, Germany, the UK and Brazil at the end of April, in the Netherlands and Italy this June, and travel on around the globe through the end of the year.

This communication campaign's timing tallies with Mercure's modernization drive - so stay tuned.

[Find out more about Mercure](#)