



Events

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ibis on the holiday trip

The holiday trip mix - traffic jams, fatigue, cranky kids and the rest - can quickly turn explosive. Working with BETC Paris, ibis based its new advertising campaign for France on scenes from the summer "migration" to highlight its annual promotional offer - €15 off per night from 5 July to 1 September - and the promise of absolute comfort.

The same observation year after year led to the campaign: in summer, business bookings dive, and hotels must shift their focus to holiday travellers. "In a context of economic crisis and particularly fierce competition," says ibis France marketing director Laurence Bordry, "ibis intends to pull out all the stops to generate a maximum number of nights in its network in France during the key summer period and at the same time to confirm its positioning as a benchmark brand for comfort and well-being."



A friendly, credible campaign that speaks to everyone

Consumers will easily relate to this year's creative focus, which resonates with the experience of many French people. "The summer holiday trip," says Lara Faguais (ibis, ibis Styles, and ibis budget advertising and media strategy Senior Manager), "is really nerve-wracking! Various factors mean everything is out of control. We decided to show stressful, realistic situations like traffic jams, breakdowns and rowdy children to demonstrate that ibis is the best solution to cope with them and enjoy a restful night. Travellers staying at an ibis hotel can unwind, relax and find absolute comfort despite all their trials and tribulations." The message is even stronger when you know that, thanks to France's 370-hotel network, the brand can be found on the road to almost any holiday destination - and will not bust the holiday budget because guests receive €15 off per night.

The realistic TV and radio commercials strike an entertaining, empathetic, humorous note: viewers and listeners can identify with the characters' daily lives.