



Events

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Pullman unveils its new look, all around the world

The brand is rolling out a large-scale international communication campaign with an all-new angle on the hospitality experience.

As you will probably remember, Pullman announced its global repositioning strategy a year ago, and one of the big breakthroughs back then was an **advertising campaign** featuring the brand hotel and resort spirit and design, which we created with the DDB Group.

Then, artwork by British photographer Nick Meek and a **new tagline** - Design Your Journey - enhanced this project's distinctive identity.

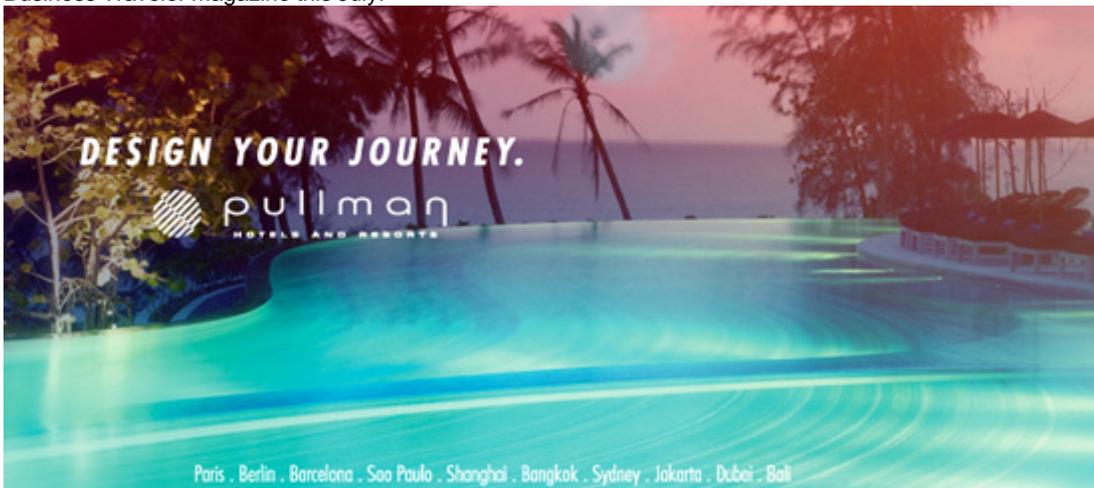


Design Your Journey, all around the world

Today, Pullman is unveiling its new identity worldwide. The advertising campaign is rolling out in top-tier newspapers and upscale magazines across **Europe** today. The brand is also keen on reaching out to frequent travelers, and therefore stretching its communication into leading inflight magazines including Air France Magazine and Lufthansa Magazine, as well as billboards in the main international airports including Dubai, Frankfurt, Jakarta, London, New Delhi, Paris, Riyadh and Sydney.

Essential Asia-Pacific

Asia Pacific encompasses several key feeder markets for Pullman hotels and resorts around the world, explaining why the largest share of the billboard campaign was allocated to this region in general and Asian megalopolises such as Shanghai, Singapore and Bangkok in particular. This campaign also reached trendsetting business publications such as The Wall Street Journal Asia and the Asia-Pacific Business Traveler magazine this July.





But the brand is not stopping there: in August and September, it will be presenting Pullman's new identity in **Brazilian** lifestyle media. At the same time, the Pullman Sao Paulo Ibirapuera will be one of the official partners of the Design Week-end Project, which will take place in Sao Paulo from August 14th to 17th.