

Mercure, “Let Good Things Happen!”

November 16, 2010 - Mercure, the leading midscale brand of Accor, is launching a new international advertising campaign designed by advertising agency “Australie”, to promote its dynamic worldwide network.

With 700 hotels worldwide, Mercure intends to boost the network’s brand awareness with this new advertising campaign and has chosen to send out an international message using a single distinctive slogan “**Let Good Things Happen**”.

The new campaign is designed to promote the original combination and key strength that characterizes the Mercure brand: the fact that it combines the clout of worldwide network of midscale hotels offering impeccable quality standards with the warm, personal dimension of hotels that have preserved their own distinctive styles and individuality and are run by dedicated hotel enthusiasts.

The “**Let Good Things Happen**” concept demonstrates how Mercure offers each guest a memorable experience all around the world.

The campaign features four pictures. The first three reflect the wealth of the Mercure experience and promote the brand’s strengths: **the quality of its welcome, the diversity of its locations, the comfort of its rooms, and the efficiency of its meetings service...** The final image uses an uplifting, dream-like picture to highlight the lasting impression all these pleasurable moments make on the guest. The whole campaign is underscored by the positive, exciting, ultra simple slogan “**Let Good Things Happen**”.



This advertising campaign will be rolled out in several different formats, in the press, on billboards, in the hotels themselves and also on the Internet.

It will be launched in the second fortnight of November in France, with a wave of billboard ads in stations and airports.

Then, in **December**, the campaign will kick off in **Germany** with a massive **poster advertising campaign** all over Frankfurt (bus stops, giant billboards, bus ads, screens in stations, etc.) and Berlin (giant billboards). During the campaign, some Mercure hotels in Germany will sport the colors of the **“Let Good Things Happen”** slogan...

The spirit of the “Let Good Things Happen” campaign is also reflected in the winter advertising campaign!

From mid-November, **a pan-European Internet campaign will advertise Mercury’s winter deal**: a 40% discount on two-night stays including breakfast at 400 hotels in Europe (special offer valid from November 16, 2010 to February 28, 2011). This special offer will be promoted through an online game (designed by Australie Event), that offers web visitors the chance to win two-night stays at 35 European destinations every day.

Over the next few months, **“Let Good Things Happen”** will evolve from an advertising slogan into an actual mindset that will be applied to Mercure’s products and services, guests, teams and partners. From January 2011, Mercure’s new **“Let Good Things Happen”** advertising campaign will be rolled out in all the countries where Mercure operates, stretching beyond Europe to Australia, Brazil, Asia, etc.

Operating in almost than 50 countries around the world, Mercure is the world's leading midscale hotel brand. For more than 35 years, within the Accor Group, **Mercure has exemplified expert hospitality and personalized service**. Adapted to both business and leisure travelers, Mercure boasts hotels with **distinctive personalities** carefully preserved through the type of services offered and the decor, both of which vary from one hotel to the next.

The hotel managers and staff of the 700 Mercure hotels are **hospitality professionals**. Attentive and available, they are ready to listen and make sure their guests enjoy a stay full of genuine moments of pleasure and relaxation in a truly warm and comfortable setting.

Accor, the world's leading hotel operator and market leader in Europe, is present in 90 countries with 4,100 hotels and close to 500,000 rooms. Accor's broad portfolio of hotel brands - Sofitel, Pullman, MGallery, Novotel, Suite Novotel, Mercure, Adagio, ibis, all seasons, Etap Hotel, Formule 1, hotelF1 and Motel 6, and its related activities, Thalassa sea & spa and Lenôtre - provide an extensive offer from luxury to budget.

Media Contacts

Elsa Mélique
 01 45 38 18 29
 Elsa.melique@accor.com