



PRESS RELEASE

WELL-BEING AT THE BEST PRICE

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## IBIS HOTELS UNVEILS BUNNIES VIRAL VIDEO

Link: [www.youtube.com/ibis](http://www.youtube.com/ibis)

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Ibis, Europe's largest hotel chain, and part of the global Accor hotel group, has launched a film entitled "ibis Snuggling Bunnies" to highlight the ultimate comfort offered by the global hotel brand's "Sweet Bed™ by ibis."

The video was shot at the group's flagship ibis London Blackfriars hotel and features 30 bunnies let loose in a room on the hotel's 13<sup>th</sup> floor. In the film, a fluffy nose interrupts a shaft of light through a gap in a door – then even more rabbits enter the room, one even pausing for a yawn. The bunnies hop their way to the bed – before gathering in a happy sleepy heap.

The viral was created by BETC London and was filmed over two days on location in the new flagship ibis London Blackfriars.

Karelle Lamouche, VP Marketing ibis Brands

Northern Europe said: "The video is a light-hearted way of emphasising the essential part of the ibis brand - the uniquely designed "Sweet Bed™ by ibis" and reminds people that ibis places a happy sleep at the centre of its offering.

Almost one year ago we started the revolution of the ibis megabrand, dynamically creating an economy hotel that can be the benchmark in this segment. The comfort, modernity and simplicity that we have injected into the ibis brand have transformed the guests' experience so that they really experience unique products and touches of luxury even at an economy level."

Ibis' new beds – which are at the heart of our ibis megabrand campaign - have been rigorously engineered and include high-tech mattresses, a luxury mattress topper and an engineered box spring bed. The ibis megabrand project has included all ibis, ibis styles and ibis budget hotels in the UK and has been rolled out globally. Ibis was recently classed as one of Britain's top three budget hotel brands in the BDRC Hotel Guest Survey report.

Neil Dawson, executive creative director, BETC London, explains: "We really wanted to highlight the ultimate comfort of the "Sweet Bed™ by ibis". Bunnies snuggle up to each other and find cosy places to sleep. And what better evidence of the ultimate comfort of the "Sweet Bed™ by ibis" than for the bunnies to seek out and sleep there on their own."

The film can be found along with the "Behind the scenes" footage on [www.youtube.com/ibis](http://www.youtube.com/ibis)





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**ABOUT IBIS:** Following the stimulation strategy dedicated to the economic brands of Accor Group, first hotel operator worldwide with over 3,500 hotels in 90 countries, ibis evolves. Amongst the main innovations, a plan of evolution for the bedding and a new set up for the common spaces, as an illustration of the devotion and the permanent availability that characterize the brand. Ibis is the first hotel chain to obtain the ISO 9001 certification – 84% of the network certified – for its professionalism and reliability. More than a third of the ibis network is also certified ISO 14001, giving concrete expression to the brand's environmental involvement. Established in 1974, ibis is the European Leader and the 4th economy hotel chain in the world, with more than 117,171 rooms and 957 hotels in 55 countries. [www.ibis.com](http://www.ibis.com)

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### PRESS CONTACTS

Mason Williams: Sarah Wilson, [sarah.wilson@mason-williams.com](mailto:sarah.wilson@mason-williams.com) / 0203 178 6209

Mason Williams: Krishan Turner-Dave, [krishan@mason-williams.com](mailto:krishan@mason-williams.com) / 0203 178 6216

Accor UK: Jennifer Cole, [jennifer.cole@accor.com](mailto:jennifer.cole@accor.com) / 0208 237 7761