



Ibis expedition: the ultimate sleep

An experience that pushes the boundaries of Sweet Bed by ibis™

Berlin, 21 January 2014 - As a way of demonstrating to as many people as possible the absolute comfort guaranteed by Sweet Bed ibis™, ibis came up with the ultimate test: sleeping where no-one has ever dared to sleep before. It persuaded adventurer Aaron Chervenak to accept the extraordinary challenge of sleeping at the top of Devil's Mountain in the heart of the Amazonian jungle. Ibis invites web users to share the expedition via an immersive website devised and designed by the agency BETC. The ultimate sleep will take Aaron and Sweet Bed by ibis™ to the highest point of this forbidding mountain for the most ultimate “torture test” a bed has ever known!

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The expedition

At the heart of the ibis expedition, a team led by Aaron Chervenak and his friend Gareth Jones to put Sweet Bed by ibis™ to the test. The challenge? To show that that the new Sweet Bed concept guarantees ultimate comfort and a peerless night's sleep even in this very isolated and particularly incongruous setting.



The place chosen was [le Mont Roraima \(Devil's Mountain\)](#), reputedly one of the most hostile and inaccessible places on the planet. Aaron and Gareth gathered a team of professionals around them: a doctor, Joe Wiesenburger, a producer, Hayley Edmonds, and her assistant Sylla Saint-Guilly. All the team's equipment will be provided by Columbia, the world reference for technical outdoor clothing and accessories and partner to the expedition. The result: a genuine reportage filmed on a day-to-day basis by Vice Productions teams and available for viewing on the site. An adventure that from its start in

Manaus to its final destination reserve unexpected developments, obstacles and surprises for our heroes that web users can follow thanks to the digital platform specially developed by BETC Digital.

A unique digital experience

Web users can live this adventure through an innovative and immersive site. Developed in HTML 5 and available in 11 languages, the site offers a particularly gripping experience on PC/Mac - but also on tablets. Intuitive and playful, it allows web users to live the adventure and discover what goes on behind the scenes as and when they wish through a richly diverse browsing experience.

Right throughout the adventure, special functions and content will be proposed to let web users live the expedition as intensely as possible:



- scenes filmed in multi-camera where web users can choose their viewing angle, notably thanks to Go-Pros
- aerial cameras
- a 360° view of the summit of Devil's Mountain that can be controlled by the web user
- hidden content right throughout the adventure: interviews, unusual and edited scenes,
- the reactions of the five heroes whose Twitter and Instagram accounts are featured on the site.

The platform as well as the additional emotionally charged content can be shared on the social networks (Twitter, Facebook, Google+). Everything has been designed so that everyone can take ownership of the adventure.

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Ultimate comfort: Sweet Bed by ibis™



"The ibis network, which today has 1,000 hotels in 59 countries, makes the following promise to its customers: "now, the best place to sleep is everywhere!" We wanted to provide a concrete illustration of this commitment using the same off-beat tone of our most recent campaigns and by staging the tangible proof of this absolute comfort: the Sweet Bed by ibis™. This digital experience was thought and built with the desire of being bold and decidedly modern to bring ibis where no one expects it," explains Lara Faguais, Advertising Strategy and Media, in charge of Accor's economy operations.

Will the Sweet Bed by ibis™ keep its promises? Will our adventurers enjoy a peaceful night's sleep on the summit of Devil's Mountain?

To find out, web users should click on the following link: www.ibis-expedition.com

About ibis

In line with the strategy of revitalizing the economy brands of Accor, the world's leading hotel operator, active in 90 countries with more than 3,500 hotels, ibis is modernizing. One of the brand's chief innovations is a revolutionary bedding concept - Sweet Bed by ibis™ – that guarantees unparalleled comfort in economy hospitality and new modern and welcoming common areas that reflect the ibis spirit of service and its values of simplicity, modernity and wellbeing. Ibis is the first hotel brand to have obtained ISO 9001 certification – 86% of the network certified – for its professionalism and reliability. In addition, 58% of the ibis network is ISO 14001-certified, concrete proof of the brand's environmental commitment. Created in 1974, today ibis is European leader in economy hotels and in 4th place in its category worldwide, with 1,000 hotels and over 124,000 rooms in 59 countries.

You can access all the information concerning ibis hotels on the website www.ibishotel.com

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