



## PRESS RELEASE



### Rock 'n' Roll All Summer Long with TENor15 at Ibis



Young & Rubicam France has created a unique, groundbreaking 360-degree marketing campaign for Ibis.

#### **ibis is Back**

Ibis, Europe's leading economy hotel brand, is launching a major promotion beginning on May 25, 2010. Reserved exclusively for customers who book online at [ibishotel.com](http://ibishotel.com), the special offer includes a €10 or €15 discount per room, per night, valid from July 9 to September 5, 2010 at over 600 hotels in Europe, Africa and the Middle East.

#### **ibis is Rock**

After designing Ibis's summer "Sleepwalkers" promotion in 2009, Y&R and Wunderman (Young & Rubicam France) have now created a bold, 360-degree, pan-European campaign based on a unique proposition: "You don't have to be a star to get a €10 or €15 per-night discount when you stay at Ibis." Underpinning the campaign is a creative concept showcasing TENor15, a rock band that is getting back together again for a 2010 summer tour to delight its fans across Europe.

The band members are seasoned travelers who stay at Ibis because it provides a wide range of benefits and solutions to their needs, such as 24/7 services and breakfast from 4:00 a.m. to noon.



The group proudly accepts Ibis's discount, thinking it's a tribute to their fame and a privilege that comes with their celebrity status. The show must go on! Gunther Love (2009 Air Guitar World Champion) and Nicolas Ullmann (the famous dandy of the Paris night scene and Kararockés show organizer) are the brilliant creative force behind this unusual act.

#### **ibis is Telling a Story**

To take part in the TENor15 story, fans will be able to watch, listen and download their song and video clip (music composed by Yarol Poupaud, former FFF member) and also enjoy behind-the-scene views of the group at the hotel via the Internet. During the summer, an Air Guitar contest will also be held on a dedicated YouTube channel, as well as on Facebook.

#### **ibis is All around the World**

To increase the number of contact points and deliver maximum European impact, Y&R (offline strategy) and Wunderman (online strategy) have developed a two-month, multiplatform campaign comprising:



A TV spot to be released in France on June 17, created by Y&R Paris, produced by Eleganz and directed by Clément Beauvais.

A print campaign, shot by fashion and music photographer Nicolas Bets, beginning on July 1.



- A Europe-wide Web banner campaign, designed and produced by Y&R, starting in early June.
- A viral marketing campaign developed by Wunderman that includes blogs and social networking sites like Facebook, YouTube and MySpace.
- An interactive advertisement will be aired from June 11 to July 1, 2010 to two million Orange TV subscribers, who will be able to book a room via a lively interactive service. Whenever an Ibis spot is aired on TF1, viewers can connect to a dedicated website, and thanks to technology developed by Orange, the advertising experience is transformed into a one-to-one relationship.

“The campaign is an opportunity for Ibis to innovate and shake up the status quo,” said **Stéphane Sabourin, Director of International Media Relations at Ibis**. “It’s a fun, out of the ordinary, multiplatform advertisement that leverages the social media to create an attractive, contemporary image of our hotels.”

**To watch or download the TENor15 clip, click on the following link: <http://y-r.fr/ibis/>**

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**About ibis**

The global benchmark in economy hotels, Accor’s Ibis chain delivers consistently high-quality accommodation and services in all its establishments, with the best value for money, a fully equipped room, round-the-clock service and a wide variety of dining options. In recognition of its high-quality services, Ibis has been ISO-9001-certified since 1997. The chain was also the first in the world to demonstrate its environmental commitment by earning ISO 14001 certification, which has already been awarded to almost a third of its hotels. For more information, visit [www.ibishotel.com](http://www.ibishotel.com)

**About Y&R France**

Young & Rubicam France is a network comprising the following brands: **Y&R** – Advertising; **Wunderman** – Marketing Services, Relationship Marketing and Interactive Communication; **Pro Deo** – Below-the-Line Communication, Marketing and Corporate Events; **Burson Marsteller** – Corporate Communication, Crisis Management and Public Relations; **Sudler & Hennessey Paris** – Healthcare Communications; **Landor Associates** – Design and Visual Identity; **Lumière** – Entertainment and Film Launch; **Mediaedge CIA** – Communications Planning; **KBM Europe** – Database Construction and Management; **Kassius** – E-marketing and **The Shop** – TV, Sound and Print Production and Post-Production.