



Rewards

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hotelF1 wins Silver at Top Com

On 19 October 2009, low-cost chain hotelF1 and advertising agency Australie won the Silver Grand Prize in the "multimedia advertising campaign" category. The prize, awarded by the communication industry, recognizes launch of hotelF1's "Pay less, travel more" campaign.

The goal of the "Pay less, travel more" campaign

After changing its name and visual identity and modernizing its rooms and reception areas, hotelF1 is keen to attract customers unconcerned by status symbols and looking for low-cost travel solutions that don't compromise on quality. This is the thrust of the "Pay less, travel more" campaign orchestrated by Australie, which highlights the wide variety of situations when hotelF1 is a good choice and uses the bed as an adjunct to mobility.



The campaign, appreciated for its original, entertaining approach, appeared in the press, on the web and in hotels in France. This multimedia coverage raised recognition of the banner (assisted recall for hotelF1: 62%) and booking volumes for opportune periods (24% "incentive to book a room").

Lastly, a first for the hotel industry – web users loved the creative photo contest organized on Eyeka, the participative contest website.

Find out more about hotelF1