



Initiative

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ibis offers €7,000 with the contest «everyone in pyjamas»

On the occasion of its summer promotional campaign "The Sleepwalkers" which is available as of June 2 at nearly 700 hotels throughout the world, ibis is launching an online contest: "Everyone in pyjamas" with €7,000 prizes to win.

The international economy hotel brand is combining its summer promotional campaign "The Sleepwalkers" which is offering reductions of €10-€15 per night booked between July 3 and September 6, with a video contest "everyone in pyjamas".

21 contest winners will be chosen for their unusual, funny and creative videos of people in pyjamas, posted on the website set up especially for the occasion: www.tousenpyjama.com.

From June 11 through July 15, Net users are invited to shoot an original video on the theme: "Show us what you do – or what you dream of doing – in pyjamas!" and post it on the website.



From July 16 to August 13, Net users will then be invited to vote for their favourite video on the website. The top 21 will be announced by a jury before August 31. The first prize, €5,000 and the 20 others that received the most votes will then be awarded by the jury.

-1st prize in votes: €500

-2nd and 3rd in votes: €250

-4th to 9th in votes: a weekend for 2 nights at ibis in Europe valid for 1 or 2 people

-10th to 20th in votes: €100



[More information on the summer promotional campaign "The Sleepwalkers"](#)

[More information on the contest "Everyone in pyjamas"](#)

[More information on the brand ibis](#)