



Press Release  
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## Première Classe shares the road with drivers, launching a huge multi-channel campaign in France across the freeway network

Première Classe, Louvre Hotels Group's low-cost brand which includes 230 hotels in France, is launching a national campaign targeted towards the road traveler. This original, multi-channel campaign, strategically visible along the major highways, was created with the Change and Values Media agencies. It highlights the differences and the brand's low-cost positioning.

### A message based on the highway universe

Première Classe's current strength is last minute bookings, either directly with the hotels or through the group's eCommerce platform.

*«With the brand's strategic presence along the major highways as well as near cities, the idea of a traveling-by-highway universe seemed to be an ideal strategic unifying point, bringing together the different client sectors (public works, truck drivers, students, families, etc.) »* explains Mickael Faucher, Première Classe's Operations Director.

### A special event to promote the "Mega Low Prices"

This campaign is made up of several elements that users will find all along their drive. The first one to stay in the user's mind is a series of extra-large billboards along the Paris circle road, starting on June 1<sup>st</sup> and lasting four weeks. The brand will have an ad space of 240 square meters, seen from the interior circle road, and placed as well on the A6 exit towards Orly, at the Porte de Chatillon.



This « Mega Low Prices » campaign will feature the attractive price, reinforcing this hotel’s low-cost position. The message is simple yet impactful: « From 45€ per night, our price is so tiny that we had to make this big sign. It would be a shame for you to miss this tiny price! »

### A 360°, multi-channel campaign

To reach different targets during their trip, Première Classe uses varied methods to connect with the customer during their journey. There is a digital campaign (DOOH) in freeway and highway service stations. Broadcast on over 4,000 screens in 600 service stations, it features a message which reflects economic conditions that the traveler can relate to: « With Première Classe, fill up on savings! Take advantage of a 5-euro reduction towards your stay using the code LEPLEIN ».

Supporting this DOOH campaign and to reinforce the brand’s presence, a national radio campaign is also launched during June with 220 ads broadcast on station 107.7.



Première Classe goes even further with a partnership with Ulys: for any room reservation in one of our hotels, members of the Flavours Instant Benefit loyalty program will receive their first Télépéage and Parking pass free for 12 months.



Première Classe is also partnering with Mappy using a visibility campaign on that platform for four months (May through August 2023) which allows the brand to be present on all the clients' Mappy itineraries.

Emmanuel Ollier, France's Marketing Director, elaborates: «*This strategic axis which is centered around the universe of the road began last year with a visual campaign showing the USP of the brand and its low-cost positioning on the back panel of over 400 trucks. This year we are targeting the travelers on their entire journey, whether it be before with the trip planning, or during-- in service stations, on the radio and on billboards.*»

### **About Première Classe**

*Première Classe has been reinventing the codes of super low-cost hotels for over 30 years: 230 hotels, mainly in France and Europe which boast the lowest prices on the market. Rooms for 1, 2 or 3 people that have everything one needs, with a private bathroom, television and desk. Each morning an all-you-can-eat breakfast offers simple, quality products. 24/24 access, parking, Wifi, vending machines. The right choice for a good night.*

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