

## Campanile unveils its new film advertisement: “The Good Excuse!”

To increase visibility in 2024 (+2% worldwide recognition in 2023) with its new film advertisement, Campanile decided to showcase and develop one of the brand’s iconic markers: its delicious buffet breakfast, which is an integral component of its warm and friendly DNA. The brand has created a 360-degree communication capsule (TVS, VOL, DOOH), based on this pleasurable moment that brings people together.

With a majority of Campanile guests who love breakfast, this is the focal point of this campaign, symbolizing a promise of a good moment together. The new advertising message therefore aims to strengthen the transparency and difference in what Campanile offers.

Using the creative concept “We all have a good excuse to have breakfast at Campanile,” the film highlights how far people are ready to go to enjoy a Campanile breakfast.

The campaign, managed by Values Media and airing since April 23, includes two 20-second spots, targeting leisure and business audiences respectively, and will air in three waves of segmented television, notably TF1 and France Televisions. Two VOL and DOOH will support the campaign.

These advertisements were created by the Change agency (an FCB alliance since 2017), produced by Loveboat Paris and directed by Emma Luchini.

Click here to see them : <https://youtu.be/Xly8HEX47kk/> / <https://youtu.be/OQBV2rgxuqM>

### **About Campanile**

*Founded in 1976, Campanile is the historic midscale brand of Louvre Hotels Group (three stars), with 410 hotels mostly located in France, Europe, and China. Staying at Campanile is about feeling simply good, like at home. It involves enjoying a warm welcome, cozy rooms, simple and delicious French cuisine, joyful entertainment, all within a responsible approach. Comfort and service make Campanile the place to enjoy the moment.*

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