

Hampton Hotels Celebrate Innovation and Creativity With National 'Proud to Be a Bed Head'
Recognition
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Campaign Earns National Reggie Award On The Heels of RACie Award Accolade

Hampton, the national brand of more than 1,400 mid-priced Hampton Inn(R) and Hampton Inn & Suites(R) hotels, today announced that it has been recognized by the Promotion Marketing Association (PMA) at the association's annual Reggie Awards with the 'Big Idea Chair' award presented by Yahoo! for the most creative idea for the hotel chain's 'Proud to be a Bed Head' campaign. Hampton was also the recipient of a silver award for Interactive/Online/Wireless Promotion and a Bronze Award for Event Marketing.

The award was presented at a gala held during PMA's annual conference in Chicago on March 22. The Reggie Awards are dedicated to recognizing superior promotional thinking, creativity, execution and results across the full spectrum of promotional/integrated marketing.

-- "Big Idea Chair" Award -- by Yahoo!

The Hampton brand's "Proud To Be A Bed Head" campaign

-- Silver Award -- Interactive/Online/Wireless Promotion

(No budgetary parameters)

The Hampton brand's "Proud To Be A Bed Head" campaign

-- Bronze Award -- Event Marketing (No budgetary parameters)

The Hampton brand's "Proud To Be A Bed Head" campaign

Developed by Draftfcb and Hall Event Group, the 'Proud to Be a Bed Head' program was built through a truly integrated agency effort that used a combination of traditional and non-traditional mediums to support the 360-degree-marketing plan spanning television, print, Internet, direct mail, experiential and public relations.

'Through this campaign, we wanted to turn our travelers into Bed Heads who can get a great night of sleep while away from home and enjoy the gleeful, rumpled look of sleeping soundly - and that is exactly what this campaign accomplished,' said Judy Christa-Cathey, vice president, Hampton brand marketing. 'We are delighted with this recognition from the Promotion Marketing Association, and we look forward to launching more innovative and exciting campaigns in the years to come.'

In addition to these distinguished honors at the Reggie Awards, the 'Proud to Be a Bed Head' campaign was also recognized at the RACie Awards held in Chicago on February 8, where Hampton took Silver in the 'Innovation category.'

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