

Wyndham Hotel Group Taps Berlin Cameron United to Support 3 Brands

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Wyndham Hotel Group today announced it has selected Berlin Cameron United of New York to provide advertising support for the Super 8(R), Howard Johnson(R) and Travelodge(R) hotel brands.

The hiring culminated a 'rigorous, four-month review to find a partner that would help tap the full potential of our Super 8, Howard Johnson and Travelodge brands,' said Jean Thomas, Wyndham Hotel Group executive vice president and chief marketing officer .

'Berlin Cameron United proved to be an ideal fit for our three brands,' she said. 'The agency's ability to transform traditional brands into contemporary icons should help us achieve our objectives.'

The Super 8, Travelodge and Howard Johnson brands are among the most established names in the economy segment.

'Wyndham Hotel Group is committed to new and interesting communications approaches for its brands,' said Ewen Cameron, Berlin Cameron United chief executive officer and executive creative director. 'It's a wonderful creative opportunity for us and the beginning of an exciting new relationship.'

Berlin Cameron United, part of The WPP Group, serves clients including Comcast, Vitamin Water, Belvedere Vodka and Ford Motor Co.

Wyndham Hotel Group, one of three principal components of Wyndham Worldwide (NYSE:WYN), encompasses more than 6,500 hotels and 550,000 hotel rooms on six continents. All hotels either are independently owned franchises or managed by a Wyndham Hotel Group subsidiary.

Wyndham Hotel Group's TripRewards(R) loyalty program is the largest in the lodging industry based on the number of participating hotels. Wyndham Hotel Group is based in Parsippany, N.J. Additional information is available at www.wyndhamworldwide.com.

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