

Radisson Hotels & Resorts Launches New Ad Campaign

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Campaign Focuses on Evolution of 'Stay Your Own Way' Philosophy

Radisson Hotels & Resorts(R), the upscale brand from Carlson Hotels Worldwide, today announced the launch of a new advertising campaign in North America focusing on the fundamentals of what travelers want from a hotel. The new campaign extends Radisson's "Stay Your Own Way" philosophy. Beginning in April, the multi-million dollar campaign will be featured throughout 2008 with print ads, online media, customer relationship management (CRM) communications and placement with signage in several key gateway airports in the United States.

"Frequent travelers tell us that they're primarily interested in the amenities and services that can help them save time and be more productive," said Baron Carr, vice president of Brand Marketing for Carlson Hotels Worldwide. "Radisson's new ad campaign reflects that desire with a fresh look at how guests can engage with unique Radisson services and amenities that allow them to customize their stay. This includes Express Yourself online check-in, free high-speed Internet and the Sleep Number(R) bed with luxurious new linens."

The ads will also support major brand initiatives including Radisson's new Business Rewards package, available at participating hotels in the United States, Canada, Mexico, Latin America, and the Caribbean through the end of the year, and the goldpoints plus(SM) loyalty program, which was recently upgraded to offer global benefits and twice the earning potential.

Several different creative executions have been developed featuring actual Radisson hotels as part of the creative. Each ad focuses on different services and amenities that are relevant to business travelers with the goal of raising consumer perceptions about the brand as a preferred business travel destination. The ad campaign was created by Bolin Advertising of Minneapolis.

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