

Choice Hotels Launches New Ad Campaign 'The Power of Being There. Go.'

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Choice Hotels International today unveiled its new, multi-faceted advertising campaign -- a campaign that celebrates the sense of adventure, freedom and personal fulfillment that travel represents.

Created by Choice's newly-appointed agency of record, Arnold Worldwide/Washington, the campaign's tagline is "The Power of Being There. Go." Highlighted throughout the campaign's inaugural broadcast and print advertisements are references to the more than 3,400 Comfort, Quality, Clarion, Sleep, and MainStay Suites brand hotels across North America that enable travelers to experience the power of being there. Future advertisements will also feature Choice's Econo Lodge and Rodeway Inn brand hotels.

"In today's wired, plugged-in, maxed-out world, some may say that travel for business or pleasure is less essential than in the past," said Wayne W. Wielgus, senior vice president, marketing for Choice. "In fact, the exact opposite is true. You can't FAX a smile. You can't shake hands over an e-mail. It's a lot more fun to visit the grandkids than to 'instant message' them. Our new ad campaign celebrates the very elements our guests tell us they like about travel -- the sense of adventure, the excitement of seeing new places, the joy in seeing beloved family and friends. In short, the power of being there."

Busy executives meeting face-to-face, families reuniting, friends taking to the open road -- these are some of the images interspersed throughout the campaign, all concluding with the tagline "The Power of Being There. Go." and all showcasing Choice brand hotels.

According to Wielgus, the advertisement is particularly effective because it adapts well to different targets, including business and leisure travelers, different media -- print, broadcast, billboard, promotional collateral -- and to both national and regional marketing efforts. "Whether we're talking about a nationwide promotion for business travelers or touting fall foliage in New England, the campaign's message is the same -- 'Go.'"

Additionally, said Wielgus, all elements of the campaign are united visually with a yellow arrow along the bottom of the screen or page, designed to represent the yellow lines on an open road and incorporating both the eight Choice brand logos and the campaign tagline. "The yellow arrow highlights the desired message of the ad, be it our toll-free number or an individual hotel's room rate or exit number off of the interstate," said Wielgus. "It's tremendously versatile and reinforces the overriding message of the campaign."

The campaign's first television advertisement is set to air in mid-May on national network and cable television, with print ads scheduled to appear in USA TODAY, People and Time magazines. The ad touts a \$5 gas card being offered to guests of Comfort, Quality, Clarion, Sleep and MainStay Suites brand hotels who book for a minimum of two nights and pay with MasterCard.

The campaign will launch full-steam in the fall, with broadcast advertisements targeting business travelers airing on national network and cable television and print advertisements in major business publications.

Choice Hotel International, the world's second-largest lodging franchisor, franchises more than 5,000 hotels in 41 countries under the Comfort, Quality, Clarion, Sleep, Econo Lodge, MainStay Suites and Rodeway Inn brand names. For more information on Choice, visit the company's Internet site at <http://www.choicehotels.com/>.

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