

## **Choice Hotels Selects Doner and Leo Burnett as Lead Agencies**

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SILVER SPRING, Md.

Choice Hotels International, Inc. , today announced the selection of Doner Advertising, Southfield, MI as its creative promotion agency and Leo Burnett USA, a division of Leo Burnett Inc., Chicago as its creative advertising agency. Responsibilities will include supporting Choice Hotels evolving domestic marketing, advertising and promotional needs.

Doner and Leo Burnett were chosen after a robust competitive agency review process among the country's top-tier agencies. The search process included a comprehensive Request for Proposal, in-person presentations, cross-functional leadership reviews and the input of Choice Hotels franchisee representatives. For the review, Choice employed the services of Joanne Davis Consulting, New York, to assist in the process.

"We anticipate great things from these new relationships," said Chris Malone, chief marketing officer for Choice. "The teams at Doner and Leo Burnett both demonstrated tremendous expertise, strategy driven creativity and a passion for our business and our brands. We could not be more pleased with these selections and look forward to working with our new agency teams."

Choice Hotels has a strong track record of aggressive advertising and promotion and remains well positioned to continue this success in the future.

"The current state of the economy has made it more important than ever for us to further evolve our advertising and promotion strategies to keep pace with the rapidly changing business environment. We're confident that both agencies will help us create promotions and ideas designed to drive RevPAR growth and deliver more reservations directly to our hotels," added Malone.

"We're incredibly excited to be working with Choice. We're looking forward to creating innovative, integrated marketing programs that drive bookings in the here and now, and create brand advantage for the long term," said David DeMuth, President and Chief Operating Officer of Doner.

"We're thrilled to have the opportunity to work with Choice Hotels on all their exciting endeavors," said Rich Stoddart, President of Leo Burnett USA. "And we plan to bring a fresh perspective and renewed creativity to Choice Hotels advertising with the goal of helping the company better connect with its guests."

Havas' MPG continues to handle media planning and buying needs, which were not part of the review.

### **About Doner Advertising**

Doner, headquartered in Southfield, Mich., is the largest independently owned advertising agency in the world, with approximately \$2 billion in combined billings. The Agency has offices throughout North America, as well as in London, and does business in more than 30 countries for clients including Mazda, UPS Stores, Coca-Cola, Serta, ADT, Owens Corning and HGTV. A full-service, performance driven agency, Doner focuses on creating ideas that will have a demonstrable impact on its clients' business.

## About Leo Burnett

Leo Burnett Company Inc. is the parent company of the Arc and Leo Burnett brands in the US. It is one of the world's largest agency networks and a subsidiary of Publicis Groupe ([www.publicisgroupe.com](http://www.publicisgroupe.com)), the world's fourth-largest communications company. The Leo Burnett Group holds people at the center of their strategic thinking, technological innovation and creative ideas, focusing first and foremost on human behavior before attempting to tell a brand's story. This approach ensures that people who buy into client brands believe in them all the more. With expertise in mass advertising and digital, retail and promotional marketing, The Leo Burnett Group partners with blue-chip clients such as The Coca-Cola Company, Kellogg, McDonald's, Hallmark, Allstate, P&G and Nintendo.

## About Choice Hotels

Choice Hotels International, Inc. franchises more than 5,800 hotels, representing more than 475,000 rooms, in the United States and more than 30 countries and territories. As of March 31, 2009, 896 hotels are under construction, awaiting conversion or approved for development in the United States, representing 70,381 rooms, and an additional 111 hotels, representing 9,114 rooms, are under construction, awaiting conversion or approved for development in more than 15 other countries and territories. The company's Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion, Cambria Suites, MainStay Suites, Suburban Extended Stay Hotel, Econo Lodge and Rodeway Inn brands serve guests worldwide. In addition, via its Ascend Collection membership program, travelers in the United States and the Caribbean have upscale lodging options at historic, boutique and unique hotels.

Additional corporate information may be found on the Choice Hotels International, Inc. Web site, which may be accessed at [www.choicehotels.com](http://www.choicehotels.com).

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