

ibis Styles is a well-known Accor brand. Few years ago, ibis Styles started a repositioning of the brand to be “open to creativity” by making its hotels ambassadors of playful and affordable interior design. All the hotels are unique: each one creates its own storytelling, which can be discovered in all hotel areas.

Our objective is to create differentiation by strengthening our legitimacy in the specific territory of interior design.

To be relevant to French global audience, we did a social listening to seek their interests about interior design. To answer in the best way to these expectations, we created our own context: an exclusive TV show.

14 episodes named “Chacun son Style” has been produced with M6 and hosted by the most popular interior designer in France, Sophie Ferjani. For each program, Sophie used one staging item of an ibis Styles hotel to help re organize the area of the participants. To develop the program, a digital version dedicated to 8 ibis Styles hotels was shooted. Each hotel manager described its storytelling through a visit where every decorative details was explained.

The videos with Sophie Ferjani can be seen on M6 from Monday to Friday around 20h20 pm and last between 1’03 and 1’13 minutes. The program was launched on August 16th (is still live until October 15th). The videos of hotel visits last between 2’33 and 3’03 minutes and are used by hotels and the brand until July 2022 on their Social Medias. This operation targets french public between 25 and 40 years old.

It took almost a year from the social listening study to broadcasting.

To measure performance, we set up media KPIs. As the campaign is not over, we only have results after 4 weeks. Concerning “Chacun son style”, 677 000 people were exposed, with a coverage of 30% of 25-59 years old. For “un hôtel un style”, we had a goal of 69600 views, which is 111,2 % achieved with 77930 views on the videos. 71% videos were seen between 76 and 100%, whereas our goal was 69%.

A post test will be set up at the end of the campaign. It will allow us to measure the evolution of the association of ibis Styles with interior design and the awareness increase

We deserve to win

First, this operation reflects the real guest experience: hotels are sources of inspiration and make design accessible to everyone. From the lobby to the room, clients are immersed in a variety of decorating styles that they can reproduce at home.

ibis Styles needed a powerful action to boost brand awareness, so powerful means were used : Sophie Ferjani, who has a notoriety rate at 70%* , combined with the broadcast power of M6, we’ll certainly reach our target

The content and production quality

And we created a 360 degrees campaign, in addition to the 22 videos, two articles were published on the website deco.fr, and the campaign was amplified on social networks Instagram, Facebook, and on deco.fr.