

Choice Hotels Ad Account Out for Bid

PRNewswire
SILVER SPRING, Md.

Choice Hotels International, Inc., today announced that it is conducting an agency review for its consumer advertising account, estimated at \$35-40 million.

The decision to launch the review is borne out of the new strategic direction recently implemented by Choice to meet the needs of specific consumer segments and by the arrival of Wayne Wielgus as senior vice president of marketing. Wielgus joined Choice last month from Best Western International, where he was vice president of global marketing.

Choice has started contacting agencies within the Washington-New York- Boston corridor that possess the ability to develop and evolve a long-term strategic campaign to build a stronger consumer image for Choice and its hotel brands, which include Comfort, Quality, Clarion, Sleep, Econo Lodge, Rodeway Inn and MainStay Suites. The campaign will be extended to international markets as well as tactical promotions. Only agencies experienced at handling major international franchise-based accounts with multiple brands and customer segments will be considered.

Gray, Kirk/VanSant of Baltimore is the incumbent agency.

Choice has hired Bajkowski & Partners, a New York-based firm, to handle the review.

Choice Hotels International is the second-largest hotel franchisor in the world, with more than 4,300 hotels, representing more than 340,000 rooms, open in 41 countries. Its Comfort, Quality, Clarion, Sleep Inn, Econo Lodge, Rodeway Inn and MainStay Suites brands service guests worldwide.

Additional corporate information may be found on the Choice Hotels' Internet site, which may be accessed at: <http://www.choicehotels.com/>.

Comfort, Quality, Clarion, Sleep Inn, Econo Lodge, Rodeway Inn and MainStay Suites are registered trademarks and service marks of Choice Hotels International, Inc.

SOURCE: Choice Hotels International

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