



RED PLANET HOTELS INTRODUCES #ITSTIME CAMPAIGN

For Immediate Release

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BANGKOK – Red Planet Hotels recently launched its new video marketing campaign entitled #ITSTIME. The campaign features a series of engaging videos showcasing the brand’s selling points highlighting hotel guest experiences.

The videos generate brand awareness by creatively emphasising 10 of Red Planet’s key selling points with the tagline “It’s Time.”

“It’s Time to Save” promotes the brand’s unbeatable room rates. “It’s Time to Chat” represents the heavily-used Front Desk chat feature of the brand’s mobile app. “It’s Time to Geek Out” refers to the free high-speed Wi-Fi throughout all the hotels. “It’s Time to Explore” highlights each hotel’s central location. Of course, the brand’s popular mascot Freddy, a furry Red Panda, isn’t forgotten with “It’s Time to Meet Freddy.”

The launch of the video campaign follows the debut of the brand’s revamped website during the last quarter. In less than three weeks, the video generated over half a million views across YouTube, Facebook, and Twitter.

“We understand our millennial audience spends a substantial amount of time consuming videos across various social media platforms. It is important for us to be where our guests are by providing engaging content which would resonate with them,” says the group’s Vice President of Marketing, Aline Massart.

Red Planet currently owns and operates 28 hotels in four countries, with a focus on comfort, convenience, and style at an affordable price. The tech-savvy budget hotel chain continues to pioneer with its world-class app featuring an “In-Stay Mode”, augmenting guests’ experience by enabling them to chat directly with the hotel’s front desk even before arriving at the hotel. In addition, guests using the mobile app have access to lists of top local attractions, Uber and Grab services, and discounts at more than 200 restaurants located near Red Planet Hotels.

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About Red Planet Hotels

Red Planet Hotels, founded in 2010, is a privately-owned regional hotel company focused on Asia's expanding budget hotel sector. The company owns and operates 28 hotels in Indonesia (7), Japan (4), the Philippines (12), and Thailand (5) for a total of 4,489 rooms. 9 additional hotels, comprising 1,903 rooms, will open across Japan, Thailand, and the Philippines in 2018 and 2019. These hotels will open using Red Planet's robust and scalable technology platform, providing both advanced reservation software, ensuring a fast and efficient booking process, and local attraction guides for customers. Red Planet comprises a stylish budget hotel offering, with all its properties centrally located and featuring high-speed Wi-Fi. Red Planet's companies based in Jakarta (Red Planet Indonesia - PSKT:IJ) and Tokyo (Red Planet Japan - 3350:JP) are listed on the Indonesian and Japanese stock exchanges, respectively.

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