

Press release

Ticket Restaurant® launches its saga of two TV spots and a Street marketing campaign for its “Alimentation & Equilibre” programme

As of 20 May, the Gustino character will be appearing on TV and around the streets

Paris, 15 May 2006_ Last October, Ticket Restaurant®, in partnership with the UMIH, launched its **Alimentation & Equilibre** programme with restaurateurs. This aims to help people eat more balanced meals in restaurants. The programme means that restaurateurs (using Gustino stickers) identify the most nutritionally balanced dishes on their menus.

Now, with its qualitative criteria-based network of “Alimentation & Equilibre” affiliated restaurateurs, Ticket Restaurant® has embarked on a TV and Street marketing campaign aimed at the general public, with the **W&Cie** agency.

All that diners have to do, to benefit from this programme approved by nutritional experts and restaurateurs, is follow the Gustino character.

▪ A national TV campaign with 150 spots

As of **20 May** and until 4 June, taking a humorous approach, a Ticket Restaurant® storyline with two 15 second TV spots, from **Guillaume Pixie**, will be unveiling the character of **Gustino**. A total of 150 TV spots will be shown on broadcast, cable and satellite channels, with an 83% reach and an average of 4.4 times.

- Two worlds: A brasserie, a chef in his kitchen will see the development of this **Ami “qui vous veut du bon”** as an ever-present, conscientious and endearing character. The character will offer amusing advice to the restaurateur on applying the Gustino sticky labels to the menu, or in guiding the Collègues in their choice of a Gustino dish.
- “Collègue”, a separate entity despite the tomato head, is an expert on nutritionally balanced menus, offering serious, but friendly advice for the various situations that subtly materializes in this world.

▪ A Street marketing campaign in 23 French towns

For the street element, Gustino will be going out on the street as of 22 May and until 9 June to meet customers at Ibis and Compagnie des Wagons-Lits in 23 towns around France.

- The plan includes the distribution of flyers, with balanced menus and promotional offers proposed by Gustino mascots in front of Ibis restaurants and in TGV bars operated by the Compagnie des Wagons-Lits (Montparnasse station and Lyon station on 1st and 2nd June).

Advertiser: Ticket Restaurant®

Advertiser managers: Julie Grégoire (Marketing France) and Didier Zoubeïdi (Marketing International)

Agency: W Communication

Budget manager: François Lamotte (Associate Dir. W Communication) Thierry Benenati / Ivan Pierens (Creative Dir.)

Street Marketing by W One: Xavier Ginoux Vice President / Matthieu Debay Project Manager

Producer TV spots: Guillaume Pixie

Production: Cake Films

Budget: 1.5 million euros



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