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Scandic's mobile hotel room wins bronze at Cannes Lions 2015

Scandic's mobile hotel room, Scandic To Go, has won bronze in the media category at the world's biggest annual awards show in the advertising industry, Cannes Lions. The prize was presented in Cannes on Tuesday.

Scandic To Go is in a hotel category of its own, a mobile hotel room that can be located at almost any place you want – with all of the comforts of a traditional hotel room. Scandic To Go is the result of cooperation between the communications firm, Prime, and Scandic.

"We are very proud and happy that Scandic To Go has yet again been recognized for its innovative and creative concept. The idea behind Scandic To Go was to find a creative way to show Scandic's major transformation in recent years through our extensive hotel renovations and many fantastic, new hotels. This prize is further proof that we have succeeded," says Anna Wirén, Marketing Director at Scandic.

Scandic To Go has also won gold at Spinn as well as the Bronze Pencil in One Show. It has also been nominated for several other awards including Gyllene Hjulet and Guldägget prizes.

"This is an example of how to raise interest and attract attention in many marketing channels through creative product development that offers real value to guests. Scandic To Go is its own channel, making it a communication platform that can be used over time. Scandic's persistence, drive and determination to constantly develop the project are key to its success," says Hannes Kerstell, Account Manager at Prime.

Anna Wirén, Marketing Director at Scandic, was in Cannes to accept the prize.

Cannes Lions is an annual awards show and festival for professionals in the creative communications industry that began on Sunday, June 21 and continues for one week. The festival recognizes the most creative ideas within print, film, technology and product development around the world.

See the campaign video here: <https://vimeo.com/109978613>

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Scandic is the market leader in Nordic hospitality with a network of almost 230 hotels with 42,000 rooms in seven countries and run by 14,000 team members. Scandic Friends is the biggest loyalty program in the Nordic hotel industry with 1.5 million members. Responsibility is a part of Scandic's DNA and Scandic is the 'best hotel brand' in the Nordics (BDRC 2014).