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Deutsch Unveils Westin Work

Sept 3, 2002

-Kathy Sampey

NEW YORK--Deutsch breaks its first TV work for new client Westin Hotel & Resorts today. Directed by Carlton Chase (known for his work on Dockers and Dasani), the four, 15-second spots focus on Westin's trademarked Heavenly Bed and Heavenly Shower as well as such other offerings as yoga instruction and oceanfront pools. Shot in black and white, the campaign targets business and leisure travelers. The first two spots, featuring the Heavenly Bed and Heavenly Shower, break Sept. 3 on cable channels CNN, CNBC, MSNBC, A&E, Fox News and the Weather Channel. The other two spots break in late October. Deutsch won the estimated \$25-30 million account in January after a review. The incumbent, DDB New York, did not defend.

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