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Deutsch Tells Bedtime Stories for Sheraton

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-Kathleen Sampey

NEW YORK Interpublic Group's Deutsch breaks a new TV spot and print effort for Sheraton today, the agency said.

Both ads focus on the hotel chain's trademarked Sweet Sleeper bed. In 15- and 30-second versions of the commercial, guests ranging from executives to families are shown falling into the hotel bed.

Beginning today, the spots will run on ABC, NBC, CBS, Fox, CNN, CNBC, ESPN and The Learning Channel. Print ads, slated for *USA Today* and the *Toronto Globe & Mail*, show a man peacefully sleeping in the hotel bed as a line of Sheraton logos floats above his head. The copy reads: "The bed of your dreams. The Sweet Sleeper bed."


Creatives on the spot include Kathy Delaney, managing partner and executive creative director; Leane Brenes, senior vice president, group creative director and art director; Karen McIntyre, associate creative director and copywriter; Dimitrios Petsas, senior copywriter; Enrique Mosqueda, senior art director; Heather Ealey, junior art director; and Mark Gilbar, junior copywriter.

Sources estimated a media spend of about \$10 million through the end of the year.

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