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Sheraton: 'Let's Spend the Night Together'

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-Kathleen Sampey

NEW YORK Sheraton Hotels on Tuesday breaks a TV, print and online campaign tagged, "Let's spend the night together." The work seeks to reposition the brand as a service-oriented chain with newly improved properties and amenities such as a "Sweet Sleeper" bed, the company said.

The campaign is the first work from Interpublic Group's Deutsch, New York, which won creative and media duties for Starwood Hotels in January 2002. The shop also handles Sheraton's sister brand Westin. Owned by Starwood Hotels and Resorts, Sheraton last advertised in a 1999 print campaign from Omnicom's DDB, New York.

The TV work is comprised of three spots, all of which feature the San Diego rock band Convoy's cover version of the Rolling Stones' classic, "Let's Spend the Night Together." Two of the spots show Convoy members cavorting in a Sheraton hotel, snoozing in the "Sweet Sleeper" and waving to fans from their balcony. A third execution finds the band rehearsing the song in a Sheraton. When the lead guitarist breaks a string, a hotel staffer quickly replaces it, emphasizing the attention placed on customer service.

The White Plains, N.Y., client said media spending on Sheraton will be about \$25 million this year. Last year, Starwood spent \$30 million in media on Sheraton, per TNS/CMR.

TV spots will run on national cable and spot network programs. Print will appear in *USA Today* and elsewhere, but does not feature Convoy. Instead, it focuses on the "Sheraton Service Promise," which states that "if for any reason, you're not satisfied with your stay, just tell us. We'll take care of it. And that's a promise."

Client svp, global brand marketing Sharon Rothstein said "the promise" refers to various compensations available to guests who are unhappy with Sheraton's service, but she did not go into specifics.

DDB's 1999 campaign for Sheraton was tagged, "Who's taking care of you?" and appeared exclusively in print. That work showed children asking the hotel to take good care of their moms and dads when their parents traveled on business.

Deutsch's work for the Westin brand is shot in black and white, uses compelling music and focuses on Westin offerings such as the "Heavenly Bed."

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