



OVOLO REINFORCES BRAND PHILOSOPHY WITH PROVOCATIVE NEW AD CAMPAIGN FOR 2013

HONG KONG, March 2013 – Ovolo Hotels, one of Asia Pacific's hottest new hospitality groups, has launched a new series of brand advertisements for 2013. This follows a successful advertisement campaign which focused on the Company's 10th Anniversary celebrations in 2012.

The bold new advertisement, titled 'Ovolo Hotels Loves the F Word', takes the Group's innovative guest-centric focus in a fresh and audacious new direction by playing on the cultural cachet of the 'F word' slogan made ever-more famous recently by British chef and celebrity Gordon Ramsey. Using this intriguing top line, the advert proceeds to cleverly highlight a selection of Ovolo's famed all-inclusive hotel services that appeal to individuals who travel with a sense of wonder. Told in a witty and confident voice, the message is structured around a 3-dimensional representation of the Ovolo logo, seamlessly combining the Group's signature humour and style into an eye-catching package designed to be shared rapidly via word of mouth and social media.

As mentioned succinctly in the copy, guests staying at Ovolo Hotels always have free breakfast, free Wi-Fi, free in-room minibar and much more available complimentary across the Group's portfolio of six designer hotels in Hong Kong and Melbourne, Australia. In addition to these inclusions, select Ovolo Hotels feature a chic Lo Lounge, where free happy hour drinks are served 6-8pm daily, and free 24/7 gyms. The concluding line "Freedom" underscores the overall feeling one has when staying at Ovolo – that you can come as you are and be who you want to be.

The Group has boldly used its corporate colours –distinctive Ovolo green and white text set against a Black background – in the advertisements. The Ovolo green represents intelligence and prestige, while the black is contemporary and dynamic, all of which are distinguishing attributes of Ovolo.

Dirk Dalichau, Chief Operating Officer of Ovolo Group, commented "Using humour and double entendre instead of stuffy predictable hotel clichés, our new advertisement campaign reinforces the Ovolo brand philosophy of providing effortless living through our all-inclusive free hotel services. The message is conveyed in a funny and effective way that will make people stop for a second, read, smile and get the point. As an up and coming brand it is important for us to continue to pushing the boundaries, explore new territory and maximise our marketing to stand out."



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- End -

Ovolo Group: Founded in 2002, Ovolo has become one of Hong Kong's larger independent hotel and serviced apartment operators in little over a decade by providing business and leisure guests with the best in effortless living. The company keeps in touch with the modern traveller and matches their needs with award-winning interior designs, ultimate comforts, focused personal services and cutting-edge in-suite technology, all done in signature Ovolo style. Now celebrating its 11th year, Ovolo is a proud Hong Kong brand and remains a family owned and privately operated business with a charitable core. Ovolo currently runs six hotels and serviced apartment properties in Hong Kong Island and West Kowloon and one hotel in Melbourne, Australia.

For more information please visit: www.ovolohotels.com