

Radisson Blu Super Breakfast prompts creative social media video campaign

To showcase their new super breakfast offering, Radisson Blu, with local agency Skript, launched a creative, multichannel social media video campaign inspired by the magic moments that take place around the breakfast table - #SuperBreakfastMoments.

The creative execution comprises three videos celebrating Radisson's new breakfast concept and the stylish, upscale Radisson restaurant location, which is an ideal setting for many of life's great moments.

The memorable moments showcased in the videos include a young executive clinching his first [big business deal](#), a young couple [getting engaged](#) while holidaying with Radisson Blu and a family celebrating [the news](#) of a forthcoming addition to their household.

"The key message of the campaign is that the best travel moments begin at a superb hotel but they all start with a super breakfast," said Marie-Laure Blaise, Carlson Rezidor Hotel Group's senior marketing manager, Africa and Indian Ocean. "We're thrilled that the campaign creates an emotional connection, which is what our super breakfast does each morning with our guests."

“Our breakfasts have always been an attraction for guests,” said Blaise. “The Super Breakfast however, takes this to a new level. Ingredients are also sourced from domestic suppliers as part of our localisation strategy, keeping us culturally relevant, with a sustainable operation.”



Radisson Blu Super Breakfast (Images Supplied)





The campaign launched on social media, driven by all the Radisson Blu hotels across Africa and the official brand channel with a call-to-action for the public to take a picture of their favourite breakfast item and share it on Facebook, Twitter or Instagram using the official campaign hashtag #SuperBreakfastMoments. Entrants stand a weekly chance of winning a Radisson Blu Super Breakfast for themselves and five friends at a Radisson Blu hotel of their choice during the month of September.

For more, visit: <https://www.bizcommunity.com>