

Press release: London, 24th March.

Adagio strengthens its brand presence in Europe with a new campaign, created by Josiane, showcasing its expertise in extended stays



A giant suitcase acts as a symbol of a new relationship with urban travel.

For the fourth consecutive year with the agency, Adagio, the European leader in aparthotels, unveils a new European campaign conceived by Josiane agency. Activated across TV and digital platforms, this campaign is part of Adagio's communication strategy to position itself as the benchmark for medium and long-term urban stays in Europe.

A communication strategy supporting a paradigm shift in travel.

With this new campaign, Adagio continues to build a clear and distinctive brand identity: inviting travellers to no longer simply visit cities, but to experience them fully. In a market where urban stays are often perceived to be short and intensive, Adagio champions a more sustainable and immersive approach to travel. This vision is based on a key pillar of its offering: extended stays, made accessible and attractive through tiered pricing. Through this strategy, the brand is not simply promoting a product but rather supporting a shift in travel habits and encouraging a genuine appreciation of the experience.

The aparthotel, a rapidly expanding model driven by Adagio's expertise.

A hybrid of an apartment and a hotel, the aparthotel is now one of the most dynamic segments of tourist accommodation in Europe. A pioneer and leader in this market,

Adagio leverages its expertise in extended stays to meet the evolving needs of travellers, whether they are visiting for business, leisure, or a combination of both. Its model combines comfort, independence, and flexibility, while offering the opportunity to settle permanently in major European cities, just like at home.

An advertising campaign developed over the past four years across Europe.

This new campaign continues Adagio's European advertising series, embodied by the humorous traveller Marc. Throughout the various films, the series has explored several facets of aparthotels: the freedom to live at your own pace, the conviviality of the spaces, the proximity to vibrant neighbourhoods, and the possibility of extending your stay.

In 2023, with "I've lived there," Marc showcased his experience in all the major cities. In 2024, the campaign capitalized on the tagline "At our place, like at home," echoing the brand signature "Here for you," to clarify the value proposition: whether travelling for leisure or business, everyone can find a welcoming and warm environment in Adagio aparthotels, complete with numerous services that make them feel right at home.

In 2025, the narrative evolves once again: Marc now chooses to stay longer, thanks to an offer designed to combine comfort, space, and affordability for families. In this new installment, Marc chooses to stay longer. This evolution directly reflects the core of the Adagio offering and reinforces the consistency of the communication strategy.

Josiane's creative execution serves a simple and universal message.

At the heart of the campaign, a giant suitcase becomes the visual symbol of an extended stay. Both universal and immediately understandable, it playfully embodies the idea of staying longer. This oversized, intentionally bulky object hints at comical and memorable real-life situations, while delivering a simple key message: "The longer you stay, the less you pay."

Designed for European distribution, the campaign relies on a wordless visual narrative, enhancing its comprehension and effectiveness across all markets.

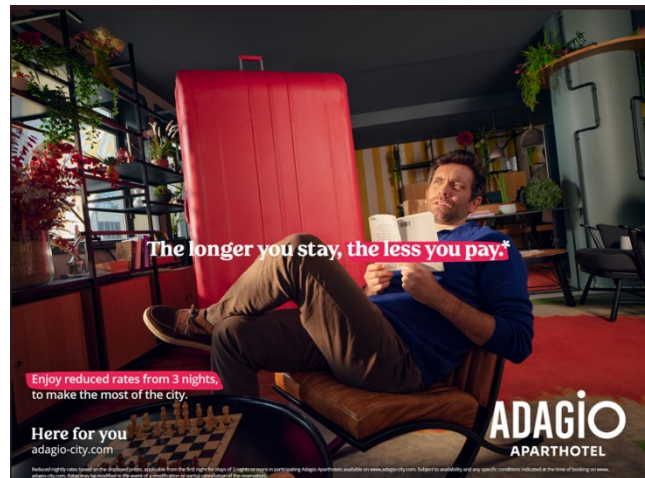
"All of the brand's indicators are shown here – awareness, familiarity, appeal, incentive... In just a few years, our model has become firmly established in consumers' minds. With this campaign, we're returning to a fundamental pillar of our value proposition: enabling people to experience the city differently, by staying longer, thanks to tiered pricing. This is what transforms the travel experience, shifting it from a passing phase to a genuine sense of ownership. This new chapter in our series highlights this, as always, with humour."

Virginie Barboux – Chief Marketing Officer of Adagio

"The suitcase is a symbolic and universal object of urban travel. By staging it in an oversized way (and in red, no less!), it becomes an incredibly memorable element that we could play with, without losing the playful and humorous connection we've built with the character of Marc over the past four years. A very simple mechanism, a wordless story that works in every country, and is visually impactful to convey that the longer you stay, the less you pay."

Virginie Matias – General Manager of Josiane

The campaign will be rolled out in France, the United Kingdom and Germany, starting on 23rd March across television and digital platforms, with a strategy designed to maximize the visibility and impact of the brand territory.



The film can be seen here: <https://youtu.be/UMSybRbpMi4>

All downloadable assets are available on this link: <https://we.tl/t-NivEYBRZbd>

Credits:

Client: Adagio

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Agency: Josiane

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Strategy Director: Evelyne Bourdonné

Strategic Planner: Clara Laffont

Creative Directors: Jérôme Diez, Mathieu Vinciguerra

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Project Manager: Léa Roux

Production: Hiersoir

Director: Edouard Valette

Photographer: Emile Moutaud

Producer: Anne-Cecile Jemin

Production Manager: Nolwenn Grall Jaubert

Director of Photography: Théo Gely

Stylist: Roxane Noël

Production Designer: Anna Brun

Editor: Pierre Saunier

Colourist: Romain Loiseau

Actor: Marc Maurille

About Adagio

Adagio is the European leader in aparthotels. Founded in France in 2007 as a joint venture between Accor and Pierre & Vacances Center Parcs, Adagio now has 130 locations and 14,689 apartments across 15 countries. It is the largest network of aparthotels in Europe. Combining the flexibility of an apartment with the services of a hotel, Adagio aparthotels are the ideal solution for medium and long stays, offering maximum comfort and value for money to business travellers, leisure travellers, and those who enjoy both.

Located in urban areas, Adagio aparthotels are available in three ranges: Adagio Original, in the heart of major cities; Adagio Access, in the centre of regional capitals or on the outskirts of major cities; and Adagio Premium, luxury aparthotels.

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About Josiane

Josiane is an independent, "non-conformist" agency founded in 2014 by THE NONCONFORMIST NETWORK. We work with brands such as Mutuelle des Motards, Entremont, Banque Palatine, Mercure Europe, Franui, Association Valentin Haüy, Stoeffler, Cabaia, Motul Worldwide, Sardinerie Parmentier, Bonux, and Les Fermiers de Loué.

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