



## **Quest upgrades its advertising to the tune of \$2 million per annum**

**Media release**

**June 5, 2009**

Quest Serviced Apartments has launched a new advertising campaign to let business travellers know that even though times are tough, they can still get premium accommodation at a reasonable price.

The campaign has commenced with airport signage at all of Australia's capital cities, and will feature the headline "A downturn doesn't mean a downgrade."

Print, radio and television campaigns will also be rolled out over the next two years with supporting creative.

Quest Chairman, Paul Constantinou, said "Business travellers are creatures of habit. There's an opportunity to educate them about benefits of staying at a serviced apartment instead of a hotel.

"It's also about re-positioning and refreshing Quest. We're already seen as the most skilled player in the serviced apartment market place and it's a case of making sure our creative reflects this."

Quest continues to expand at a time when other accommodation providers struggle to maintain market share, opening four new properties this year. The company has increased its above- and below-the-line marketing spend to educate business travellers about its increasingly sophisticated properties, and has appointed two new agencies to its roster.

Plutonium Communications was awarded the advertising account (both creative and media buying), with Quest spending over \$1 million on the media buy and creative for the campaign over the next year. An additional \$1 million is being spent on research, direct marketing and sponsorships.

Haystac Public Affairs has been appointed Quest's new public relations and marketing communications agency, with a full schedule of activity planned for the next 12 months. It will focus on B2B and B2C markets.



“People are watching companies carefully to see how they are addressing the current climate. We’ve been around for 21 years and see downturns as a natural part of the business cycle. They provide a good opportunity to reflect, re-set and rejuvenate.

“Even though there’s a downturn, we’re still going to be busy turning down sheets,” Mr Constantinou said.

About Quest Serviced Apartments

*Quest has become Australasia’s largest provider of serviced apartments, with more than 120 properties across Australia, New Zealand and Fiji. Established in 1988, Quest offers stylish, well appointed and spacious apartments designed with the business traveller in mind.*

*With separate bedrooms and living areas, fully equipped kitchens, additional amenities and high service standards, Quest provides flexible accommodation that allows its guests to work or relax in complete comfort.*

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