



Brief Hôtels Ibis

In order to promote its summer offer of -10 euros per night, Ibis wants to put everyone in pyjamas, still asleep, who seem irresistibly attracted by the hotel.

To accentuate this originality and to create a buzz around this offer, we give you total freedom (almost) to create videos of people in pyjamas in all situations possible. It could be you, your friends, your family... go ahead, make us laugh! We're counting on your creativity and inventiveness!

Claim:

IBIS hotels have decided to launch a call for entry to illustrate the theme :

«Everybody in pyjama !!»

Be the most original and win up to 8 000 euros !!

Brief :

Creativeness prevails!

Shoot a funny, punchy, original video! in pyjamas... alone or in a group, get dressed in your most beautiful night gown and make us laugh!

In blue and white stripped pyjamas, in boxers, with or without your night mask ... show us what you do in pyjamas or what you wish you would... in your room, in the streets, on earth, land, or in the air, during a sleepover, in your imagination, in your craziest dreams, what do you do? Where do you go? Where do you end up?

Be hilarious and original!!!!

Guidelines:

- Every video style accepted
- Your video / animation should be less than 60 seconds
- Your video / animation should be available in an uncompressed version
- Use images and music that are free of rights
- Use the end Packshot provided here: <http://en.eyeka.com/contents/fo/local/ibis/en/packshot.zip>
- It's forbidden to shoot in or next to an Ibis hotel

Prizes:

- **1000 euros**: Jury's Special prize, a video will be eligible if *posted on Eyeka before may 31st 23h59 !*
- **5 000 euros**: 1st prize, decided by the jury, among all the videos posted during the contest on Eyeka and on the microsite
- Public selection prize: **500 euros for the video with the most votes**. 250 euros for the 2ⁿ^d and 3rd public prize.
- From the 4th to the 9th most voted videos : a 2 night weekend in an Ibis hotel in Europe Not counting tourist taxes & breakfast, suitable for 1 or 2 persons between 1/11/2009 to 1/05/2010
- From the 10th to the 20th most voted video : a gift certificate of a 100€

Dates:

Video submission: May 18th to July 15th

- On Eyeka: May 18th to July 15th
- On the microsite www.tousenpyjama.com or www.everyoneinpyjama.com (all the contents submitted on eyeka are automatically redirected to the site): from June 11 to July 15th

Voting period on the microsite : July 16 to August 13