



**Seda Launches “Best Feelings In The World” Communications Campaign
and Photo Contest on Instagram**

Campaign is based on actual guest comments expressing delight at product and service

August, 2015.....Seda, the Philippine hotel chain fully-owned and managed by AyalaLand Hotels and Resorts Corporation, has launched a communications campaign called “Best Feelings in the World”. The concept is based on the fact that travelers’ most memorable experiences come from a spark of warmth, a pleasant surprise, a little piece of happiness that turns moments into unforgettable memories.

Modern, young and witty, the campaign makes use of three images to convey the message which reflects the brand’s positioning. Group General Manager Andrea Mastellone explains that the images represent Seda’s main offerings: accommodations, service, and dining which are all tied up in one message related to the guest’s experience. “After all,” he says, “what guests remember is not so much the hardware but stories of their memorable experiences during their stay.”

“The best feelings in the world” come from simple things that make a big difference -- a good night’s sleep under fluffy sheets, a warm smile from a friendly face, conversations over sweet treats -- moments represented in images used in the campaign and all based on actual feedback from Seda’s guests.

Mastellone says that guests’ comments consistently show they are satisfied with their stay in Seda. “They rave about the extra-comfortable beds, the ever-smiling and accommodating staff, and the quality of the food,” he cites. Delighted guests state that Seda is at par with international luxury hotels “because of the way we combine the best of Filipino hospitality and service efficiency.”

Indeed, most of the guest feedback revolves around staff going out of their way to please them. These include wait staff remembering the kind of tea the guest ordered the previous day; front desk officers offering towels to some guests who had gotten soaked in the rain, thinking out of the box to accommodate a guest request. All these make the big difference in giving them a unique and memorable experience.

To emphasize these good feelings and encourage people to share their memorable experiences, Seda is

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launching a photo contest on Instagram. The grand prize winner will receive a complimentary two-night accommodation in any Seda hotel of their choice, inclusive of round-trip domestic flight tickets for two. Participants simply have to “like” Seda Hotels on Facebook and follow @sedahotels on Instagram. Then on their own Instagram account, post a photo that depicts a great experience (not necessarily in Seda), with a brief caption containing the hashtags #BestFeelingsInTheWorld and #SedaHotels. Seda Hotels (@sedahotels) must be tagged in the picture. One photo is equivalent to one entry and multiple entries are allowed.

On October 5, 2015, winners will be announced based on originality, composition, relevance, technique and emotion elicited. One runner-up will be chosen in each Seda location—Metro Manila, Cagayan de Oro, Davao, Iloilo, and Laguna. Each runner-up will receive a complimentary overnight stay for two, in that particular destination. ###

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