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Scandic To Go awarded Bronze Pencil in One Show

Scandic To Go, the mobile hotel room, was awarded a Bronze Pencil in one of the world's most prestigious creative competitions, One Show, in category Design: Experiences – Brand Installations. The award was given out on Thursday in New York.

Scandic To Go is a hotel category of its own. It's a mobile hotel room which can be placed at almost any dream location – with all the comfort you expect in a ordinary room. The Scandic To Go campaign is a collaboration between PR agency Prime and Scandic.

"We wanted to find a creative way to show what a journey Scandic has done over the last couple of years. We've performed a major renovation of our hotel portfolio and opened completely new hotels. Scandic To Go gave us the opportunity to show how well designed our rooms actually are now, and it gave us a reason to talk about design in a way we haven't been able to before. Winning awards is just a bonus!, says Anna Wirén, Marketing Director, Scandic.

Scandic To Go has previously won a gold award in Spinn and been nominated to multiple awards such as Gyllene Hjulet and Guldägget. Other brands in the same category were Nike and Coca Cola.

"Scandic To Go portray the new Scandic in a nice way and it's an idea that creates attention in several channels all over the Nordics during a long period of time. I think Scandic has shown both courage and endurance during the whole campaign, says Hannes Kerstell, client manager, Prime.

In New York to receive the award were Anna Wirén, Marketing Director, and Anna Forsberg, Marketing Manager Leisure.

See the case film here: <https://vimeo.com/109978613>

For more information, please contact:

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