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Choice Hotels Seeks New AOR in more the 20 Years

[Release 10/20/00] **NEW YORK** Choice Hotels International has selected four agencies to participate in the final leg of its agency-of-record review for its U.S. advertising account, according to **Laura Bajkowski** of [Bajkowski + Partners](#), the [agency search consultant](#).

The agency finalists include Havas' Arnold in McLean, VA, and NYC agencies Deutsch, Bozell and Avrett Free Ginsberg. Choice Hotels' incumbent agency, Gray Kirk/VanSant declined to participate.

The assignment includes media and creative as well as emerging media for Choice's nine midscale and economy brands: Clarion, Comfort Inn, Comfort Suites, Quality Inn, Sleep Inn, MainStay Suites, Econo Lodge and Rodeway Inn.

The account is estimated at \$40-\$50 million in measured media.

Wayne Wielgus, who recently joined Choice as senior vice president of marketing, felt that given Choice's new business and marketing objectives, it was time for the hotel chain to review all of its marketing suppliers. GKV had been Choice's AOR for more than two decades.

A decision on an agency is planned for early February.

About Choice Hotels International

Choice Hotels International is one of the world's largest lodging franchisors, marketing more than 5,000 hotels open or under development in 43 countries under the Comfort Inn, Comfort Suites, Quality, Clarion, Sleep Inn, Econo Lodge, MainStay Suites and Rodeway Inn brand names. For more information on Choice, visit the company's web site at www.choicehotels.com. [Choice Hotels](#), [Choice Hotels International](#), [Comfort Inn](#), [Comfort Suites](#), [Quality](#), [Sleep Inn](#), [Clarion](#), [MainStay Suites](#), [Econo Lodge](#) and [Rodeway Inn](#) are proprietary trademarks and service marks of Choice Hotels International. Press may contact John Hawkins, vice president corporate communications at 301-592-5075 or John.Hawkins@choicehotels.com.

About Bajkowski + Partners

Headquartered in New York City, Bajkowski + Partners is a specialized consulting firm providing global and regional clients with marketing management and agency search consulting services that deliver customized solutions to today's business challenges. Laura Bajkowski is managing principal of Bajkowski + Partners and can be reached at Laura@Bajkowski-Partners.com or ++212.226.3919. www.bajkowski-partners.com www.twitter.com/laura_bajkowski. ©2000 Bajkowski + Partners. All Rights Reserved.