



## YOTEL LAUNCHES 'YAWN' A GROUNDBREAKING CAMPAIGN DESIGNED TO INDUCE SLEEP

**'IT'S ALMOST IMPOSSIBLE NOT TO YAWN AND FEEL SLEEPY WHILST WATCHING THE VIDEO'**

March 31, 2015 – [YOTEL](#), the technology-focused hospitality brand, is launching a groundbreaking campaign for their **'SmartBeds'**. YOTEL developed the campaign to celebrate a partnership with Serta, the leading hospitality mattress company, to develop a unique mattress that will serve as YOTEL's new signature sleep standard.

To support the ultimate sleep experience, YOTEL is the artistic and innovative campaign which is designed to help induce sleep. The feature, aptly named **'YAWN'**, promises to promote sleep even to the most restless of guests. 'YAWN' is the brainchild of Creative Director **Floyd Hayes**, produced by award-winning documentary filmmaker **Scott Elliott**. The visuals are accompanied by a sleep-inducing soundtrack by **Tom Middleton**, YOTEL's music curator and Sound Professor. Tom explains 'I've designed the ultimate sleep soundtrack using psychoacoustic frequencies, grey noise and ASMR whispering voice textures. Combined with ethereal dissonance, sympathetic pulse/respiration rate reducing bio harmonics and stochastic ambience induce pure relaxation and a deep, rejuvenating sleep.'

YOTEL collaborator **Dr. Chris Idzikowski of the Sleep Assessment and Advisory Service** notes; 'No one is sure what a yawn does. Originally a yawn was thought to occur when there was too much carbon dioxide or too little oxygen in the air, causing breathing to occur faster and more deeply than usual. Then it was thought that it was a signal by a leader of a group to settle down and rest or go to sleep. When the leader yawns, others follow and the group settles. More recently in humans, research suggests that a deep yawn may help cool the brain.'

YOTEL's Director of Brand, Jo Berrington commented 'By creating an innovative campaign to help induce sleep, we are combining technology, smart thinking and an injection of fun to give our guests the kind of unique 'functional but playful' experience they've come to expect from YOTEL.'

The video will be available for guests on YOTEL's in-house TV channel and online and is also available to view at [www.yotel.com/about-us/YAWN](http://www.yotel.com/about-us/YAWN).

## About YOTEL

Inspired by first class travel, YOTEL translates the language of luxury airline travel into a small but luxurious 'cabins'. Uncompromisingly designed around guests, YOTEL City hotels are taking the essential elements of luxury hotels in smaller, smart spaces and deliver a sense of community with areas for co-working, social gatherings and exercise. Premium cabins include luxury bedding, rejuvenating monsoon rain showers, relaxing mood lighting and YOTEL's signature adjustable 'SmartBed' and 'techno wall' with smart TVs, multi power points and easy connectivity.

Conceived for busy international travellers, YOTEL Airport hotels provide everything for a guest to relax, refresh, sleep and connect within global transportation hubs. Guests may choose exactly what time they would they like to check in and out, giving total flexibility to travellers in transit, staying the night before an early departure or to freshen up on arrival before a meeting in the city.

YOTEL currently operates three airport hotels in London Gatwick, London Heathrow and Amsterdam Schiphol airports; and one city hotel in the heart of Manhattan, New York. YOTEL is expanding rapidly with seven new hotels under development globally, including two new airport hotels set to open at Paris Charles de Gaulle Airport (2016) and Singapore Changi Airport (2018); and five new city hotels currently under construction in Williamsburg, Brooklyn (2017) Singapore Orchard Road (2017), Miami (2017), San Francisco (2017) and Dubai (2018).

Founded by YO! Founder Simon Woodroffe OBE, YOTEL's HQ is in London and has offices in Boston and Dubai. Its major partner and shareholder is IFA Hotels and Resorts KSCC based in Dubai.

<http://www.yotel.com/>