

# Hotels.com Launches Obsessed About Hotels Campaign With Martin Clunes Voice Over



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Hotels.com, the world's leading accommodation website, has launched a new TV advertising campaign in the UK and Ireland. The work breaks on 17 May 2010 and marks the brand's return to UK TV advertising.

The campaign has taken Hotels.com in a new creative direction, and is specifically designed to demonstrate the site's 'obsession' with hotels. The spots will focus on the reasons why consumers should book their accommodation through Hotels.com.

The brand strap line - that travellers "Wake Up Happy" with Hotels.com - will be retained, but the new campaign is being used to introduce a brand character.

Martin Clunes voices the campaign, which features the (hotel-obsessed) brand character musing on the reasons why Hotels.com is the best site on which to book hotel accommodation. Reasons highlighted in the campaign will include the breadth of hotel choice (Hotels.com has in excess of 120,000 properties on offer) and the site's Price Match Guarantee.

The first three week burst (which will include 20" and 10" TV spots across ITV, C4, five and major digital channels), will focus on the number of hotels available and the customer reviews of those properties. A follow-on campaign which will break after the World Cup in July will repeat these themes and will introduce Hotels.com's Price Match Guarantee for its users.

Matthew Walls, Marketing Director EMEA, Hotels.com, said:

"The Hotels.com brand is now well-established amongst our core consumer base, so this campaign is about reinforcing the reasons to book with us over our competitors.

"The range of hotels that we offer along with all the ways that we help our customers to find the best one for their needs - from reviews to advanced search tools - set us apart from the competition. We also think the fact that our users can be certain they've got the best price available if they book with Hotels.com will act as a big draw."

Creative is by Lambie Nairn, which recently retained the Hotels.com above-the-line account following a competitive pitch. Media is planned and bought by Media Planning Group.

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**About**

**Hotels.com**

As part of the Expedia group which operates in all major markets, Hotels.com offers more than 120,000 quality hotels, B&Bs and serviced apartments worldwide, including a wide selection of [hotels in Orlando](#), [New York city hotels](#), [Chicago hotels](#) and [hotels in Boston](#).

If a customer can find the same deal for less on a prepaid hotel, Hotels.com will match it. Hotels.com benefits from one of the largest hotel contracting teams in the industry negotiating the best rates for its customers, plus there are 1.8m reviews from users who have actually stayed in the hotels to ensure customers make an informed choice when booking. Hotels.com won the Gold Award for best hotel booking site in Webuser magazine in February 2009.

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