

Booking.com Launches 'Booking.yeah', Its First-Ever Brand Campaign, Created for the U.S. market

AMSTERDAM - January 22, 2013. [Booking.com](http://www.booking.com) (<http://www.booking.com>), Planet Earth's #1 accommodation site, today announced the launch of its first-ever brand campaign. Created for the U.S. market with advertising agency Wieden+Kennedy Amsterdam, the campaign will launch today online and in movie theatres and on TV networks across the country.

Travel and accommodation planning can be a gamble. U.S. travelers are oversupplied with choice and options and undersupplied with vacation time. Getting it wrong can ruin it entirely. But when you get it right, it feels absolutely incredible.

"With over 265,000 participating hotels and accommodations in 178 countries, and over 5,000 people worldwide dedicated to serving travelers since 1996, we believe Booking.com creates more of these incredible moments for people than anybody else", says Paul Hennessy, Booking.com's Chief Marketing Officer. "That moment of joy, when you realize just how great your accommodation is, and how amazing your trip is going to be, is the focus of the campaign."

The campaign transforms the word "booking" from a simple transaction and company name into an adjective for the sheer, unbridled joy and satisfaction when you open the door to your accommodation and know you've got it right. It is an adjective for those moments of delight that Booking.com uniquely delivers to its customers.

W+K Executive Creative Director Mark Bernath comments, "The accommodation sets the tone for the trip. When it's wrong, the trip can never be what you've imagined. But when it's right, you have won. You will sleep amazingly well. You will be funnier and more charming. And those who have entrusted you with the booking will consider you to have superhuman decision-making powers. You are a booking genius."

The 'Booking.yeah' campaign will launch with a 60 second film carrying the same title, which will air online and across the U.S. on TV networks and in movie theatres. The 'Booking.yeah' film will be followed by a further series of films (both 30 and 15 seconds); all directed by the infamous collective Traktor – with each individual narrative extolling the delight of right in a different fashion.

The films will be complemented by a range of online and experiential activations, providing further consumer engagement through a series of elaborations on the "Delight of Right".

Quick facts about 'Booking.yeah' campaign

- Films directed by the award-winning filmmaker collective Traktor. Founded in Sweden, now based in Los Angeles.
- Rehearsed and shot over a week in various places in actual Booking.com accommodations.
- With 16 lead actors (and approximately 50 extras).
- Media buying by Wieden+Kennedy New York

Links

Click [here](#) to view and link to the 'Booking.yeah' 60 second film.

Click [here](#) to download campaign images from the 'Booking.yeah' film in high resolution.

- END -

About Booking.com

[Booking.com](#) is the world's leading online hotel and accommodation reservations company, and guarantees the best prices for any type of property – from small independents to five-star luxury. Guests can access the Booking.com website anytime, anywhere from their desktop, mobile phone or tablet device, and they never pay booking fees – ever. The Booking.com website is available in 41 languages, offers over 265,000 hotels and accommodations in 178 countries, features over 17.5 million real reviews from real guests, and attracts over 30 million unique online visitors per month from both leisure and business markets around the globe. With over 16 years of experience and a team of over 5,000 dedicated employees in more than 90 offices worldwide, Booking.com operates its own in-house customer service team available 24/7 to assist guests in their native language and ensure an exceptional customer experience.

Established in 1996, Booking.com B.V. owns and operates Booking.com™, and is part of the Priceline Group (NASDAQ: PCLN). Follow us on [Twitter](#), [Google+](#), [Pinterest](#), like us on [Facebook](#), or learn more at <http://www.booking.com>.

About Wieden+Kennedy Amsterdam

Wieden+Kennedy is an independent, creatively led advertising agency that creates strong and provocative relationships between good companies and their consumers. Founded in 1992, the Amsterdam office is a truly international agency purposefully built to produce global and pan-European campaigns. Clients include Heineken, Coca-Cola, Levi's, GE, Nike, Electronic Arts, Intel, BASF, Carrera and ESPN. W+K Amsterdam was named the world's most awarded advertising agency in 2011 by The Gunn Report.
www.wkamst.com

###

Media Contacts

Booking.com

Anoeska van Leeuwen
Director of Corporate Communications
Tel. +31 (0)20 715 8476
mediarelations@booking.com

MWW

Diana Hitzig
Tel. +1 212 704 9727
dhitzig@mww.com

Wieden+Kennedy Amsterdam

Heloise Hooton
Head of PR & Innovation
+31 (0)20 712 6720
heloise.hooton@wk.com