



2018 - so much more than just cottages
Brand launches largest-ever digital & TV campaign

cottages.com has launched an integrated advertising campaign for 2018 celebrating unique holiday experiences across the UK.

The brand is not just investing significantly in TV but has created its biggest digital campaign to date, helping it to engage with a broader and younger audience online. A 30-second TV advert, which premiered on New Year's Day, is broadcasting across 10 stations including Channel 4, ITV and Sky. Tailored video advertising is also running on Facebook, Instagram and YouTube.

All elements of the campaign draw upon the brand sentiment and strapline ***not just cottages.com***, illustrating the breadth of choice and flexibility in booking that the brand represents.

cottages.com is the UK's biggest cottage holiday website and is home to more than 21,000 holiday properties across the UK, France and Italy. Its campaign seeks to showcase the huge number of unique homes available, from windmills and historic castles, to stunning modern architecture worthy of Grand Designs.

Steve Nettlemill at cottages.com said: "Our latest campaign has been designed to resonate with modern and diverse British families, engaging more people online and showcasing the many different types of holiday accommodation available. We want everyone to have an enjoyable holiday, whatever their background, family make-up or indeed the type of property or experience they seek."

To view the advert and be inspired, visit: cottages.com/tv.

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Notes to Editors

For more information, please contact the press office team on press@lucre.co.uk or call 0113 243 1117.

About cottages.com

cottages.com is part of Wyndham Vacation Rentals, the world's largest professionally managed holiday rental business providing access to more than 100,000 properties in over 600 unique destinations worldwide, and a member of the Wyndham Worldwide (NYSE: WYN) family of brands.

