



“The Priceline Deal Delegation” - New Priceline Brand Campaign Celebrates That Every Trip is a Big Deal

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Campaign Developed by Grip Limited, Priceline's New Creative Agency of Record

NORWALK, Conn.--(BUSINESS WIRE)--Mar. 19, 2019-- Whether it's families gathering for a reunion, couples enjoying a romantic getaway, or sports fans tailgating at an away game, travel helps people experience the moments that matter most. Priceline today launched a new brand campaign, “The Priceline Deal Delegation,” that playfully celebrates those different travelers. The campaign, which stars Priceline spokesperson Kaley Cuoco, is the first for Priceline by Grip Limited. Grip, which is part of the Dentsu Aegis Network, was recently appointed as Priceline's creative agency of record after a competitive review.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20190319005229/en/>



The first spots can be viewed [here](#).

Priceline has spent more than two decades negotiating amazing travel deals. Last year alone, the company saved its customers more than one billion dollars. Those discounts make a meaningful difference for millions, in many cases the difference between taking the journey or missing out.

“Every trip is a big deal,” said Andrew Sneyd, vice president of brand marketing at Priceline. “And more affordable travel means more opportunities to live the life you want. Priceline helps people discover those opportunities. We were impressed by how Grip embraced this, and their clever vision for how to bring it to life.”

“Developing this campaign with Priceline was a terrific opportunity for us, in no small part because we're travelers too,” said Martin McClorey, group account director at Grip Limited. “We understand how

important travel is to so many people. There are so many insightful travel stories to tell, and we're proud to have the chance to work with Priceline to tell them.”

“The Priceline Deal Delegation” is a multichannel campaign that is running nationally on television and across digital channels, throughout 2019. Priceline's media partner is Ocean Media.

About Priceline

[Priceline](#), part of Booking Holdings Inc. (NASDAQ: BKNG), is a world leader in travel deals. Priceline offers exclusive discounts on hotels, flights, rental cars, cruises and packages. We offer more than a million lodging properties, helping travelers find the right accommodations at the right price. We negotiate great deals every day, and put our best pricing on the Priceline app. With free cancellation for many rates, 24-hour customer assistance and the option for both pre-paid and pay upon arrival reservations, Priceline helps millions of travelers be there for the moments that matter. For us, every trip is a big deal.

About Grip Limited

Grip Limited is a full-service advertising offerings strategies, production and expertise in social media, mobile and CRM. The team of more than 150 people servicing clients across Canada and beyond are relentlessly focused on advancing brands. Grip Sound & Picture, the agency's in-house production agency works to deliver integrated client solutions while setting new benchmarks in creativity and innovation. www.griplimited.com/about

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Source: Priceline

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