



When Cheap and Easy is the ONLY Reputation to Have

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In a cheeky campaign promoting “hotel prices almost as hot as he is” Quickbeds is out to remind Australians it has never been easier to book accommodation online – be it caravan parks or five star luxury hotels.

Quickbeds General Manager John Feenaghty said the fresh campaign, including a faster and more user friendly web site with rooms bookable up to 99 days in advance, was in response to the growing consumer demand for booking accommodation over the internet.

Although it may appear an unlikely pairing, the decision to use kitsch eighties icon Capper to front the campaign is all part of a bigger plan to draw attention to Quickbeds' cheap and easy hotel deals.

“Warwick Capper may seem like a surprising choice as the face of our brand launch campaign – let's face it, he's had his fair share of tabloid headlines – but just like us, he doesn't take life too seriously,” Feenaghty said. “With his willingness to laugh at himself and colourful reputation, we couldn't think of anyone better suited to our “cheap and easy” tagline than Capper.”

The tongue-in-cheek campaign, featuring billboards with Warwick Capper promoting “hotels cheap and easy – just like me” and “hoteldeals almost as hot as I am”, will roll out across the country this month. Among the key selling points Capper will be helping to promote are Quickbeds' no booking fee policy and its range of exclusive “sheet hot deals” starting from \$99.

“Warwick Capper has always been a little irreverent. Those tight shorts, that mullet, the product of the 80s – even the fact he is a little of a himbo (male bimbo)– reinforces the fact anyone can go to our site and find a deal that suits them – it's not rocket science,” Mr Feenaghty said.

Having already experienced huge success with “babymoon” packages – weekends for couples after the baby arrives – Quickbeds' new offering will also include a range of unique and quirky cheap accommodation options designed to cater for a new breed of customer.

“Customers' accommodation needs now are so diverse – one size definitely doesn't fit all,” Mr Feenaghty said.

“It's no longer just about getting away from it all once a year, which is why we are developing tailor-made short break packages to appeal to a range of specialist markets.”

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