

the7stars wins Hostelworld media account

London, 12th May 2015

Media agency the7stars has won the media planning and buying account for the global leader in online hostel reservations, Hostelworld.

the7stars, the UK's biggest independent media agency, will begin working immediately with Hostelworld, handling planning and buying across all media.

the7stars' Nick Maddison said: "We're delighted to be working with Hostelworld on its upcoming campaigns. the7stars truly understands millennials, the company's core audience, and we are looking forward to reaching them effectively with strategic planning."

Ottokar Rosenberger, CMO, Hostelworld, added, "The millennial audience is one that is notoriously hard to reach, so we're delighted to have brought the7stars' experience on board to help grow awareness of the brand with our core customer. It's an exciting time for Hostelworld following our recent rebrand, and working the7stars will enable us to drive the brand forward in innovative ways, across a variety of new channels.'

With over 30,000 properties in 180 countries. Headquartered in Dublin, Hostelworld has offices in London, Shanghai and Sydney.

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