

## ATTENTION AMERICA: #trivagoGuy Gets New Look!



**November 4, 2014** - Hotel website [trivago.com](http://trivago.com) debuted its latest television commercial featuring a newly styled Tim "#trivagoGuy" Williams on November 3 (view [HERE](#)), and within minutes, very attentive viewers noticed and took to social media to share their thoughts.

"Your favorite Trivago spokesman is back, looking a bit more respectable now." @MattJBriggs

"The @trivagoguy changed his shirt and got a haircut..." @georgecgomez

"Someone @trivago was listening - the #trivagoguy got a #makeover..." @TheQuietCar

trivago was listening! In August, after the overwhelming attention to #trivagoGuy's lack of belt, unbuttoned shirt and "sloppy" hair in the company's then-current television ad, [trivago agreed to makeover](#) its pitchman. A contest allowing viewers to style #trivagoGuy was launched, and the winner, [Aaron Marino of Atlanta](#), dressed Mr. Williams in a commercial to be released in the coming months as part of a new #trivagoGuy commercial campaign.

**Jon Eichelberger, Regional Manager (trivago North America)** - "Tim may have a new wardrobe and haircut in our latest commercials, but his message remains the same. Whether you wear a belt or not, trivago.com can help you find your ideal hotel at a great price."



## About trivago

Travelers find the ideal hotel for the best price on [www.trivago.com](http://www.trivago.com). trivago is the world's largest online hotel search site, comparing rates from over 700,000 hotels on over 175 booking sites worldwide. trivago integrates over 120 million hotel ratings and 14 million photos in order to make finding the perfect hotel easier for users. Over 75 million visitors per month find their ideal hotel by using trivago's various filters. trivago was founded in 2005 in Düsseldorf, Germany and currently operates 47 international country platforms in 28 languages.



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