

TravelWorld

Problem

How can TravelWorld fill spots for an upcoming trip?

Solution

By enticing consumers with a seasonally - relevant out of home campaign.

Background

TravelWorld hadn't utilized out of home in the past. They had been approached before with ideas but nothing really sparked their interest. One of our digital bulletins is directly across the street from their office.

Objective

Like many travel agents, they have an abundance of trips they are looking to fill, and one of those was a trip to Punta Cana in April. They were willing to entertain a proposal if it was the right idea.

Strategy

The board across the street from their agency made sense due to the demographics of the neighborhood. The initial plan was to roll out the campaign in winter, knowing the weather in Scranton would be cold and people would be dreaming of a trip to somewhere tropical. Highlighting the temperatures of Scranton and Punta Cana was a great angle for this campaign. Every time their ad appeared, it displayed the current temperature in both areas. Within the first 4 weeks of the campaign, the trip sold out.

Plan Details

Markets: Scranton

Flight Dates: December 17, 2017 - February 3, 2018

OOH Formats: Two Digital Bulletins

Budget: under \$10,000

Results

The trip sold out. That's the most important result the client cared about, because it was his first venture into out of home.

