VISIT BRITAIN

A CASE STUDY
CLIENT BRIEF
PROBLEM STATEMENT AND CAMPAIGN OBJECTIVE
THE PROBLEM

Low number of tourist visits to lesser known places like Wales, as opposed to popular destinations such as London.
CAMPAIGN OBJECTIVE

PRIMARY

To promote the Welsh countryside as a place for tourists looking to explore art, culture, nature and heritage of Britain.

SECONDARY

To bring Wales into the consideration set of people planning to travel to Great Britain.
TARGET AUDIENCE

DEMOGRAPHICS

• Males/Females
• 25 – 35 years of age

BEHAVIOURAL CHARACTERISTICS

• Leisure travelers
• Travel enthusiasts looking for unexplored destinations/offbeat vacations
CAMPAIGN DESIGN
CAMPAIGN AND CONTENT STRATEGY
CAMPAIGN STRATEGY

PROPOSITION: A Custom Content Hub on Indianexpress.com

DURATION: 1 Month

ACTIVITY: Schematic population and promotion* of relevant content** on the hub

CONTENT CREATION: A 2 member team sent to Wales to create content highlighting the splendor of the place. Special focus placed on snowballing relatability, likeability and share-ability of the content through superior quality writing and cinematography.

*Refer next slide

**Relevant Content: Content carefully tailored to suit the consumption preferences of the audiences available and targeted on Indianexpress.com
CONTENT DISCOVERY AND PROMOTION

NATIVE PROMOTION

Each content piece populated on the hub made discoverable and promoted natively via spots on IE homepage and inside pages.

Content hub made discoverable through tactical banner placement on the website homepage

SOCIAL PROMOTION

Huge social media following of the official IE accounts on Twitter and Facebook leveraged to drive traffic to the hub and engagement on social channels.
CAMPAIGN EXECUTION
ACTIVITY ROADMAP

- Content hub created
- Content populated
- Content promoted
CROESO!
A gateway to Wales

Watch What To Expect In Wales: Our travel videos explore stunning landscapes, capture its rich history and indulge in adventure.

Get your adrenaline pumping in the scenic vistas of Snowdonia

Portmeirion: Where a genius architect said ‘I’m building a village my way’, and we LOVE it

Plan your travel across Wales in 8 days — Cardiff to Conwy

10 things you must see and do in North Wales

http://indianexpress.com/brand/visit-britain/
ARTICLES
Articles covering luxurious towns, trip itineraries, traveler accounts, and things to do in Wales were written majorly focusing on the features which make Wales an absolute paradise for tourists.

VIDEOS
Videos capturing the essence of the various facets of the place as per the articles were created. These were embedded in the articles, and hosted separately as in a video gallery.

PICTURE GALLERIES
Picture galleries showcasing the architectural marvels, grandeur of ancient castles and picturesque natural flora abundance.

CONTENT POPULATED
Articles, videos and written content seeded on the hub.
CONTENT

PROMOTED

Content made discoverable natively through promotion spots on homepage.
Content made discoverable natively through promotion spots on homepage.
CONTENT PROMOTED

Content made discoverable natively through promotion spots on homepage.
PROMOTED Content made discoverable natively through promotion spots on homepage.
PROMOTED

Discovery enabled through a display banner on homepage, clicking out to the hub.
CONTENT PROMOTED

IE’s strong social reach of 6.7M on FB leveraged to drive traffic to the hub
Content promoted via the official IE Twitter handle with 2.4M followers

10 things you must see and do in North Wales

Get your adrenaline pumping in the scenic vistas of Snowdonia

Visit Wales: Find Your Epic

Portmeirion In Wales: A Resort Like No Other
CAMPAIGN EVALUATION

PERFORMANCE METRICS AND ANALYSIS
Page views committed: **100,000**

Page views delivered: **567,573**

<table>
<thead>
<tr>
<th>Pageviews</th>
<th>Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>567,573</td>
<td>120,081</td>
</tr>
</tbody>
</table>

% of Total: 0.21% (269,505,911)  
% of Total: 0.15% (82,722,224)

The hub was received well by the TG, as could be inferred from the number of visitors to the site.

*Source: Google Analytics*
The content was widely shared from and viewed on the hub and on social media.
Native video uploads were viewed and liked widely.

- 66K video views
- 264K+ users reached
- 148K+ users reached
- 25K video views
CAMPAIGN ENGAGEMENT AND REACH

An elegant Canvas ad was made to promote the content in a visually pleasing manner.
<table>
<thead>
<tr>
<th>TOTAL UNIQUE USERS ON THE HUB</th>
<th>TOTAL PAGE VIEWS ON THE HUB</th>
</tr>
</thead>
<tbody>
<tr>
<td>120K+</td>
<td>567K+</td>
</tr>
<tr>
<td>TOTAL SOCIAL ENGAGEMENT</td>
<td>TOTAL REACH ON SOCIAL MEDIA</td>
</tr>
<tr>
<td>104K+</td>
<td>494K+</td>
</tr>
</tbody>
</table>
THANK YOU