

Client: 

Agency: Feather Brooksbank

- Campaign Objectives:
- To break down barriers and negative preconceptions which might prevent consideration of California as a holiday destination. In particular to communicate that California is...
 - Safe and easy to travel to
 - Easy to get around whilst on holiday
 - Not just for young people
 - Great value for money
 - TV activity initially set out to inspire the audience. The client wanted to move the campaign forward with information-rich materials which would entice the audience to take action.

- Target Audience:
- “Silver Voyagers”
 - Contented, patriotic and home loving, “Silver Voyagers” have a reserved outlook. They are risk averse and prefer the comfortable and familiar. They are financially secure and usually opt for premium goods and services.
 - ABC1, married with a bias towards females over 45.

Campaign Dates: April - May 2009

- Execution:
- A series of advertorials ran over eight successive weeks, across You, Live, Weekend, and the travel sections of Daily Mail and The Mail on Sunday. These comprised six full page and three half pages.
 - Each advertorial focused on a different holiday experience that California can offer. These included Californian road trips, the sites of San Francisco, spa resorts, activity holidays, California off the beaten track, alfresco living and more. The advertorials aimed to provide everything the reader needed to know to make their California trip a reality.
 - The top three activities/places to go were highlighted at the foot of each advertorial, providing practical information with an emphasis on safety and comfort.
 - The advertorials also featured a reader competition to win a choice of one of four dream California holidays, again highlighting the variety California offers.
 - To enter the competition, readers had to visit a guest channel hosted on TravelMail.co.uk
 - The guest channel ran throughout the campaign period. It carried a wide range of articles on holidaying in California, with an editorial search feature directing visitors to these articles.
 - Display ads supported the guest channel throughout and promo boxes were served at the bottom of all of the article pages.
 - 37,000 newsletters and 22,000 bespoke html e-mails were sent out to TravelMail database members.



Campaign Results...

Key Take-Outs:

The campaign was successful in increasing the likelihood of Mail readers visiting California...

- Both press and online activity effectively communicated the key messages and increased positive perceptions of California.
- Those who recognised the campaign are now 70% more interested in visiting California.
- The advertising prompted high levels of action - seven out of 10 took some form of resulting action.
- Impressively, 30% of all campaign recognisers talked to friends or family about California.
- There has been a significant decrease in perceptions that the destination is unsafe which was one of the key campaign objectives.
- As a result of this campaign, California is now a more front-of-mind destination.

Online Deliverables:

- The guest channel received 45,740 unique visitors and 112,152 page impressions
- 21,120 visitors entered the competition. This is a remarkable 44% visitor conversion.
- 9,575 usable contact details were captured, 45% of all competition entries.
- The 59,083 emails achieved 8,232 clicks, delivering a 13.9% CTR.
- 2,776 exits to visitcalifornia.co.uk



Sources: Pre and post campaign research consisting of 600 interviews with Mail readers. Additional survey featured on the microsite achieved 400 interviews. Online surveys were conducted by leading ad and brand market research agency Hall & Partners. Microsite data collated by Intellitracker