

Client: Unique Vacations

- Campaign Objectives:**
- Raise awareness and education of Sandals, Beaches and Royal Plantation brands.
 - Encourage our readers and users to spend time with Sandals in a familiar environment.

Target Audience: ABC1 Adults 35+

Campaign Dates: October – November 2008

Solution:



- We endeavoured to communicate the essence of each Unique Vacations brands though association with the following themes:
Sandals = Romance; Beaches = Relaxation; Royal Plantation = Luxury
- Advertorials describing in detail each brand's resort offerings ran in Weekend, You and the TravelMail sections in both the Daily Mail and The Mail on Sunday. Fractional teaser ads also ran in both brands.
- An evolving microsite hosted by Travelmail.co.uk was updated weekly in line with the press activity.
- The microsite also featured competitions to win a holiday at one of each brand's resorts, plus a viral game. The game featured a beach scene with a character between two palm trees catching falling objects, the objective being to transport players into an idyllic Sandals/Beaches/Royal Plantation setting. There was also an option to e-mail the game to friends, thus creating a viral element.
- 1.2m traffic drivers targeted at ABC1 35+ users ran on MailOnline, with a further 450,000 drivers running on Travelmail. 120,000 bespoke e-mails were also sent out to ABC1 35+ users.

We Work!

The microsite achieved...

- Over 44,600 unique visitors
- 255,000 page impressions
- On average each visitor viewed six pages of the site
- More than 40,000 competition entries
- Bespoke e-mails generated a staggering 25% click-through rate
- Travelmail traffic drivers generated a 1.2% click-through rate
- 26% of all Travelmail site traffic was driven to the Unique Vacations microsite

