



Summary |

The Summer Temptations campaign was Hong Kong Tourism Boards (HKTB) most important campaign of the year, as its overarching purpose is to showcase the full breadth of experiences that Hong Kong can deliver, namely:

- Shopping
- Fine Dining
- Nightlife
- Tours
- Cultural activities

The variety of summer activities also means the campaign targets a variety of travellers.

The Objective |

- Communicate the diversified travel experience which Hong Kong can deliver during the summer period
- Achieve maximum reach within the given budget, via integrated cross-platform exposure
- Inclusion of a call-to-action / campaign tracking mechanism, which allows opt-in database capture

Target Market |

3 of HKTB's consumer segments:

- Married people and aged 46 – 60
- Young Professionals - Adults aged 25-34 working professionally (full time).
- Seniors – People aged 60 and above

Strategy and Execution |

News Digital Media brought the experience of Hong Kong to life in an in-depth feature housed on news.com.au/travel. This allowed HKTB to associate them with rich editorial content and engage and inspire their target market to visit the destination.

An interactive game was also developed as a tool to bring the destination to life, and demonstrate the depth and breadth of the experiences that Hong Kong has to offer. It featured images and information on each of the hot spots around the city, and prompted users to answer questions on each. The competition had a call to action for users to learn about the destination, and helped populate HKTB's database for future use.

We also utilised News Limited's print publications, each title was chosen to target the key demographics that HKTB wished to reach, as well as creating synergy between the key experiences of Hong Kong and the content of the editorial.

Results |

There were 12,500 unique entrants to the Hong Kong Tourist Board competition (vs 10,000 target), with 51% HKTB database opt-in rate (vs 45% target).

Page impressions to the competition page performed 312% to target, and the unique browsers target was exceeded in the first month of the campaign.

The Hong Kong Tourism Board site also recorded its record traffic month in May 2009 with over twice the average hit rate.

The average click through rate across the online media was 0.2%, well above the online industry average.

Testimonial |

"We were very happy indeed with the whole campaign: from its inception, the design and development of the lay-outs in the various media, including the online editorials and e-newsletters, to increase the depth of the destination content, as well as further drive responses to the prize competition. The results demonstrated the effectiveness of taking such an integrated approach."

Andrew Clark
Regional Director- Australia, New Zealand and South Pacific
Hong Kong Tourist Board