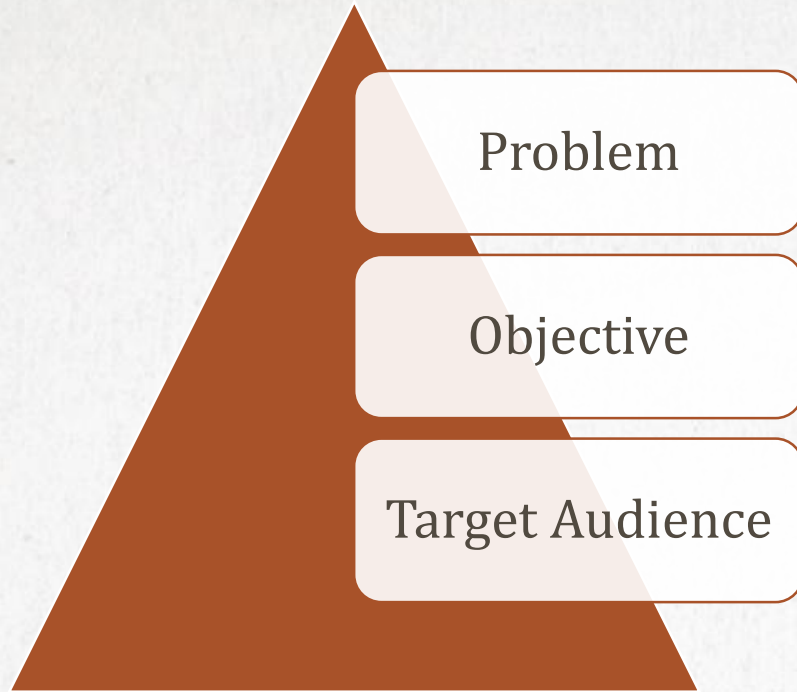


# VISIT BRITAIN

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.

---



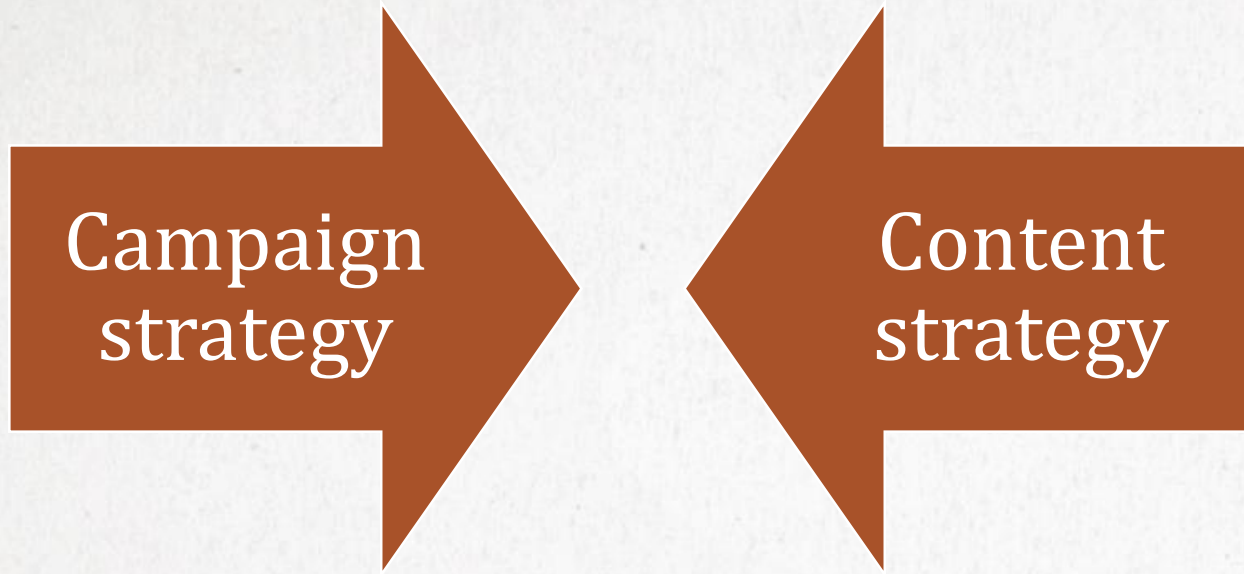
# TARGET AUDIENCE

## 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.

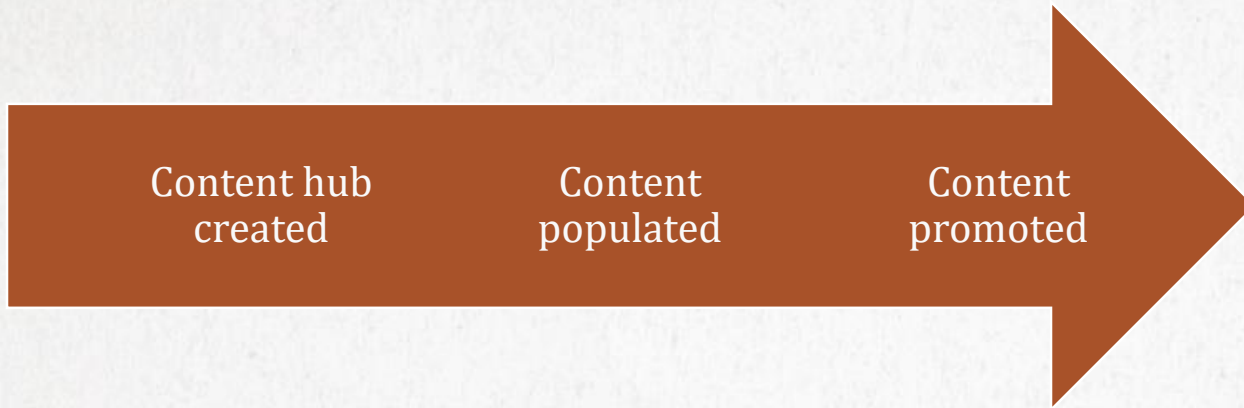
Content hub made discoverable through tactical banner placement on the website homepage

## 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



# 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

Alongside the tranquility and quietude that the Welsh highlands offer, especially the northern region, there has been a concentrated effort to promote adventure sports.

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

Portmeirion is a luxury resort that is equal parts living on a movie set and equal parts a man's imagination set in the Mediterranean.

### Plan your travel across Wales in 8 days – Cardiff to Conwy

For many across India, a trip to the UK is usually synonymous with just London. Much like France is just Paris or Italy is just Rome and Venice. But there is much more to the UK than just the capital city of London.

### 10 things you must see and do in North Wales

A trip to the UK will be incomplete without having explored the beautiful countryside of Wales, which weaves in stories of King Arthur and Merlin with Dr Who and Alice from Lewis Carroll's Alice in Wonderland.

# CUSTOM DESTINATION CREATED

<http://indianexpress.com/brand/visit-britain/>



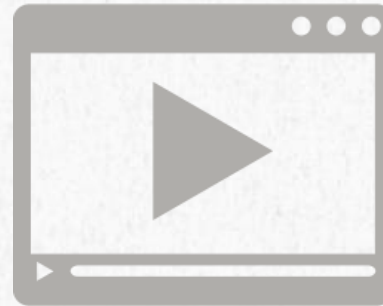


## ARTICLES

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.





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### Get your adrenaline pumping in the scenic vistas of Snowdonia

Updated 4 mins ago



### Selfie Expert

Dual Selfie Camera

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Entertainment Lifestyle Technology Viral Photos Videos Blogs ePaper

Latest News ICJ snubs Pak, accepts India's key argument: Round one to India, Kulbhushan Jadhav

### How do EVMs, VVPAT machines work? EC to demonstrate tomorrow



Several parties raised the issue of tampering of the EVMs and some like the Trinamool Congress, RJD and BSP even suggested going back to paper ballots.

• Paper trail voting in all future polls: EC

### TOP NEWS STORIES >

Coal scam: Special Delhi court convicts former coal secretary HC Gupta

Indian detained at Atlanta airport dies in custody

ED files PMLA case against Karti Chidambaram, INX Media

GST rules in place, first list of goods and rates is out

Who's who in the CBI and ED probe net

EXPAND

### Selfie Expert

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### OPINION & EDITORIALS >

**Civil society & state must join hands to battle sexual crimes against children**

Kailash Satyarthi

**ICJ's preliminary ruling is a snub to Pakistan, which is arguing that ICJ lacks jurisdiction**

Husain Haqqani

**Rapid urbanisation brings with it enormous challenges**

M Venkaiah Naidu

**UIDAI has gone from being an object of ridicule to an admired**

**Tussle between Army, govt will shape how The Hague verdict plays out in Pakistan**

Updated 3 hours ago

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**Get your adrenaline pumping in the scenic vistas of Snowdonia**

Updated 4 mins ago

**Anil Madhav Dave cremated with full state honours on Narmada bank**

Updated 1 hour ago

### HIGHLIGHTS >

US hate crime: Two sentenced to three years in jail for assaulting Sikh-American

Women will get option to say no to triple talaq, Muslim board tells SC

BJP fields record number of Muslim candidates in Malegaon, Bhiwandi

# CONTENT PROMOTED

Content made discoverable natively through promotion spots on homepage.

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

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# CONTENT PROMOTED

Content made discoverable natively through promotion spots on homepage.



### Jaitley defamation case: Won't charge Kejriwal, will treat him like my poor clients, says Jethmalani



"Even now, if the government (Delhi) doesn't pay or he can't pay, I will appear for free"

▪ Anil Bajjal seeks legal opinion on whether AAP govt can foot bill

#### TOP NEWS STORIES >

Dalai Lama's visit purely religious, China must not interfere in internal affairs: Kiren Rijiju

'Veto will not preclude us from acting': US on Chinese opposition to ban Masood Azhar

Pakistan violates ceasefire in Rajouri sector of Jammu-Kashmir

Trump administration announces intention to prevent abuse of H1B visa system

Gujarat gets its first woman police chief, DGP Geetha Johri replaces PP Pandey

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#### OPINION & EDITORIALS >



An omnibus Finance Bill violates canons of constitutional propriety  
UPENDRA BAXI



Punjab minister's proposal to decolonise history can be a beginning

#### HIGHLIGHTS >



Madras HC orders govt to waive all

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T&C Apply

# CONTENT 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

**Indian Express**  
Published by Wali Ahmad [?] · April 20 at 2:42pm · 🌟

10 things you must see and do in North Wales

Link post

10 things you must see and do in North Wales

A trip to the UK will be incomplete without having explored Wales, which weaves in stories of King Arthur and Merlin w Lewis Carroll's Alice in Wonderland.

INDIANEXPRESS.COM

Targeted Link Post

**Indian Express**  
Published by Wali Ahmad [?] · May 11 at 5:06pm · 🌟

15 stunning photos that will inspire you to pack your bags for North Wales NOW! MakeMyTrip.com Yatra.com SOTC Holidays Thomas Cook India Cleartrip

15 stunning photos that will inspire you to pack your bags for North Wales NOW!

The Welsh region is a wonderful mix of stunning topography, history and traditional, warm, welcoming people and thankfully pristine vistas that make for a traveller's...

INDIANEXPRESS.COM

3,560 people reached

Boost Post

**Indian Express**  
Published by Vikram Buragohain [?] · May 8 at 2:27pm · 🌟

Portmeirion In Wales: A Resort Like No Other

264,456 people reached

69K Views

Like Comment Share

Jade Lawley, Helen Jones and 578 others

298 shares

12 Comments

Native Video Upload

Native Video Upload

**Indian Express**  
Published by Vikram Buragohain [?] · April 24 at 5:13pm · 🌟

If you have a week to vacation and are looking to explore off beat places in Europe, beautiful North Wales is a great bet. Most well known for its scenic landscapes, Wales has much more to offer. Let's make your life simple and help you plan a trip with this video that showcases how and what to do when in North Wales to make the most of Welsh tourism

148,017 people reached

25K Views

Like Comment Share

You and 208 others

30 shares

5 Comments

Pembrokeshire Coast National Park

Swipe to load website

Canvas Ad





# CONTENT PROMOTED

Content promoted via the official IE Twitter handle with 2.4M followers

**The Indian Express** @IndianExpress Follow

10 things you must see and do in North Wales



**10 things you must see and do in North Wales**  
A trip to the UK will be incomplete without having explored the beautiful countryside of Wales, which weaves in stories of King Arthur and Merlin with Dr Who and Alice...  
indianexpress.com

Link Tweet

**The Indian Express** @IndianExpress Follow

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Portmeirion is a luxury resort that is equal parts living on a movie set and equal parts a man's imagination set in the Mediterranean.  
indianexpress.com

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Portmeirion In Wales: A Resort Like No Other

[indianexpress.com/article/brand/ ...](https://indianexpress.com/article/brand/)

Video Tweet



# CAMPAIGN EVALUATION

PERFORMANCE METRICS AND ANALYSIS



Page views committed: **100,000**

Page views delivered: **567,573**

Pageviews ?	↓ Users ?
<b>567,573</b> % of Total: 0.21% (269,505,911)	<b>120,081</b> % of Total: 0.15% (82,722,224)

## UNIQUE VISITORS AND PAGE VIEWS

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

**Indian Express**  
Published by Wali Ahmad [?] · April 20 at 2:42pm · 🌟

10 things you must see and do in North Wales



10 things you must see and do in North Wales

A trip to the UK will be incomplete without having explored the beautiful countryside of Wales, which weaves in stories of King Arthur and Merlin with Dr Who and Alice from Lewis Carroll's Alice in Wonderland.

INDIANEXPRESS.COM [Learn More](#)

63,073 people reached [Boost Post](#)

Like Comment Share

7.9K

40 shares 17 Comments

Write a comment...

63K PEOPLE REACHED

7.9K ENGAGEMENTS

**The Indian EXPRESS**

WELCOME TO  
**GREAT**  
BRITAIN



10 things you must see and do in North Wales

Shruti Chakraborty  
April 11, 2017 7:12 pm

8K SHARES

Facebook Twitter Google Plus

8K SHARES

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The Welsh region is a wonderful mix of stunning topography, history and traditional, warm, welcoming people and thankfully pristine vistas that make for a traveller's...

INDIANEXPRESS.COM

3,560 people reached [Boost Post](#)

TARGETED REACH

# CAMPAIGN ENGAGEMENT AND REACH

The content was widely shared from and viewed on the hub and on social media.





**Indian Express**  
Published by Vikram Buragohain [?] · May 8 at 2:27pm · 🌐

**Portmeirion In Wales: A Resort Like No Other**

264,456 people reached View Results

66K Views

Like Comment Share

Jade Lawley, Helen Jones and 578 others Top Comments \*

298 shares 12 Comments

66K VIDEO VIEWS

264K+ USERS REACHED

148K+ USERS REACHED

25K VIDEO VIEWS



**Indian Express**  
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If you have a week to vacation and are looking to explore off beat places in Europe, beautiful North Wales is a great bet. Most well known for its scenic landscapes, Wales has much more to offer. Let's make your life simple and help you plan a trip with this video that showcases how and what to do when in North Wales to make the most of Welsh tourism

146,017 people reached Boost Post

25K Views

Like Comment Share

You and 208 others Top Comments \*

30 shares 5 Comments

# CAMPAIGN ENGAGEMENT AND REACH

Native video uploads were viewed and liked widely.

← fb.com 🔍

**The Indian EXPRESS** **Indian Express**  
4 May at 5:46p.m. • 🌐

Travel across Wales in 8 days – Cardiff to Conwy

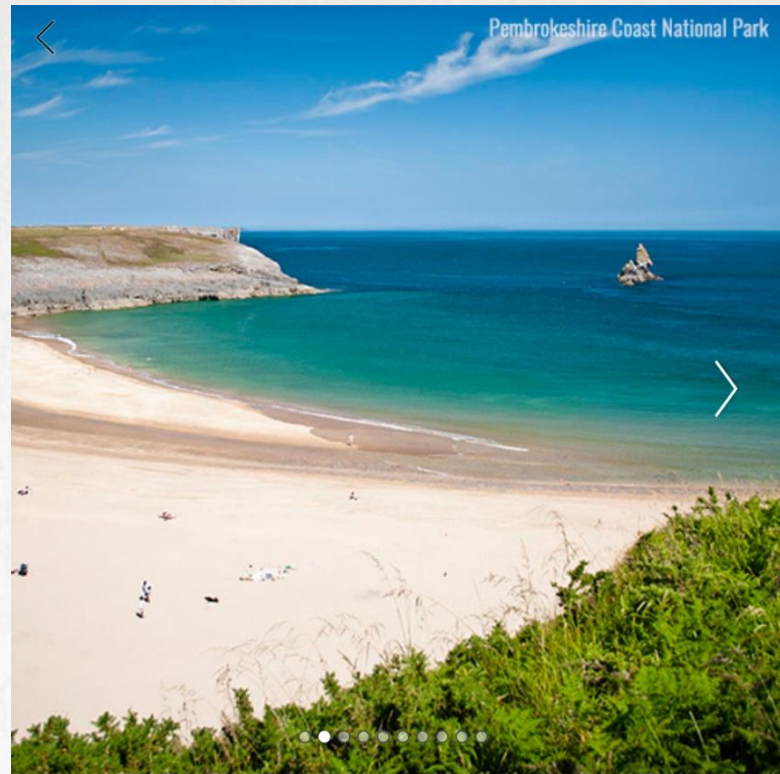


fb.com

👍 Like    💬 Comment    ➦ Share

4,324 people saw this post ➤

Boost Post



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# CAMPAIGN ENGAGEMENT AND REACH

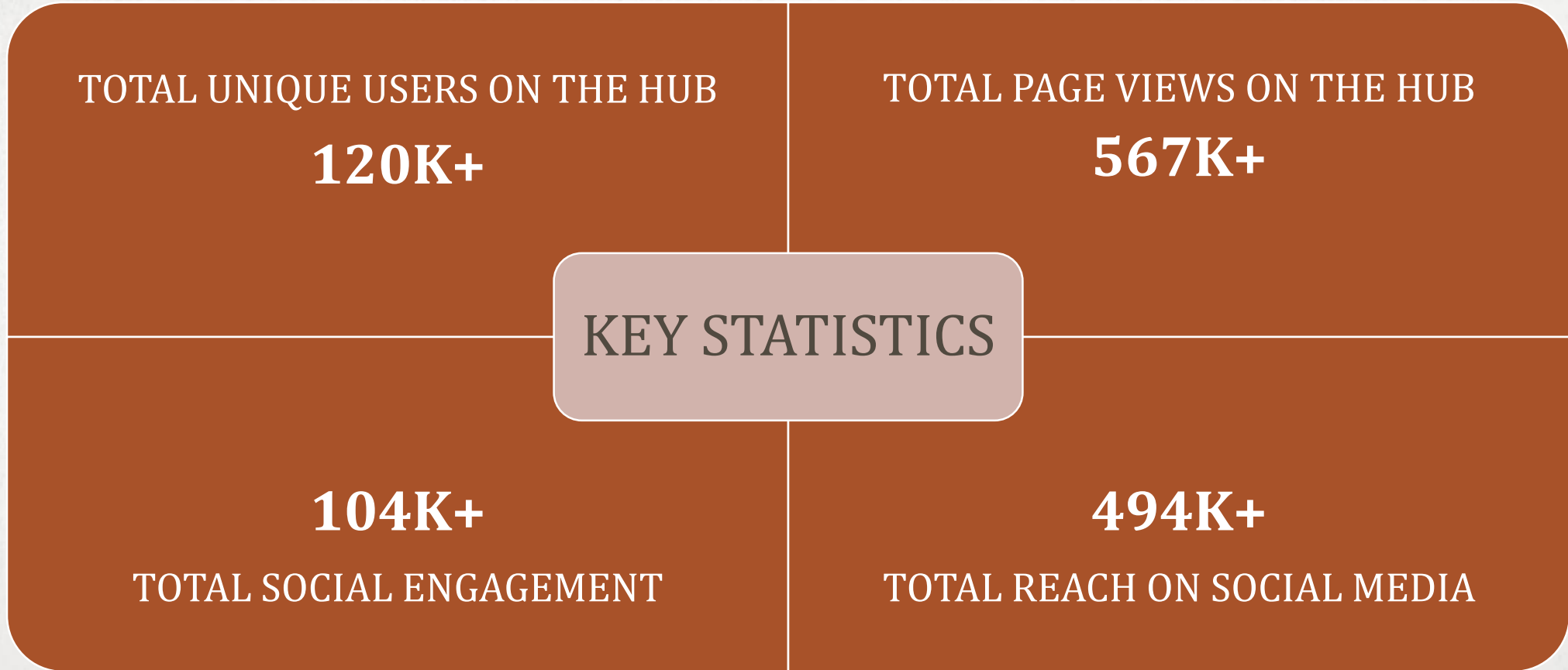
An elegant Canvas ad was made to promote the content in a visually pleasing manner



# CONCLUSION

ACTIVITY SUMMARY

# CAMPAIGN AT A GLANCE





**THANK YOU**

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