

HELPING YOUR BRAND SUCCEED

INNOVATIVE DIGITAL CAMPAIGNS FOR THE
TRAVEL & LIFESTYLE INDUSTRIES

Campaigns That Bring Results

Captivate is an elite group of award-winning digital storytellers who reach an audience of discerning 30-plus travellers in the UK.

We create digital marketing campaigns with a difference - delivering brand engagement, boosting awareness and driving bookings.

We partner with clients to create unique concepts, identify the perfect influencers for campaigns, and focus on your objectives to provide plenty of ROI.

This document details some of those campaigns as well as the excellent results our clients are seeing.

Every campaign is tailored to individual needs, contact us for more information and pricing.

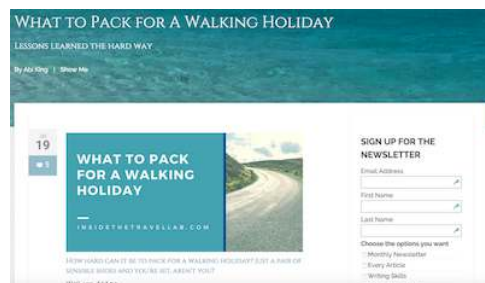
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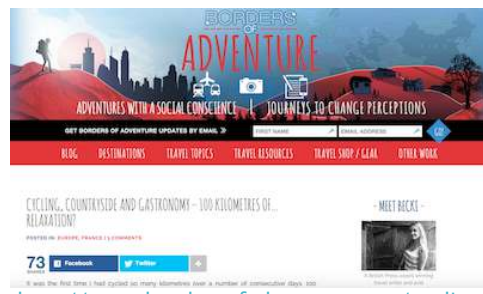
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Headwater Holidays #30activedays

- Spotlighting the UK active holidays brand with a 30-day campaign.
- Five people on six-day trips to France, Italy, and Austria. Included video and eBook production.
- Resulted in 14.5 million opportunities to see (OTS) and more than 7 times the return on investment (ROI) as quantified by independent analytics from Brandseye.
- 18 editorial pieces, video and eBook plus over 2,000 pieces of digital content on social media.



<http://www.insidethetravellab.com/what-to-pack-for-a-walking-holiday/>



<http://www.bordersofadventure.com/cycling-country-side-and-gastronomy-100-kilometres-of-relaxation/>



<http://www.timetravelturtle.com/2015/07/headwater-holidays-dordogne-review/>

Headwater Holidays #30activedays

“The coverage on social media and through blog posts was fantastic and the engagement with customers was incredible. The campaign was a real success, promoting our holidays to a whole new audience, and the content produced was of a very high standard.” Suzanne Agnew, Content Executive, Headwater Holidays



- [Read the eBook](#)
- [Watch the video](#)

Austria's Finest Experience Hotels

- Highlights a selection of luxury properties, known as Austria's Finest Experience Hotels, for Austrian Tourism, with three people on two-day trips.
- Second successful year of Experience Hotels, and campaign is still ongoing.
- Current Captivate campaign has achieved 2.5 million OTS on Twitter alone.
- Published content includes editorials and video.

“Quote on Global Grasshopper: “Wow... These are some seriously gorgeous photos. You’ve definitely convinced me to revisit Austria...”



<http://www.globalgrasshopper.com/destinations/europe/eco-stay-beautiful-austrian-alps/>



<http://livesharetravel.com/23886/solden-bonding-james-bond/>



<http://www.insidethetravellab.com/austrian-spa-retreat/>

TUI: Multi Centre Campaign

- Promoting the Italian coast and countryside packages from TUI.
- One blogger supported by the Captivate team.
- 2 million OTS on Twitter alone over the five day campaign.
- Three editorial pieces - one on Citalia site - and a video.



@Lizetheron on Instagram: “[Tuscany] Is on my bucket list and this has inspired me to move it to a higher priority. Thanks for sharing!”



Twitter Chats: Bringing Buzz & Engagement

- Hour long Twitter chats with a dedicated hashtag for Voyages-SNCF
- 4.6 million opportunities to see on Twitter, with a reach of over 500 000 people.



“The campaign met all of its objectives and started the buzz that we needed. Based on the results Magellan will be looking to continue working on other campaigns with Captivate in the future.”

Alexandra Pinhorn, Magellan PR

JUST SOME OF THE CLIENTS WE'VE BROUGHT SUCCESS TO



CONTACT US

Let's get ready to tell YOUR story

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