

Captivate

TELLING THE STORY OF TRAVEL

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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#DriveUS1 - an East Coast US Road Trip

- Showcasing the diversity of an east coast road trip for seven regional tourism boards and Brand USA, supported by Hertz and Three Mobile.
- One blogger on the 46-day road trip supported by the Captivate team who amplified content.
- Resulted in **35.4 million OTS** and an **AVE of \$570,854** over three months.
- 13 editorials and 11 videos published on a number of blogs and channels.

“Quote on Family Adventure Project: “Now that would be an amazing road trip - we had a great time doing a bit of the Pacific Coast Highway, so the east coast would be a good twist. You’ve got me plotting for next year...”



<http://livesharetravel.com/28738/places-to-go-in-maine-road-trip-itinerary/>



<http://www.travelwithamate.com/6-unique-stops-north-carolina-road-trip/>



<http://www.girltweetsworld.com/stylish-guide-to-the-florida-keys/>

#DriveUS1

*“KBC was thrilled to pitch the #DriveUS1 campaign to our clients - Capital Region USA and the Florida Keys. We saw the **innovative and impactful story** it would make socially and editorially. Everyone knows Route 66 but this **showcased an unknown road trip to a UK audience**, putting east coast adventures on the radar.”* Jo Thomas, KBC PR & Marketing



Watch the main video:
<https://youtu.be/qtXzC1EyMhg>

Galicia campaign for Spanish Tourist Office

- Six of the team visited over three days to highlight the natural beauty and gastronomy of Galicia.
- Resulted in **35.8 million opportunities to see (OTS)** and an **AVE of £415,762** (analytics from Brandseye for first 30 days of campaign).
- 12 articles published on member blogs, plus hundreds of updates to Twitter, Facebook, Instagram, Pinterest and Snapchat.

“Quote on Girl Tweets World: “Perfect timing I’m planning a Spanish escape for later this year. May have to add Arbore de Veria to my must eat list”



<http://www.girltweetsworld.com/eating-galicia-sampling-5-of-the-regions-best-dishes/>



<http://www.familyadventureproject.org/2016/09/five-heritage-walks-in-galicia/>



<http://www.travmonkey.com/exploring-galicias-cuisine/>

Round trip Austria for Austrian National Tourist Office

- Five bloggers completed an 11 day city campaign trip relay and published editorial to a set schedule to create a serialised story on Austria.
- Resulted in **30.4 million opportunities to see (OTS)** and an **AVE of £374,394** (analytics from Brandseye for first 30 days of campaign)
- Ten articles published across member blogs, an eBook: <http://bit.ly/2dwnzB9>, two videos, and hundreds of social media updates.

“Quote on Time Travel Turtle: “I am going to learn to ride a bike just to do this tour!”



<http://livesharetravel.com/27248/love-innsbruck-austria/>



<http://www.timetravelturtle.com/2016/07/sound-of-music-cycling-tour-salzburg-austria/>

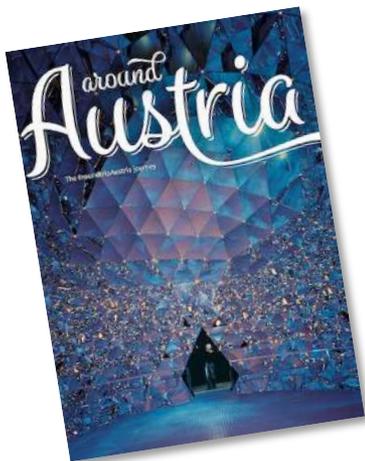


<http://www.bordersofadventure.com/upper-austria-city-linz-arts-and-change/>

#roundtripAustria

*“From fantastic blog posts, to real-life content, pictures and video creation, the Captivate team delivered **great results as always**. What we also very much appreciated, and were impressed by, was their **flexibility**, which included them producing a Facebook live session at very short notice. It is **always a pleasure working with them**.”*

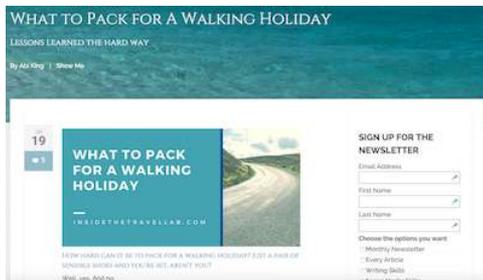
Martina Jamnig, Austrian National Tourist Office



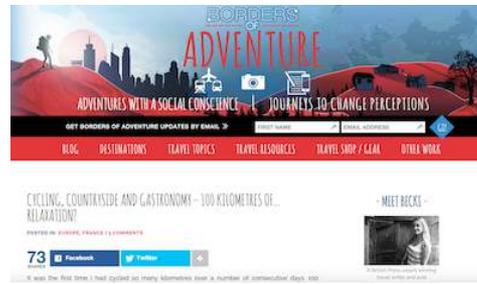
- Read the eBook:
bit.ly/2dwnzB9

Headwater Holidays #30activedays

- Spotighting 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/>



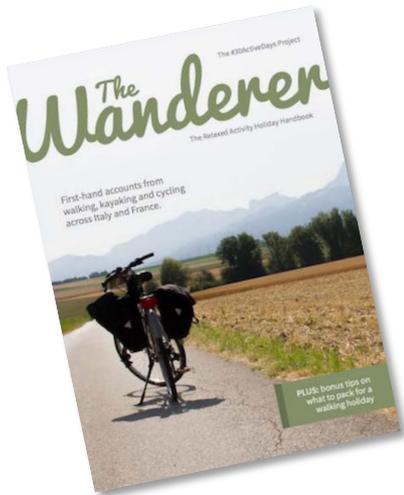
<http://www.bordersofadventure.com/cycling-country-side-and-gastronomy-100-kilometres-of-relaxation/>



<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:
<http://bit.ly/1N8yLPx>
- Watch the video:
<https://youtu.be/PsXwMBTImAM>

TUI: Multi Centre Campaign

- Promoting the Italian coast and countryside packages from TUI.
- One blogger supported by the Captivate team.
- 3 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!”



<http://livesharetravel.com/22765/taste-of-tuscany-citalia-holidays/>



Vintage Wheels and Wine: A Fiat 500 Tour of
<http://ciao.citalia.com/destination/vintage-wheels-wine-fiat-500-tour-chianti/>



<https://www.youtube.com/watch?v=ZbwGNeTaym4>

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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