



COLLETTE

let your road lead to rome

a travel campaign
by Let's Get Trippy

LET' S GET TRIPPY

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EXECUTIVE SUMMARY

Collette offers unforgettable guided travel experiences all over the world, providing convenience and peace of mind every step of the way. Unfortunately, Collette is an underdog in the guided travel market, often overshadowed by its competitors who enjoy more top-of-mind awareness. Let's Get Trippy wants to reposition Collette as the premier guided travel brand in the industry. Through the #AllRoads campaign, which uses a strong emotional appeal and breathtaking visuals of the Italian landscape, Collette will enchant Baby Boomers by showing them a side of Italy they've never seen before, the national parks. We believe our campaign will resonate with the target audience, boosting awareness and enhancing brand equity while building lasting relationships with customers along the way. Collette has so much to offer this target audience; the company needs to improve communication strategies in order to capture the hearts of Baby Boomers across the country. This audience values convenience, safety, and educational experiences when traveling while also having the freedom to explore at their own pace.

SITUATION ANALYSIS

THE COMPANY

In 1918, Jack Collette founded Collette tours, a company based on the idea that travel should be as convenient and safe as possible. Today, nearly a century later, the guided travel agency remains committed to that original mission while providing one of a kind travel experiences for adventure seekers around the globe.

THE PRODUCT

Collette currently offers 156 different tours on every continent. Available trip styles include Classic, Explorations, Faith, River Cruise, and Spotlight. Classic tours offer unique experiences in various countries around the globe. More adventurous travelers may want to consider an Explorations tour, which is far more intense than other styles. Faith based trips seek to inspire and engage travelers in the faith of the countries they visit, as well as strengthen their own. For travelers who want to relax, River Cruises provide the opportunity to see many destinations from the comforts of a luxury vessel. Spotlights are meant to be shorter trips that give travelers the highlights of a specific country while only staying in one hotel.

THE INDUSTRY

Over the past few decades, the leisure travel industry has grown exponentially. More often than not, world travelers are Baby Boomers. Those born from 1946-1965 are becoming empty nesters, they're retiring, and they're looking for an escape from their daily routines. Group travel companies offer a safe and convenient way for them to do this.

With an increasing amount of digital booking services, one might think the demand for guided travel and traditional agencies is declining. In fact, the market is expanding. While younger generations enjoy the convenience offered by online travel sites, too many options are considered a barrier for baby boomers who suffer from digital fatigue. They prefer a more traditional approach to travel that breaks through the clutter and provides the personalized service they're accustomed to.

SITUATION + SWOT ANALYSIS

THE COMPETITION

The guided travel market is becoming increasingly saturated resulting from a global trend toward educational travel experiences. Major competitors include Intrepid Travel, Globus Journeys, Trafalgar Travel, and Rick Steves.

Intrepid Travel's 800 trips focus on living like a local. These journeys are split into three categories based on price and amount of free time to accommodate all types of travelers.

Globus Journeys offers multiple options from waterway cruises and religious trips to group and solo travel. All three of their brands focus on providing sustainable options to minimize the environmental impact of such large operations.

Trafalgar Travel offers 230 unique trips with an emphasis on sustainability. Travelers love the "insider experience" of dining with locals and getting to know the culture firsthand.

Rick Steves invites customers to "travel through the back door" by offering immersive guided travel experiences. While the trips aren't extravagant, they are anything but ordinary.

S

- Family company values
- 100 years of experience
- 156 trip options on all 7 continents
- Flight booking, trip insurance, and trip extensions
- Knowledgeable staff and tour guides
- Simple to book and easy to use web assistance
- Competitive, reasonable price

W

- Low brand awareness
- Overwhelming number of trip options
- Fails to take advantage of digital media
- Low advertising budget
- Lacks truly unique trips with creative itineraries

O

- Target market has a large disposable income
- Largely retired target market with disposable time
- Research shows Baby Boomers enjoy group travel
- Baby Boomers are willing to spend more for quality
- Travel industry is increasing in growth thanks to healthy economy

T

- Competitors are gaining market share
- Negative perception of guided travel
- Competition enjoys top-of-mind awareness
- Growing concerns involving travel safety
- Demand for travel is directly correlated to the health of the economy

TARGET AUDIENCE

THE EMPTY NESTER

The primary target market for this campaign consists of Baby Boomers between the ages of 51-70. While this demographic is remarkably broad, our group has decided to focus on a highly educated, more affluent segment of this population. Let's call them Empty Nesters. Now that their kids are in college or starting families of their own, they've got plenty of extra time on their hands to explore, and the disposable income to make these adventures possible.

PSYCHOGRAPHICS

The Empty Nesters are an incredibly diverse and unique segment, encompassing men, women, parents, grandparents, and everyone in between. They value convenience above all else, making Collette the perfect choice for work-weary travelers in need of escape. These folks are exceptionally active, curious and eager to learn. They've got an appetite for adventure and they're always open to a new experience, especially if it involves the great outdoors. Empty Nesters love to explore. Their hobbies include hiking, biking, and photography to name a few. But their interests don't stop there. They're passionate about good food and fine wine, especially if it's enjoyed with close friends.

DEMOGRAPHICS

Collette's target market consists of Baby Boomers with relatively high levels of disposable income (>\$100,000 annually). They live near major cities across the United States, including primary markets on the East and West coasts. And, since travel is a popular activity with well, just about everybody, our campaign is targeting all genders, cultures, and religions. More specifically though, we're marketing to a successful, highly educated audience who can afford to travel for leisure.

MARKETING OBJECTIVES

- Increase online visits to sales conversions
- Sell out the inaugural trip in October 2018.
- Grow market share by 20% domestically.
- Increase number of returning customers by 40%.

POSITIONING STATEMENT

We want to position Collette as an innovative group travel company by offering a unique trip unlike anything else on the market. Through Italia: Natural Escapes, we're providing travelers with the opportunity to see a side of Italy they've never seen before while recognizing the value of a balanced, research-driven itinerary.

THE CREATIVE BRIEF

PROJECT: ITALIA NATURAL ESCAPES

KEY FACT :

This trip offers a unique way to explore Italy's natural beauty through national parks while still leaving time to visit the essential tourist destinations.

CHALLENGE :

We created a trip and nobody knows about it. To create an awareness to our trip and to the Collette brand.

PROMISE :

The Italia: Natural Escapes trip will offer an unforgettable group travel experience with a thoughtfully-crafted and creative itinerary that touches on Italy's essential destinations, as well as excursions that are off the beaten path, while still offering travelers time to travel independently of the group.

OBJECTIVE :

- To increase awareness by 65% for the Collette brand.
- To increase brand preference by 80% among Baby Boomers.
- To promote Collette as a unique group travel agency.
- To persuade Baby Boomers to choose group travel over individual travel.

TARGET :

Baby Boomers (ages 51-70) who have interest in travel. Highly educated, more affluent segment of the population with a relatively large amount of disposable income. They have kids who are in college or starting families of their own.

INSIGHT :

This audience values convenience, safety, and educational experiences when traveling while also having the freedom to explore at their own pace.

SUPPORT :

- Tour of Italy's national parks is a new and unique experience for most travelers
- Wide range of activities planned during the trip attract baby boomers with varied interests
- Equal balance between free time and planned activities allows travelers to create their own experience while taking advantage of everything guided travel has to offer

MANDATORIES :

(legal disclaimer copy, url, logo, etc.)

Tagline: All roads lead to Rome. Take the one less traveled.

Website: www.gocollette.com

Facebook: www.facebook.com/GoCollette

Instagram: www.instagram.com/gocollette

Twitter: www.twitter.com/ColletteTravel

Youtube: www.youtube.com/GoCollette

#ALLROADS CAMPAIGN: THE MESSAGE

THE BIG IDEA:

Our campaign hinges on the idea that no matter where you've been in life, all roads lead to Rome. To illustrate this, our concept features various winding roads, showcasing Italy's natural beauty and the charming local culture to be found at every turn. At first glance, the scenes appear to be an artistic rendering, but, upon closer inspection, each picture transforms into a vivid reality of the true Italian landscape it represents. In other words, our campaign brings your travel dreams to life.

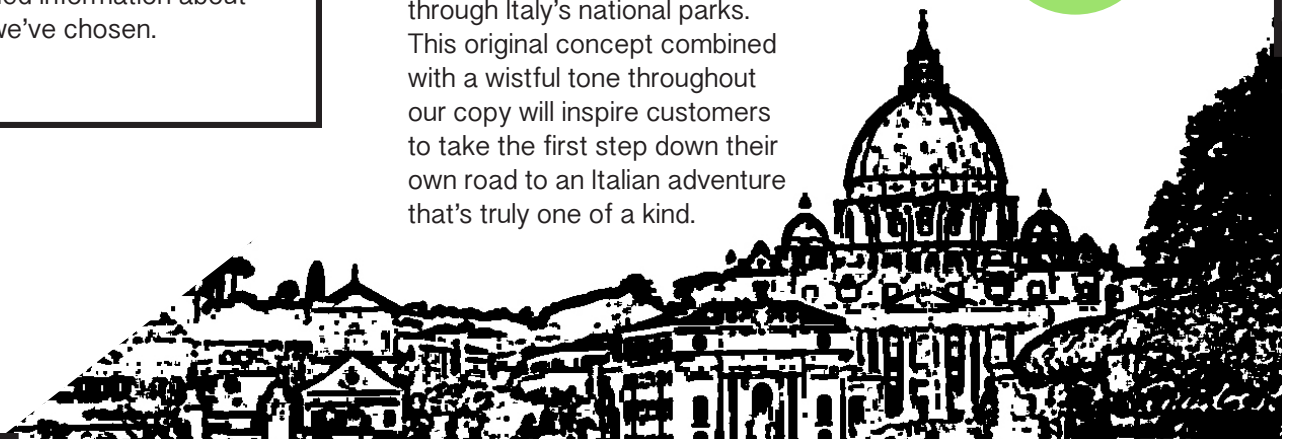
Throughout the campaign, our target audience will be exposed to the #AllRoads message through various channels including our brand video, radio commercials, social media content (Facebook, Instagram, Pinterest), Google Adwords, digital postcard, online sweepstakes, billboards, and banner ads. On the following pages, you'll find more detailed information about our campaign and the various platforms we've chosen.

THE OBJECTIVE + STRATEGY:

In an effort to stay true to Collette's brand and remain consistent throughout our campaign, we decided to continue using their existing color palette which includes bright blue and green hues, while making it softer and more approachable. We believe that this inviting color scheme ties into our own creative concept, encouraging travelers to take a journey with Collette.

Our designs will feature roads found in every corner of Italy. Some will be dirt paths winding through the hills of Cinque Terra while others will be bustling cobblestone streets in crowded city centers in order to depict the multitude of experiences that Italy has to offer. These visuals will be a blend of a hand-drawn images and vibrant, real-life photographs designed to evoke an emotional response to Italy's natural beauty.

We hope our audience will make the connection that their own imagination can become a reality on this adventure through Italy's national parks. This original concept combined with a wistful tone throughout our copy will inspire customers to take the first step down their own road to an Italian adventure that's truly one of a kind.



#ALLROADS CAMPAIGN: THE MEDIA

MEDIA OBJECTIVES:

- To increase brand awareness by 70% by the end of the campaign
- To achieve 100% sales rate for inaugural trip in October 2018

MEDIA RATIONALE:

For our ten month long campaign, we have chosen a mixture of a continuous and flighting schedules. By doing this we will be able to target audiences on all forms of media at different times in the decision making process. Continuous schedules will be used for AdWords, social media, banner, and online radio ads. Each of these mediums are used commonly throughout the year and will reach a large segment of the baby boomers. A flighting schedule will be used for radio, billboards, TV, digital postcards, and magazines. Due to their long shelf-life, magazine ads will be placed at the beginning of the campaign. The other flighting mediums will be placed in the middle of the campaign when we are expecting the majority of Baby Boomers to make the decision to purchase the trip.

MEDIA STRATEGY:

- Flighting Schedule to maximize reach and frequency to viewers and listeners at key decision making times.
- Continuous Schedule to keep Collette at the top of mind for consumers and allow them to compete with other brands.

MEDIA BUDGET:

ADWORDS	\$193,232
RADIO	\$256,932
BILLBOARD	\$819,900
BRAND VIDEO	\$1,739,088
FACEBOOK	\$144,924
INSTAGRAM	\$144,924
PINTEREST	\$144,924
MAGAZINE	\$1,007,110
DIGITAL POSTCARD	\$5,000
BANNER ADS	\$144,924
ONLINE STREAMING	\$120,000
SWEEPSTAKES	\$36,000
CONTINGENCY	\$71,342
TOTAL	\$4,720,958

We devoted most of the \$5 million dollar budget to TV to ensure that our commercials will be featured during popular programs that baby boomers watch regularly. The second largest budget is the print budget. This is to ensure that the beauty of our trip is seen in ads that focus on travel and adventure. Billboards will be seventeen percent of our budget so we can reach affluent audiences in 23 cities during their commutes for repeated exposure to our placements. Thirteen cities will have radio ads during morning and evening commutes when Baby Boomers are most likely to be listening to the radio. AdWords will receive four percent of the post-production budget. By spending just less than \$20,000 per month, Collette will be able to increase its search marketing performance. Each social media platform, banner ads, and online streaming ads will receive three percent of the budget because, like AdWords, social media can be an inexpensive platform when used effectively. The digital postcard will be the least expensive medium, taking up only one percent of the budget, as most of the cost will be used to purchase the emails of people interested in travel.

THE EVALUATION PLAN:

In today's world, getting Baby Boomers' attention means getting on their screens. This generation is increasingly tech savvy and well aware of the latest digital media trends. While they're not always on the younger platforms like Snapchat, we found that they use Facebook on an almost daily basis to keep up with friends, family, and their favorite brands. To monitor the success of our strategy, we'll track the reach and engagement across each platform. Using analytics tools, we can evaluate the campaign's content based on the following metrics: likes, shares, comments, and views. Combined, this data will indicate the success of our collective efforts on Facebook, Instagram, and Pinterest.

When it comes to more traditional media such as billboards, radio, print, and even digital ads, measuring ROI is a relatively difficult process. In each of these advertisements, we've included a call to action (i.e. check out our website for details). Ultimately, we hope customers will respond to the ads by visiting Collette.com/AllRoads. Google Analytics will provide valuable insights we can use to determine the effectiveness of these mediums.

Finally, we believe we can demonstrate our strategy's overall performance through sales with an expected ROI of 4900%. After all, what good is brand awareness if it doesn't get results? Realistically, we're aiming to sell out the first Natural Escapes trip within 4-6 months of the campaign's launch.

TRIP INFORMATION

THE ITINERARY

Based on our research, we decided to create Italia: Natural Escapes. This trip offers a new way to see Italy, the natural beauty of its National Parks, while still hitting the essential destinations, such as Rome, the Amalfi Coast, and more. Here's our travel plan:

Day 1: When you arrive at the Catania Airport this evening, you'll make your way to I Quattro Mari for some of Italy's fresh, local seafood. You'll have the opportunity to mingle and get to know each other before turning in at Hotel Etna.

Day 2: You'll start your day at Mount Etna. The group will have lunch at Trattoria da Antonio; then you'll have the rest of the day to yourself. You are free to explore Catania or rest up in the hotel, but we highly recommend further exploration of the tallest active volcano in Europe.

Day 3: In the morning, you'll take a guided tour of the ruins of Parco Archeologico Greco Romano di Catania. Exploring this historical site will take most of the morning, but you're free to wander on your own for the rest of the day. We suggest exploring A' Piscaria Mercato del Pesce, the local fish market or Aci Castello, a Norman castle by the sea. You will regroup for dinner at Cutilisci.

Day 4: In the morning, the group will travel to the Amalfi coast, specifically Sorrento, by train. Travel will take most of the day, but the views as you wind through the Italian countryside will be stunning. You'll be free to choose your own dinner options upon arrival and will stay at Plaza Sorrento.

Day 5: Breakfast is served at the hotel; then you'll have the option of either a kayak adventure or a hands on cooking class. How you spend the rest of the day is up to you. Our favorites are Piazza Tasso, where you can find local artists and street vendors, or lounging on Leonelli's Beach. You'll meet back for dinner at Porta Marina and a show at Teatro Tasso.

Day 6: In the morning you'll head out by charter bus to explore the ancient Roman ruins of Pompeii. After a picnic lunch, you will travel again by bus to Mount Vesuvius, where you will spend the rest of the afternoon. Later, you'll reboard the bus and ride to Naples, where you'll have dinner at Osteria l'Angolino and then retire to Hotel Piazza Bellini.

Day 7: Breakfast is offered at the hotel; then you'll board a short train to Rome. There will be a guided tour of the Coliseum, and you'll have the remainder of the afternoon to explore Rome. The group will dine at Girarrosto Fiorentino for dinner; then you'll check into Palazzo de Cupis for the night.

Day 8: You will enjoy breakfast at the hotel then have the morning to yourself to explore all that Rome has to offer. We highly recommend visiting the Campo dei Fiori Market to get a feel of the local culture. The group will then travel to The Vatican, where you have the option of a guided tour. The group will dine at Ristorante Mirabelle for dinner before returning to the hotel.

TRIP INFORMATION

Day 9: The group will travel by train to Florence then will take a tour of the Academia Gallery. You will have lunch at Mercato Centrale, the bustling market in the center of Florence. We recommend visiting the Palazzo Vecchio Tower, the Medici Chapels, or the Piazza de Michelangelo in the afternoon. The group will dine together at the rooftop bar of Hotel Minerva. After dinner, we suggest walking along the Arno River or watching the sunset at Piazza de Michelangelo. You will also have the option to visit the Arcetri Astrophysical Observatory just outside of Florence before turning in for the evening.

Day 10: The first activity of the day will be a tour of Duomo di Milano. You'll have the option of climbing to the top of the spires. Then you'll walk through the beautiful Boboli Gardens and have the rest of the afternoon to explore the Santo Spirito neighborhood. In this area there are endless options for activities such as wine tastings and local performances. Some of our favorite options for dinner are Gurdulu, A Crudo, and Angiolino Trattoria.

Day 11: The group will travel to Cinque Terra by train in the morning and check into Hotel Pasquale in Monterosso. You'll dine at Gastronomia San Martino for lunch and will have the afternoon to yourself. We recommend exploring the water activities that Monterosso has to offer such as kayaking, cliff jumping, or renting a boat.

Day 12: The group will dine at Hotel Pasquale before embarking on a hike through the five cities that make up Cinque Terra. If hiking isn't your cup of tea, or glass of wine, you have the option to purchase a scenic train ticket that runs between the cities. You'll have time in each city to explore before meeting at Nessun Dorma to eat and watch the sunset together.

Day 13: You will take a charter bus from Cinque Terra to Gran Paradiso where you'll check in at Art Hotel Gran Paradiso. In the afternoon, guests will enjoy a trip to Apicoltura Livio Carlin, where you'll learn the art of beekeeping. You will then visit Institut Agricole Regional, where you can sample locally made cheese and wine.

Day 14: The group will dine at Art Hotel Gran Paradiso for breakfast before embarking on a hike through Parco Nazionale for most of the day. You'll meet one last time for a Farewell Dinner at Vallie d'Aoste Doc, the vineyard with the highest elevation in all of Europe.

Day 15: Collette will provide transportation from the hotel to Genve Aeroport in Switzerland for you to catch your flight home.



STRATEGIC CHART SUMMARY

FINDING	ACTION
<p>When prompted to “list your top 3 destinations you wish you could travel to,” 46% of those asked listed Italy specifically.</p>	<p>The astounding majority of survey responses mentioned Italy as one of the top three places people were interested in, so we thought this was a clear indication to choose Italy.</p>
<p>We asked the question, “Which activities interest you?” on our survey. The top percentages indicated to us that 64.3% chose “nature,” 63.5% chose “recreation and sports,” and, lastly, 61.9% chose “wine and cuisine.”</p>	<p>We decided that since the highest percentage of responses indicated that “nature” interested them, we would explore the beautiful national parks of Italy. On the trip we included recreational activities such as boating, kayaking, and hiking. We also included plenty of first class cuisine and exclusive vineyard tours in our itinerary.</p>
<p>Our primary research showed us that 67.5% of those asked still worked full time at their jobs and 19.8% worked part time.</p>	<p>We chose to create a 1 day long trip, including 3 weekends, in order to save as many vacation days as possible for our hardworking clients, while also making the duration of the trip worth the flight and costs.</p>
<p>When asked “what is the most appealing aspect of guided travel?” an overwhelming 70.6% replied “convenience,” and, secondly, 52.4% said “safety and security.”</p>	<p>When marketing our trip, we will emphasize the convenience, safety and security that traveling with Collette offers in our radio commercials, billboards, and brand video.</p>
<p>When we asked our focus group how much free time would they enjoy, almost unanimously they responded that 50% of the trip should be structured activities, and 50% should include free time.</p>	<p>Although we are providing 50% of the time free for travelers to explore, we will provide optional activities with guides during free time as well as a list of places to eat and museums to visit on the guests’ own time.</p>

STRATEGIC CHART SUMMARY

FINDING	ACTION
<p>When asked what kinds of digital media Baby Boomers typically use, most were not on newer social media platforms such as Snapchat or Twitter; however, Pinterest, Instagram, Facebook and online streaming sites were frequently mentioned.</p>	<p>We are using traditional forms of media such as radio, print and out of home in addition to SEO, brand videos and selective social media platforms to market our Italian Escapes Collette trip.</p>
<p>71.4% of Baby Boomers surveyed said that their yearly household income was \$100,000 or above, and 32.5% of those surveyed either worked part time or were retired.</p>	<p>Baby boomers have disposable income and time off work to spend on international travel.</p>
<p>When asked what vacation activities sounded the most appealing: 24.6% said “relax all day on the beach and end the day with a glass of wine at sunset,” 19% said “spend the day taking a tour of a historical site and visit museums to learn about local culture,” and 18.3% said “visit a farmer’s market in the morning and spend the afternoon hiking.”</p>	<p>In our trip, we incorporated plenty of these activities. We planned days in the coastal city of Cinque Terre, sunset wine tastings in Grand Paradiso, a tour of the Campo dei Fiori Market in Rome and a guided tour of the ruins of Parco Archeologico Greco Romano di Catania.</p>
<p>When asked what climate would you like to travel in, 40.5% said “mild,” and 36.5% said “sunny.”</p>	<p>We decided to plan our trip in October when the weather is ideal for hiking and outdoor activities.</p>

APPENDIX

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BRAND VIDEO

These days, it seems like every company has a brand video. With a library of their own quality videos, Collette is no exception. We believe a new #AllRoads campaign video would be an excellent opportunity to showcase what Natural Escapes is all about. Through compelling visuals and a quirky, fast-paced narrative, our agency hopes to generate interest in the trip and drive online traffic to the Collette.com/AllRoads landing page.

THE STORY BOARD + SCRIPT:

For the duration of the video, dramatic Italian opera music builds in the background. Think Por ti Volare by Andrea Bocelli. As we open on each scene we see a beautifully hand-drawn rendering of the location that slowly comes into focus while the camera lingers.

VO (in sexy Italian male accent): “Picture yourself here, in Italia, on a vespa. You’re cruising down a cobblestone street. On your way to a private cooking lesson with a local chef. But if that’s not your thing? Go for a hike instead. There are plenty of trails to choose from in the national parks. And at the end of a long day. Stroll through a vineyard with a glass of vino in hand. In the morning, a new adventure awaits. You’re going sailing in Sicily. Or maybe you’ll take another road - one that leads to Rome. Because after all, isn’t that where all roads lead? To book your next getaway, visit Collette.com/allroads.”

Screen fades to black. Collette logo and following text appears.

To book your next getaway, visit Collette.com/allroads.

SCENE ONE:

The opening scene features a swooping camera shot of a couple hiking up a dirt path. As the couple reaches the top of the hill, the iconic and colorful buildings of Cinque Terre rise into view.



SCENE TWO:

The camera follows the couple strolling through a vineyard and then pans out to show a breathtaking Italian sunset. They are sipping wine and laughing with locals clearly having a good time!



SCENE THREE:

We then follow the couple on a sailboat while the sun shines down on them. They're looking at Sicilian ruins back on the coast as they glide by. And sipping more wine, of course.



SCENE FOUR:

Finally, we see the couple together on a vespa. The camera zooms with them as they dart through busy city streets, passing tourists and locals alike, while zipping around famous Italian landmarks.

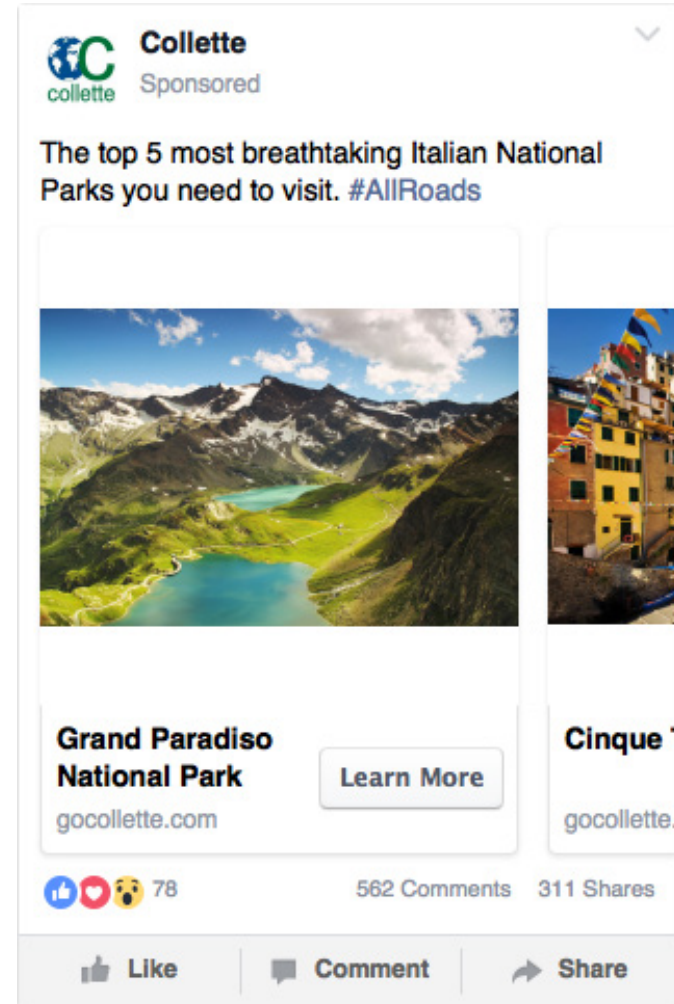


DIGITAL

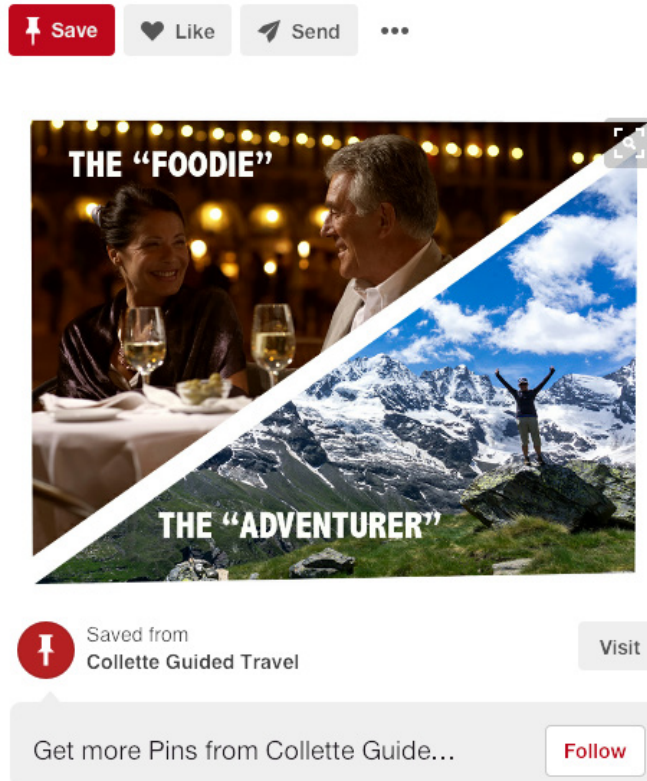
Through our research, we discovered that baby boomers are heavy Facebook users and are growing in numbers on both Instagram and Pinterest. Given the visual nature of these platforms, we decided these vehicles would be perfect to showcase all the spectacular views Italy has to offer.

FACEBOOK

Baby Boomers love Facebook because they enjoy the shareable nature of the content and how interactive it can be. Because of this we've created an Italian cooking tutorial video that eventually reveals that the people cooking are taking a class on their Collette trip. In addition to drawing in our target market this content has the potential to be shared virally .

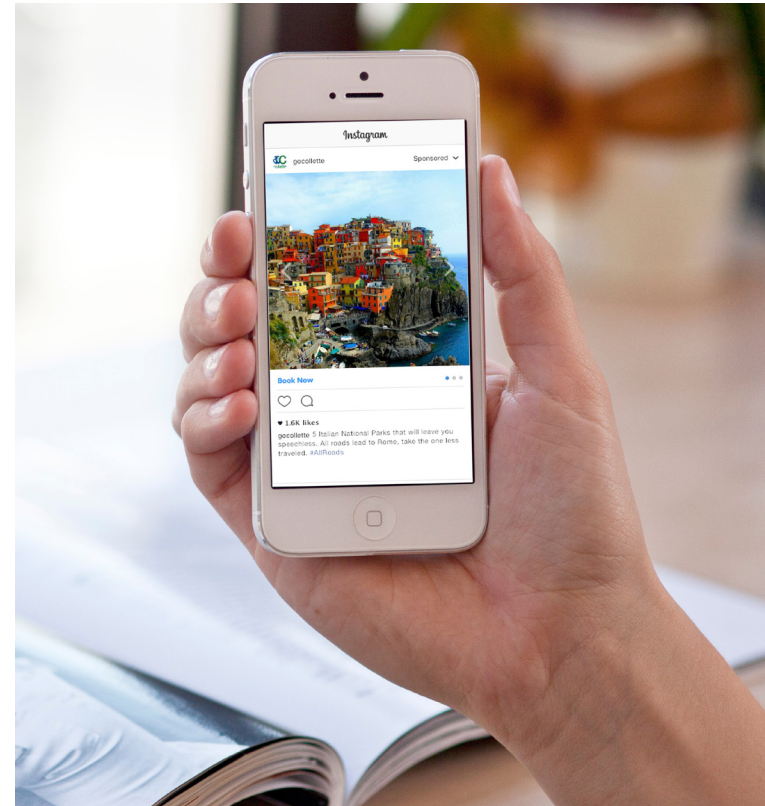


PINTEREST



Our audience is also largely present on Pinterest. Through our research we found that they value experiences through which they are able to learn, so the tutorial style of many Pinterest posts largely appeal to Baby Boomers. The ad will present activities for two different types of travelers, then reveal that with Collette you don't have to choose.

INSTAGRAM



Baby boomers are a growing population on Instagram. They enjoy this creative outlet and love the simple, visual aspects of the content. Our sponsored posts will feature a carousel of "Five places you should be enjoying wine right now," with a slideshow of Italian landscapes.

#ALLROADS

DIGITAL

WHEN IN ROME...
DON'T JUST VISIT ROME



WHEN IN ROME...
DON'T JUST VISIT ROME



LET YOUR ROAD LEAD TO ROME

BANNER AD

Our banner ads will be centered around the tagline of “When in Rome... don’t just visit Rome.” We want our audience to discover that there is so much more to Italy than what they’ve been shown in movies. The banner ad will cycle through various images of Italian national parks and will provide a call to action button for viewers to learn more about the Natural Escapes trip. Our survey results showed that the target audience frequents websites for magazine publications such as *Food & Wine*, *National Geographic*, *Golf Digest*, and *Food Network*. From our focus group we gathered that this target audience also spends a lot of time on the websites for CNN and the New York Times. We believe that advertising on sites such as these that our target audience visits regularly will help bring Collette to the front of their minds while simultaneously promoting the Italian Natural Escapes trip.



SWEEPSTAKES

To promote our Natural Escapes trip and generate sales conversions, Let's Get Trippy will roll out an online sweepstakes via direct email marketing and social media content. Customers who book a National Escapes trip between January and April will automatically be entered for the chance to win a future Collette travel package valued at \$5,000. Our campaign's budget allows Collette to give away up to three guided vacation prizes per year. Customers can use their travel vouchers to visit destinations of their choice, as long as trips don't exceed prize value. Airfare not included.



Collette Tours - Guided by Travel

Ad www.gocollette.com

Find your next travel road with comfort and peace of mind every step of the way

Collette Tours - Italia: Natural Escapes

Ad www.gocollette.com

Find your road to Rome through Italy's beautiful National Parks and key sites

AD WORDS

Through a survey, we learned that Collette is not top of mind for most consumers when it comes to travel agency brands. Unfortunately, this lack of awareness also translates to a lower Google search results ranking. For example, when searching for "guided travel agencies" on Google, Collette does not currently appear in the top 5 results. To remedy this, we will implement a robust Google Adwords campaign designed to increase awareness of the Collette brand by driving online traffic to the company's website. Ultimately, our goal is for Collette to appear as the top result for searches like "guided travel agency," "group travel," and "guided tours." Separately, we plan to create an additional Adwords group focused on the #AllRoads campaign. Internet queries for "Italian vacation," "Italian national parks," and other relevant phrases will direct consumers to collette.com/allroads.

PRINT



MAGAZINE

For our magazine ad, we've created a unique fold-out design page that will take full advantage of the print medium. Before the ad is unfolded, readers will see a traditional tourist attraction in Rome. Think the coliseum, for example. The copy will read "When in Rome, Don't Just Visit Rome," encouraging the audience to open the fold out. When they do, they'll see a vivid photo of an Italian National Park along with the message that all roads lead to Rome.



BILLBOARD

Because our campaign is centered around the concept that all roads can lead to Rome if you let them, billboards located near major airports tie in perfectly with our theme. The billboards will feature an image of an Italian natural park with a location pin in the center. These visuals will quickly and simply convey that this is a group trip to Italy that will cover more of the country than the tourist traps. Other than one of these images, we will keep the billboard simple by including the tagline “Italia: The roads your GPS doesn’t know about” and the Collette logo.



RADIO

According to the US Census Bureau, Empty Nesters spend an average of five hours in their cars commuting to and from work each week. We figured radio ads would be an effective way to reach them and take advantage of this time. While it's difficult to communicate some of the more visual aspects of our campaign, we can work around this by using creative sound effects and colorful dialogue, encouraging listeners to "picture themselves" on the trip of a lifetime.

THE SCRIPT:

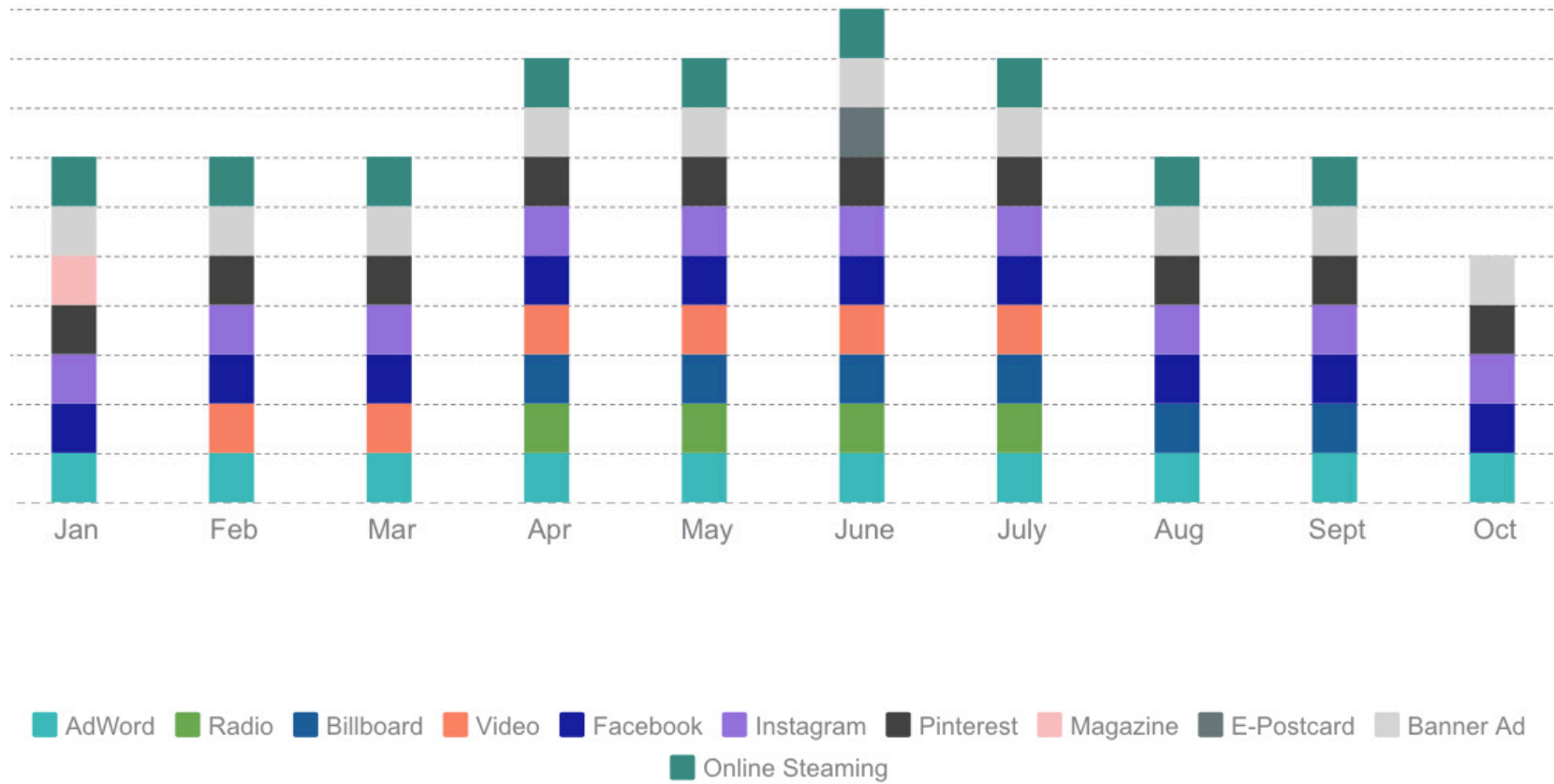
Sigh of relief, sound of birds calling, wind, trickling mountain streams
VO: Sexy, male Italian accent

VO: Ciao! You've probably heard that "all roads lead to Rome." But isn't the journey supposed to be more important than the destination? When you travel with Collette, the journey is everything. Whether you've got an appetite for authentic Italian food *glasses clinking, restaurant background noise* or an unforgettable adventure through Italy's breathtaking national parks *birds calling, wind, mountain streams*, you can relax and enjoy the ride knowing that all roads lead to Rome, even if you take the ones less traveled. For more info, visit Collette.com/AllRoads.

FINAL RECOMMENDATIONS :

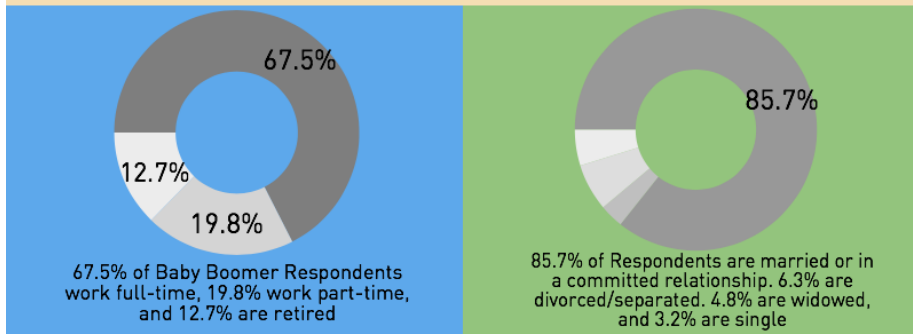
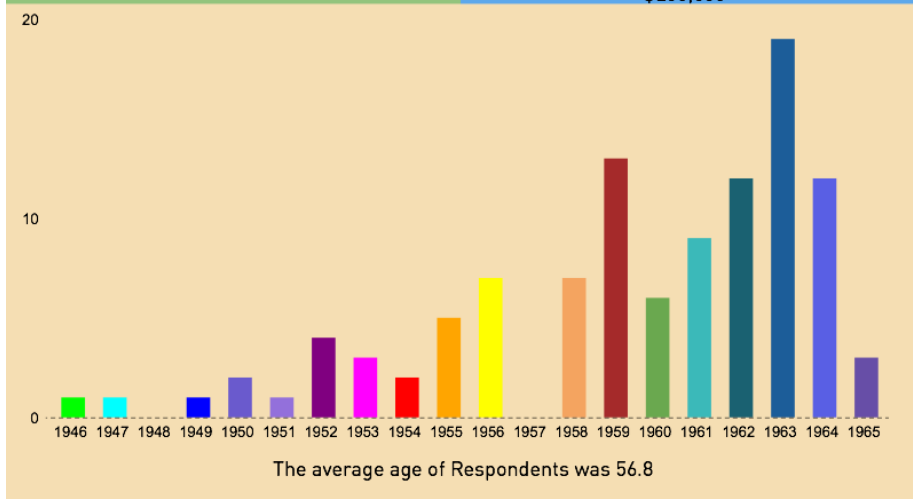
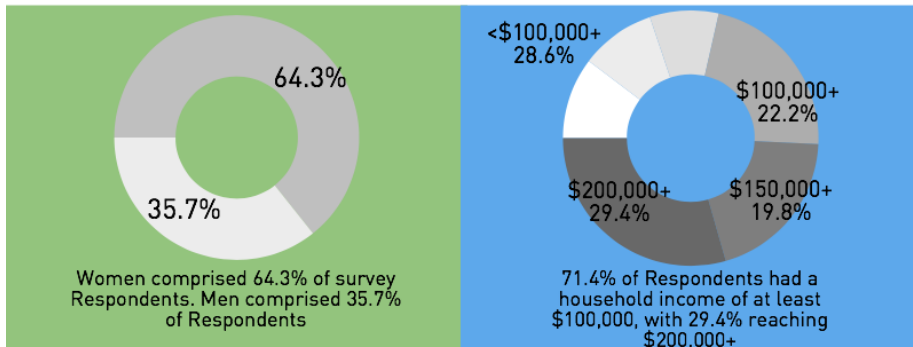
Once the Natural Escapes trip takes off, we have a few recommendations of how Collette should continue the #AllRoads campaign. We believe the target market would enjoy a Collette podcast during which travelers could share their favorite stories from the trip. Because a thirty minute commercial or brand video is costly and impractical, a podcast would be the best method for past travelers to share their stories with those who are preparing to take a similar trip. Different episodes could focus on different locations of the trip and could feature travel tips about how to prepare for each voyage. We also recommend that Collette pair with popular influencers in this target market. Popular travel and lifestyle bloggers would be perfect to promote Collette and the Natural Escapes trip because they are highly trusted by their readers. Finally, we suggest that Collette consider partnering with another company that deals with other aspects of travel. A company such as AirBnb has a huge consumer base that would be extremely interested in the services that Collette has to offer, and vice versa. Both companies would stand to benefit and consumers would gain a more well-rounded travel experience.

MEDIA FLOW CHART

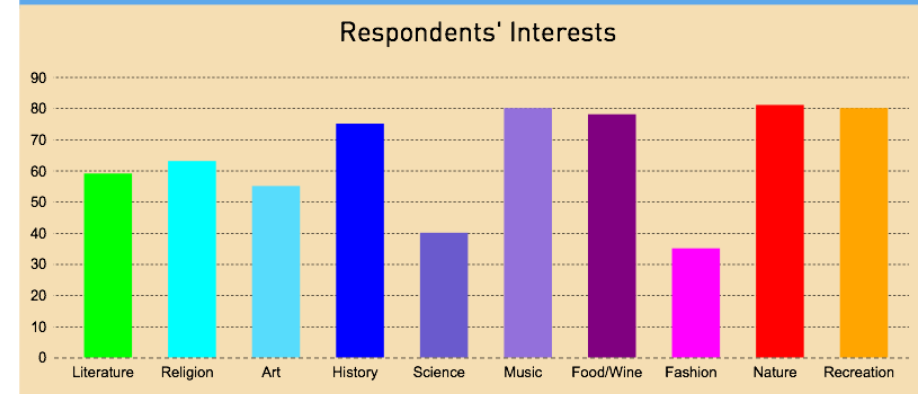
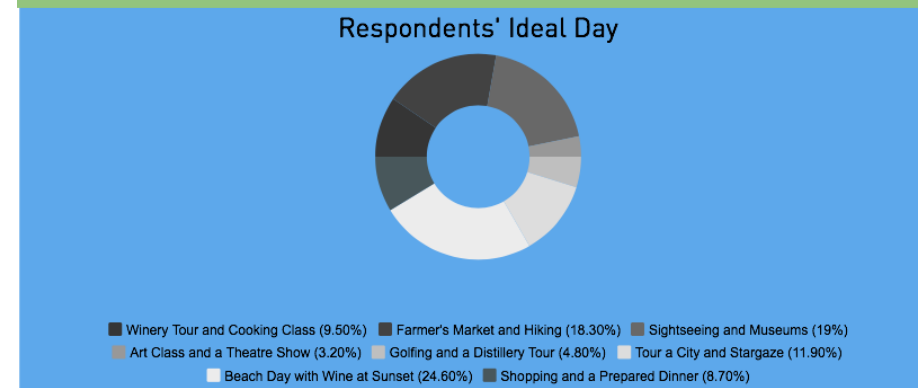


RESOURCES

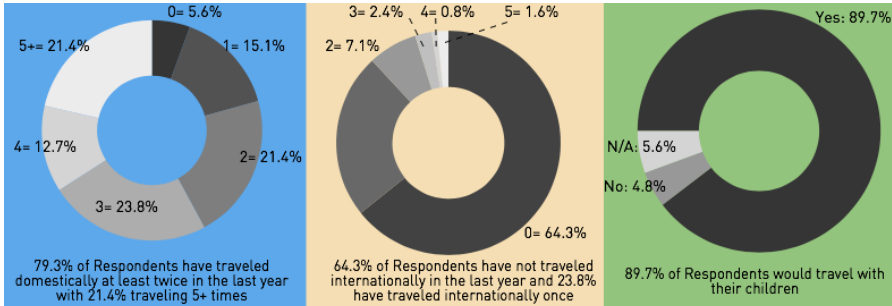
DEMOGRAPHICS



PSYCHOGRAPHICS

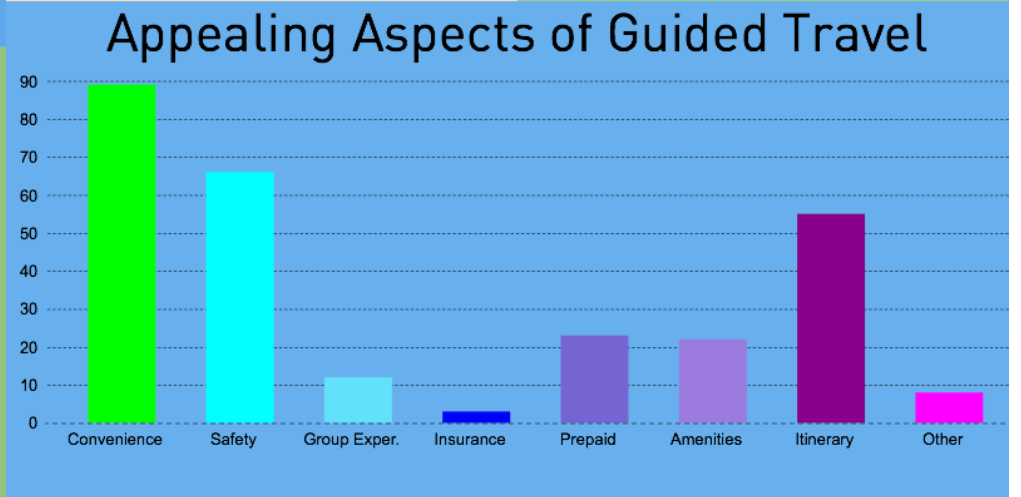
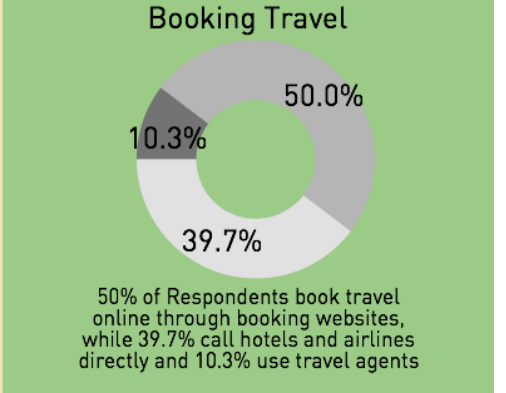
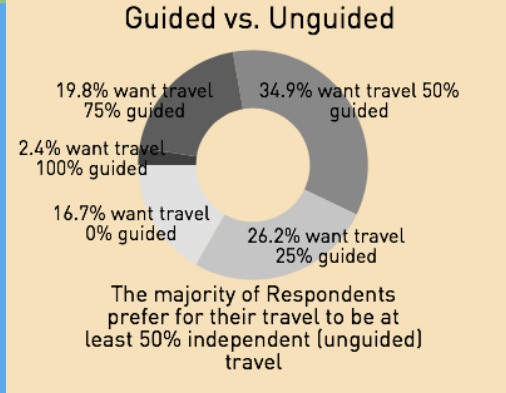


RESOURCES

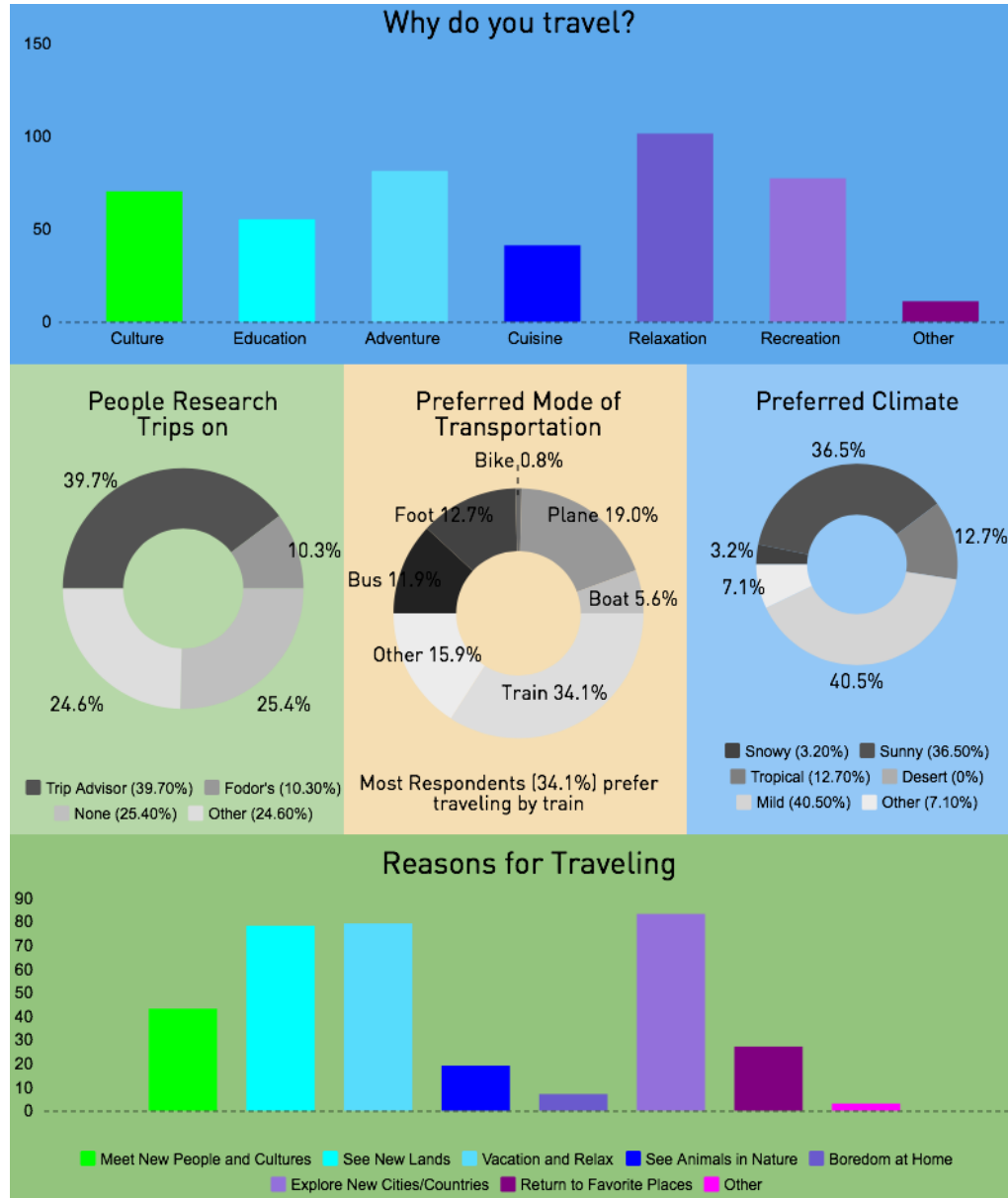


33.3%
Respondents have been on a guided travel experience

79.4%
Respondents would be willing to try a guided travel experience



RESOURCES



RESOURCES

Google Ad Words Campaign: Collette Branding

AdGroup 1 Company Research

Keywords

group travel
group travel company
guided travel
easy European travel
safe travel
how to travel safely in Europe
is it safe to travel in Italy
convenient traveling options
group tours
travel with tour guide
escorted tours
guided travel company

AdGroup 2 Trip Research

Keywords

travel to Europe, trip to Italy, travel to Rome, Italy National Parks, unique vacation, trips to take with family, travel itinerary, Italy itinerary, visit Italy, visit Rome, things to do in Rome, things to do in Florence, travel to Florence, visit Florence, Rome Italy, Florence Italy, Italian beaches, places to stay in Rome, places to stay in Florence, Italy vacations, European vacations, European National Parks, Cinque Terre, All Roads lead to Rome, Amalfi Coast, Mt. Etna, Vesuvius, Pompeii, Gran Paradiso, Italian vineyards, visit Amalfi Coast, climb Mt. Etna, visit Vesuvius, visit Pompeii, visit Gran Paradiso

RESOURCES

MEDIA BUDGET

Medium	% of Budget	Schedule Type	January	February	March	April	May	June	July	August	September	October	Total
Television	34.8%	Flighting		\$4,489	\$4,490	\$4,490	\$1,415,619	\$98,000	\$212,000				\$1,739,088
Magazines	20.1%	Flighting	\$1,007,110										\$1,007,110
Billboards	16.4%	Flighting				\$136,650	\$136,650	\$136,650	\$136,650	\$136,650	\$136,650		\$819,900
Radio	5.1%	Flighting				\$59,292	\$69,174	\$64,233	\$64,233				\$256,932
AdWords	3.9%	Continuous	\$19,323	\$19,323	\$19,323	\$19,323	\$19,324	\$19,324	\$19,323	\$19,323	\$19,323	\$19,323	\$193,232
Facebook	2.9%	Continuous	\$14,492	\$14,492	\$14,492	\$14,493	\$14,493	\$14,493	\$14,493	\$14,492	\$14,492	\$14,492	\$144,924
Instagram	2.9%	Continuous	\$14,492	\$14,492	\$14,492	\$14,493	\$14,493	\$14,493	\$14,493	\$14,492	\$14,492	\$14,492	\$144,924
Pinterest	2.9%	Continuous	\$14,492	\$14,492	\$14,492	\$14,493	\$14,493	\$14,493	\$14,493	\$14,492	\$14,492	\$14,492	\$144,924
Banner Ads	2.9%	Continuous	\$14,492	\$14,492	\$14,492	\$14,493	\$14,493	\$14,493	\$14,493	\$14,492	\$14,492	\$14,492	\$144,924
Online Radio	2.9%	Continuous	\$14,492	\$14,492	\$14,492	\$14,493	\$14,493	\$14,493	\$14,493	\$14,492	\$14,492	\$14,492	\$144,924
Sweepstakes	0.7%											\$36,000	\$36,000
Email Marketing	0.1%	Flighting						\$5,000					\$5,000
Production	3.4%	N/A											\$171,700
												Contingency	\$71,342
												Total	\$5,000,000

Production Costs	
Brand Video/TV	\$150,000
Billboards	\$18,400
Radio/Online Radio	\$800
Facebook Videos	\$2,500
Total	\$171,700