

Introducing:

# The “Way” to Travel Campaign

A Traveller's Experiential Campaign







- We're creating a traveller, a professional on-camera personality who will travel our 8 destinations over a 5 week period.
- Videographer/photographer - ready to tell the story
- Pre-planned attractions, events, accommodations and culinary
- Live social, blogging and development of video series for TGW. Theme and hashtag to support.
- Website with interactive map to follow the Traveller, see the itinerary and to watch the video series
- Interaction with selected local brand ambassadors with an intimate knowledge about fishing, golf, on the water, etc.





# Bringing it Together

- PR and paid media efforts to build the audience; get the word out
- Contest – Win a 3-day adventure of your choice (any of the itineraries you've seen) as well as real-time contesting
- DMO input – where to go; what photos/videos to take
- Videography and photography assets will be obtained & shared with DMOs
- Short organic videos shared immediately. Production-ready long videos edited and published.
- Provides raw footage to re-purpose for future branded experience campaigns

# The Beauty of **How it Aligns**

- Supplements content needs (blogging, social, PR)
- Professional photo/video assets can be obtained for both TGW and DMOs
- Provides a more authentic voice and more intimate level of knowledge of our travel experiences
- Binds together our 8 destinations
- Provides live organic videos and photography (for social)
- Creates repeat visits through website landing page and growth of social media channels

# Commitment & **Awareness**

To be successful, the campaign must be carefully planned out, including:

- A talented personality and professional production crew
- Detailed itinerary planning and logistics
- A strong themed storyboard
- Input, support and participation of DMOs
- A well designed website landing page
- Raw and professional content assets (videography, photography & blogs)