

Expedia

Campaign: Short Breaks

Media Agency: Aegis/Posterscope

Creative Agency: In-house Expedia/Adshel

Year: 2012

Source: Adshel

Objective: Get Australians thinking about all the great destinations they could visit in close proximity to where they live. This would encourage them to go online and book travel for a weekend away on www.expedia.com.au

Audience: People 25-54 , National

Strategy: Adshel worked closely with the Expedia Marketing team and media agency, Posterscope to develop in-house a digital OOH game.

The target audience were prompted to guess how long it would take to get to up to 14 destinations within a few hours of their location. As a reward, each participant received a 10% discount code to put towards their next expedia.com.au purchase.

Results:

- 66.2% Reach
- 5.1 Frequency
- The campaign's effectiveness increased over the three week period, with nearly 100% of people finishing the quiz by the end of the campaign period, up from less than 20% at the beginning – demonstrating that a longer campaign duration builds engagement and overall campaign success.

