

Europe invites the curious

EUROPE
visiteurope.com

Influencer and digital advertising
campaign of Easter Europe

Co-op partner proposal

September 2023

Co-funded by
the European Union



EUROPEAN
TRAVEL
COMMISSION

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CAMPAIGN OVERVIEW

Four micro-influencers will simultaneously explore Eastern Europe following bespoke itineraries across the region. The micro-influencers will create original content showcasing day-to-day life and highlighting key places and experiences to enjoy with the objective of turning inspiration into action.

As part of the campaign, an audience contest and ad campaign will encourage consumers to follow the micro-influencers' trips and engage with them.

Consumers that either engage with the micro-influencers' content or the European ad campaign will be subsequently retargeted with the DMO partner content driving them down the path to purchase.

OUR APPROACH

ETC will run a rich programmatic data strategy targeting high-net-worth Free Independent Travellers from urban areas in **United States and United Kingdom**, who are most likely to travel to Europe (travel intent in terms of searches in the last 30 days).

The ETC and DMO partner content will be delivered to premium target audiences through various content distribution platforms.



Content

+



Distribution

+



Data

=



Results

MEET THE INFLUENCERS

Kirsten Wendlandt [@kirstenwendlandt](#)

Kirsten is a travel blogger and content creator with a serious case of wanderlust. She likes sharing all sorts of travel content from travel tips, to activities, and recommendations with a focus on city life and lifestyle.

Lindsay Stevens & Eric Matt [@lindzoutside](#) [@ericmattt](#)

Lindsay and Eric inspire new outdoor adventures by capturing and showcasing distinct memories of the natural landscapes and the people they encounter during their travels.

Ross OC Jennigs [@thefirstpiper](#)

Ross is a presenter, content creator and traveling bagpiper! He captures traditions and local stories that show aspects of history and culture that most visitors don't know about (yet).



AUDIENCE TARGETING

ETC will overlay long-haul travel and interest data to deliver the content to relevant audiences using enrichment data partners as well as our own proprietary data sets. ETC will capture data on users who have engaged with the content (campaign engagers) and re-target these audiences using the DMO tactical 'call-to-action' messaging and creatives.

Push strategy – Prospecting using data

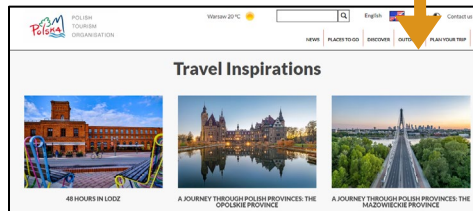
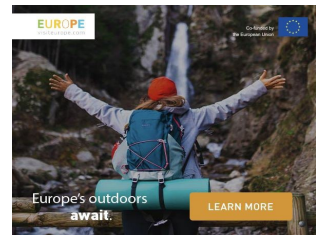
Audience prospecting based around travel behaviours and passion points.

Pull strategy - Tactical retargeting of data

We will capture data on users who have engaged with the campaign content to re-target these audiences with the DMO's tactical messaging and creative

Social strategy - Data prospecting / Retargeting

Using Instagram and Facebook, we will deliver tactical social activity to curated and “look alike” audiences and retarget previous campaign engagers with tactical social creatives.





EDITORIAL

The campaign editorial positioning focuses on 3 key pillars which allows us to target different niche audiences around each content theme.

The **DMO can select** the content assets and theme(s) they would like to participate in that fit their marketing communication strategy.

The DMO will also be able to use their own assets for any sequential retargeting

History & Ancestry

2023 Campaign focus:
Historical sites

Trace your roots. Quench your curiosity about the past by exploring the sites where history was made.

Creative Cities

2023 Campaign focus:
Festivals and events

Discover the European creative cities to enter a world of remarkable cultural growth and flux.

Nature & the Outdoors

2023 Campaign focus:
Ecotourism experiences

In Europe, you can experience nature at her own pace, find togetherness in the wilderness and gain a deeper understanding of the environments you encounter.



FURTHER DMO INTEGRATION

1

The DMO partner content will be integrated into multiple digital content units including interactive ads, digital display/video ads & native ads.

2

DMO branding will be incorporated within the launch **display ads** funded by ETC around prospecting audiences in USA and UK

3

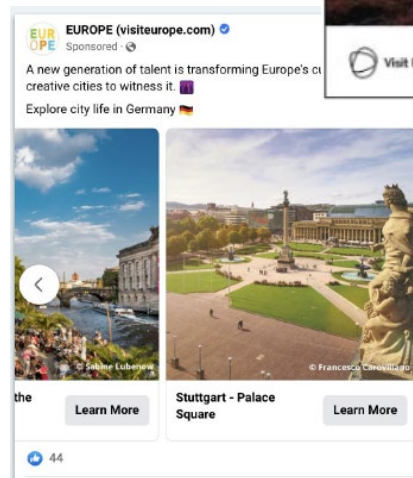
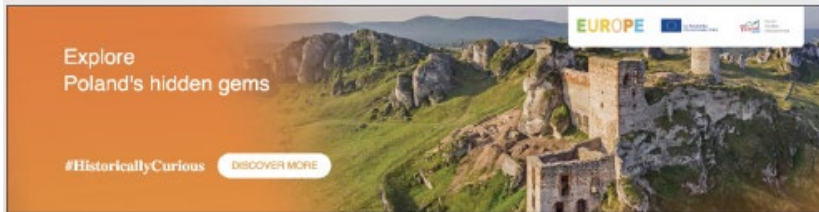
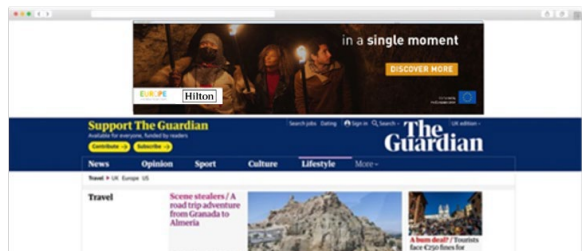
DMO branding would be included in native and video prospecting ads and **social media carousel** with a click out to the DMO website.

4

Retargeting to the DMO website will be delivered through digital display and social retargeting with ETC budgets funding the prospecting overlaid with the DMO's target audience segmentation and geographical locations.

EXAMPLE DMO INTEGRATION

DMO branding and creative assets in digital display ad units



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MANAGEMENT AND SUPPORT

ETC and its creative and digital agencies will manage all aspects of the campaign and offer a fully integrated support service that will ensure that the campaign is executed and optimised successfully including the following:

1

Ad production services

Our team will produce, design, and build all ad formats for the DMO partner activation, using the branding, visuals, copy and calls to action provided by the partner.

2

Optimisation

We will optimise the campaign throughout ensuring maximum effectiveness and supply recommendations on adapting the media plan to fit with the data collected.

3

Reporting

We will supply weekly reporting of performance against digital KPIs.
A final conversion report showing flight and hotel bookings to the destination can be delivered upon request (invoiced separately).

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TIMELINE

Campaign launch: September 2023

Bespoke partner campaign launch: October-November 2023 (tbd by the partner)

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BUDGET

DMO
PARTNER

FROM

€10,000

- ✓ Project management
- ✓ Content creation
- ✓ Bespoke digital advertising plan
- ✓ Bespoke data targeting
- ✓ Weekly reporting
- ✓ EU co-funding. **ETC will co-fund 2/3 of your bespoke digital ad campaign.**

Example: For a minimum budget of €10,000, you receive a bespoke advertising plan in value of €30,000 !!!

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CONTACT

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