

Visit Britain & Brittany Ferries Case Study



● The Challenge

Visit Britain, the national tourism agency for Great Britain is responsible for developing Britain's tourism product, promoting Britain worldwide and boosting visitor spend. The biggest challenge is one that is faced by many destination marketing organisations (DMOs) when advertising; **there is no specific call to action.**

To overcome this obstacle **Visit Britain partnered with Brittany Ferries**, the French shipping company that operates numerous routes between England & France. Through this partnership they were able to develop an advertising campaign with a clear call to action, inviting French nationals to "Je découvre maintenant" or "Discover now" and book a trip to Great Britain with Brittany Ferries.

The challenge for Visit Britain's Media Agency, Carat UK, would be how to identify the most relevant French nationals to achieve a cost per booking of only £45 - the key KPI set by the client.

At a Glance

- DMO Visit Britain partnered with Brittany Ferries for an upcoming campaign
- Targeting French nationals looking to book a holiday
- ADARA's data & platform allowed targeting of in market travellers geo-located in France
- Over a month long campaign ADARA delivered 3000 clicks
- Outperformed KPI of £45 CPB by almost 10%, achieving a CPB of £41.69

● The Strategy

The campaign strategy was straightforward, but difficult to achieve independently. Visit Britain & Brittany Ferries wanted to **target potential French holidaymakers looking for trips abroad** with particular focus on those living in Brittany, Normandy, Paris, Ile de France and Pays de Loire - key departure points for Brittany Ferries' GB bound routes.

In order to target this specific audience at the right time, Visit Britain needed a partner who would be able to identify in market travellers who were geo-located in France in real time.





Why ADARA?

ADARA has relationships with more than 175 of the most recognised travel brands across the globe including many of the leading airlines, hoteliers and OTAs. This data gives excellent visibility on those people searching for flights and hotels to/in the UK both direct and via OTAs/Metas. By isolating those based in France, we were able to serve the needs for this campaign perfectly.



The Results

- ADARA outperformed the given goal by almost 10% and achieved a CPA of £41.69 across the campaign, driving over 3,000 clicks across a one month period.
- ADARA was one of the best performing partners on plan, outperforming competitor suppliers.
- The results were particularly pleasing given that it was a co-branded campaign with an extremely specific target audience within France.



Brand: Visit Britain and Brittany Ferries

Agency: Carat UK

Name of Campaign: Brittany Ferries co-brand

Date of Campaign: 29th Feb-31st March 2016



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