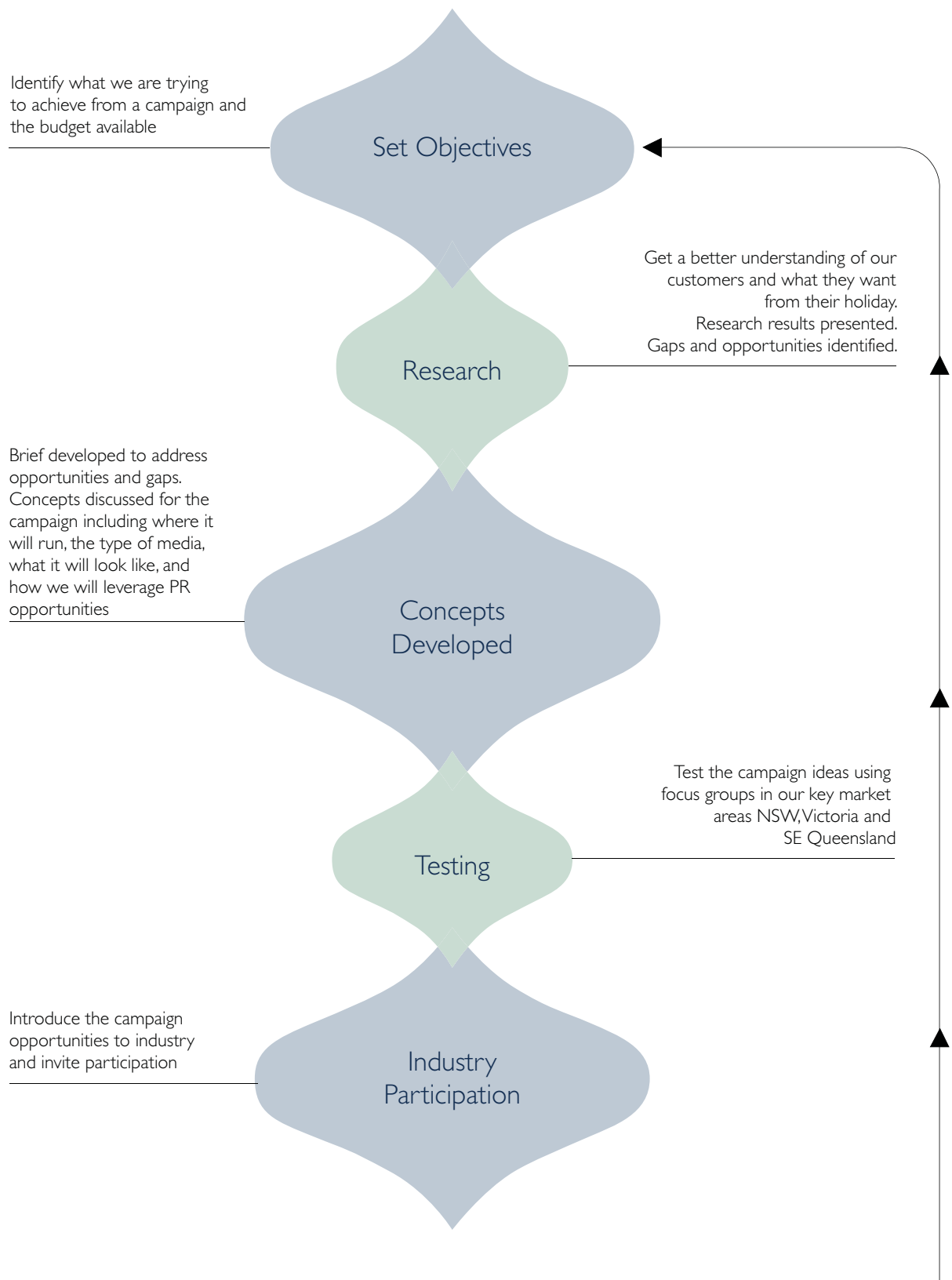


# How we put together a major marketing campaign



Produce ads and other materials including film and photography if required

Develop Campaign Material

Send the campaign materials to media and stakeholders ready for distribution

Campaign Material Distribution

The campaign to our customers starts running alongside PR activity generated through the Visiting Journalist Program and other partner activity such as airline and travel agent promotions

Campaign In Market

Track the impact of campaigns. Key measures are campaign reach and frequency, and results such as visits to websites, partner booking success and effectiveness of advertising messages

Measure Results and Identify Learnings