

Visit Lithuania

Brand Awareness Campaign for the Spanish market
2018-2019



A handwritten signature in blue ink, appearing to read "all", with a small arrow pointing to the right at the end of the signature.

Signd by representative Abigail Sigüenza



Our main objective is to generate **awareness** in Spain about **Lithuania** as a **Cultural, Nature** and **gastronomy** destination.

Rationale:

the Spanish outbound travel is demanding new destinations, gets inspired mainly through online content or activations as well as outdoor media or TV.

Most of the Spaniards travel in Summer, Easter as well as long weekends. Especially inland as well as to short haul destinations in Europe.

Booking period normally is 1-2 months in advance for short haul and more than three months for long haul. Family segment as well as focused activity groups or travelers aged +45 have a longer period for booking as they need more planning for the same.

Inspiration comes before the booking period, normally 1-2 months in advance and is when people get inspired by nice ad campaigns as well as motivational content, stories, posts, that they get through social media or traditional press.

Our approach:

To **inspire** people through attractive content about the destination that would highlight relevant topics about Natural and Cultural heritage in the destination. Content would also be supported by banners with a call to action to visit Lithuania Tourist Board Web Site to get more information about the destination.

Three waves campaign years 2018-2019

Wave 1: MAY/JUNE (To book for Summer 2018)

Wave 2: OCT (To book for long breaks in Winter 2019)

Wave 3: MAR (To book for Easter 2019)

Our Creative and Content Strategy:

Content Strategy:

To **inspire** people through attractive content that would showcase Lithuania as a cultural and nature destination with plenty of activities to offer for diverse type of groups of travelers.

Suggested topic ideas to be covered by the proposed campaign:

- ✓ Kaunas, from tradition to creativity
- ✓ Top 5 plans to do in Lithuania this Summer (visit Hill of Crosses, Jazz Festival at Klaipėda, bike route along the coast, amber therapy in a resort, Vilnius over an air balloon.
- ✓ Lo auténtico es bello (Real is beautiful): Lithuanian gastronomy, pure water, preserved natural landscapes, a Paradise to encounter your self with mother nature.

Note: content would be created by the professionals at the proposed media but guidance and topics would be proposed to them. Other topics may also be provided, according to the client needs.

Our Creative and Content Strategy:

Creative Strategy:

To **motivate and create urgency** to people to find out more about Lithuania and generate the desire to travel through a differentiated banner campaign that would showcase experiences to live and enjoy in Lithuania based on cultural, nature and gastronomy activities.

The Spanish traveler looks for beach and sun destinations as much as cultural and heritage cities or tours. The demand for these type of products is the highest at the travel agencies. Active Tourism would rank three followed also shortly by shopping destinations. Despite that Spanish travelers would not choose a destination mainly for its gastronomic opportunities (except for enological Tourism) good food and gastronomy are very much a plus.

In this regard, our team has created **three creativities focused in three different heritage objects** of Lithuania: Natural landscapes, cultural and architectural heritage, authentic and traditional gastronomy, that would fit not only the requirements of the public tender document but also the kind of demanded products that a Spanish potential traveler is looking for.

Our Creative and Content Strategy:

Creative Strategy:



We have prepared three types of creatives that showcase the culture and natural heritage of Lithuania.

All of them have the tag line ¡Atrévete a probar! which could be translated to be brave to try it! This claim wants to make them curious to check about what they can try and do in Lithuania.

On the other hand, all creativities also have an arrow where you can read another tag line aligned with the selected photo. The arrow and the inspirational word would give them the urgency also to click on the banner and find out more.

EMOTIONS (In the sense of adventures, activities)
Be brave to try!

Our Creative and Content Strategy:

Other designs:



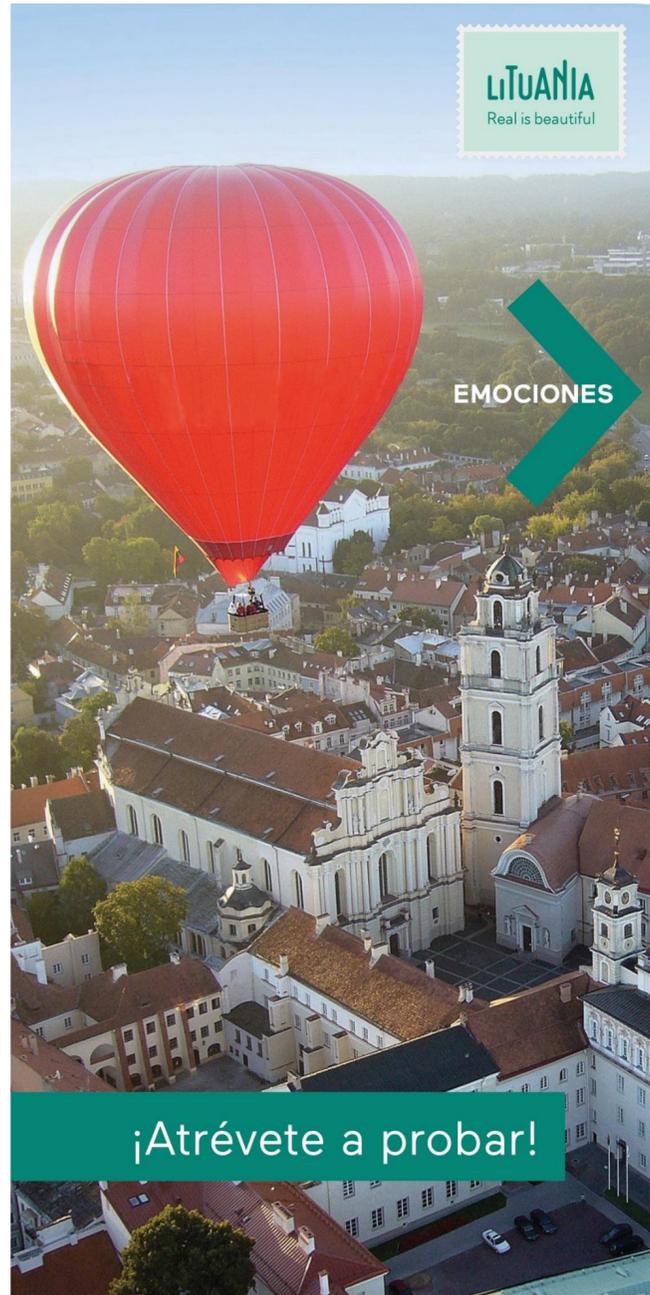
CULTURE
Be brave to try!



GASTRONOMY
Be brave to try!

Our Creative and Content Strategy:

Other designs:



NATURE
Be brave to try!



Proposed media: Advertorial

Select key media in Spain to position Lithuania as a must visit travel destination for 2018 and 2019.

Based on high circulation or niche market audience, the media would be selected and defined for each wave.

Focus would be families, travelers 30-45+ as well as travelers with interest in doing special activities (nature, culture, gastronomy, activities, etc.)

nos... Por cierto, de ahí lo de isla «pitiusa»: *pity* es pino en griego.

Faltaría un paseo por los mercados artesanales como el de La Mola, donde las *instagramers* lucen palmito con su capazo de rafia local (o mimbres de toda la vida) a cuestas. En ese lugar comenzó a vender sus joyas hechas a manos el diseñador Enric Majoral, que dejó su Sabadell natal en los 70 para asentarse aquí y convertirse en una referencia del sector a nivel mundial. «Para mí, Formentera es un espacio de reconstrucción, de renovación de energías. Es fuente de inspiración». Y eso se nota en cada pieza de la firma Majoral, que atrapa un pedazo de Mediterráneo.

PRADERAS DE POSIDONIA

Hay que hablar también, claro está, de las playas de aguas turquesas que ni en el mar Caribe. Alguna como la de Illetes ha sido elegida durante varios años seguidos la mejor de España y de Europa y la séptima del mundo por los usuarios de Tripadvisor. Las praderas de posidonia, la planta endémica que cubre sus fondos y Patrimonio de la Unesco desde 1999, tienen la culpa de su increíble transparencia.

Para su protección, el Patronato de Turismo está promoviendo un programa de apadrinamiento de cada metro cuadrado a través de eventos, «cuya culminación será el festival Save Posidonia de octubre, con todo tipo de actividades deportivas, culturales y medioambientales», concreta Carlos

Bernús, gerente del Patronato. Aunque Illetes se lleve los galardones (y el grueso de turistas), hay otras muchas playas, menos concurridas, que merece la pena explorar. Léase la de la península de Es Trucadors, una larga lengua de arena situada al norte. O la de Levante, salpicada por alguna que otra superficie rocosa. La de S'Espalmador, una isla de propiedad privada y disfrute público, son palabras mayores.

Más de lo mismo con la cala de los Muertos (o des Mort), Cala Saona o los alrededores de Es Caló de San Agustín, un pueblo marinero de los que ya casi no quedan. En él hay que probar el clásico *peix sec*, pescado seco al sol de forma artesanal y conservado en aceite de oliva. El *tour* playero sigue en la de Migjorn, al sur, con una arena tan fina y tan blanca que parece harina.

Allí está uno de los chiringuitos históricos en la isla, el Pirata Bus, creado en los 70 por un aragonés llamado Pascual (o *Pirata*), que transformó un destartado autobús en un bar. Y a 250 metros de la parte más virgen de la playa se encuentra Casbah, un hotel de arquitectura orgánica escondido entre pinos y sabinas.

Lo que se estila aquí es eso: refugios rurales con encanto en medio de la nada donde lo único que te despierta por la mañana es el trinar de los pájaros. Los megaresorts de lujo se los queda Ibiza. «Es el lugar para desconectar, sobre todo en los jardines de naranjos», cuenta Alba García, una de



VIDA JUNTO AL MAR.

En el sentido de las agujas del reloj, la playa de Levante, un antiguo molino de sal, un pescador local y una casa típica de San Francisco Javier, la capital de la isla.

las clientas de Casbah. Su director, Juan Vicente Boned, destaca el paisaje «entre higueras, amapolas y ovejas pastando».

La ruta por esta Formentera auténtica acaba en la bodega Terramoll, en La Mola, que trabaja con «variedades autóctonas culti-

vadas de forma tradicional», según detalla su enólogo, José Abalde. De hecho, sus vinos (Es Monestir es la estrella) reflejan el espíritu isleño a través de la luz y el color tanto en el diseño de las botellas como a la hora de la cata. @isabelgarcia_em

Proposed media: Advertorial

The proposed media has been selected for its large circulation as well as penetration in the desired segment group. In this first wave we suggest to be present in the top and largest media in Spain and with three advertorials to generate more exposure in the momento with highst demand for travel. These advertorials would be aligned with an online banner campaign that would follow the inspiration to the oficial destination website.

Yo Dona:

Circulation: 94,659

Readership: 254,000

El Viajero (El País)

Circulation: 292,000

Readership: 978,000

Viajes (El Mundo)

Circulation: 97,162

Readership: 700,360

Telva:

Circulation: 118,645

Readership: 286,000

20 Minutos:

Circulation: 313,271

Readership: 687,000



Proposed media: Advertorial

We would also like to propose a very special opportunity that would last the brand and destination presence of Lithuania in the market.

1 page advertorial in the guide of top travels that El País publishes through its travel section El Viajero.

Available in kiosks from JAN-APR 2019 as well as airport and train lounges.

Distribution at FITUR (Spanish International Travel Fair) with 7,000 exemplars additional.

El Viajero Annual Guide (El País)

Circulation: 300,000



29 DE DICIEMBRE
GUÍA EL VIAJERO

Proposed media: online banner campaign

For the online banner campaign we have selected different media with more than 20 million of monthly visits.

EL MUNDO

Web: elmundo.es

Montly visits: 70.000.000

Unique users month: 17,898,000

Type of reader: men and women between 35-45 (24%), 45-54 (25%), 55+ (27%)

EL PAÍS

Web: elpais.es

Montly visits: 20.000,000

Unique users month:

Type of reader: men and women between 25-44 (40%), 45-54 (21%), 55+ (30%)

The logo for EL MUNDO features the word "EL" in a bold, black, sans-serif font, followed by a blue globe icon with white latitude and longitude lines, and then the word "MUNDO" in a bold, black, sans-serif font.The logo for EL PAÍS features the word "EL" in a bold, black, sans-serif font, followed by the word "PAÍS" in a bold, black, sans-serif font with a blue accent over the "Í".

Yo Dona:

Web: yodona.es

Monthly visits: 24,000,000

Unique users: 3,184,000

Type of reader: 60% women
35-44 (26%), 45-54 (26%), 55+ (28%)

An aerial photograph of a historic city, likely Prague, showing a dense cluster of buildings with red-tiled roofs. A central square with a grid pattern is visible, surrounded by various architectural styles, including a large white building with a portico. The lighting suggests late afternoon or early morning.

Our plan is to make a **3 wave**
awareness campaign for print and
ad digital channels



Strategic plan

According to the traditional travel periods in Spain, the longer holidays take place in the Summer as well as is when more travel demand is generated. For this reason we have decided to put more weight of the campaign on the first wave that would be focusing in increasing the destination visibility to generate more leads towards the Summer period.

All three waves have a strong and consistent balance of print advertorials as well as banner displays that would not only increase the brand presence in the Spanish media but also and more important, to get relevant and motivational information about its cultural and natural heritage that would support the promotional campaign and generate a desire of travel. Lithuania is still a very unknown destination for the Spanish travelers and it is key that through qualified media we can highlight its uniqueness and real attractions that can be found there.

The rotating banners along the three waves would enable the user to link to the official tourism site of Lithuania and find out more information about the destination there. For this purpose, we have selected highly ranked online websites in the ComScore in Spain with more than 20 million of visits.

Wave 1:

- Timing: JUNE 2018 (1 month)
- Media channel: Advertorial + banner display
- Rationale: we want to inspire potential travelers with key messages and visuals of Lithuania showcasing Culture and gastronomy for Short term booking period focusing on **Summer travel period**.

Action	Media	Duration	Format	Impressions/readership	Target Audience
Advertorial	Yo Dona	1 insertion	1 full page print	254,000	Women 60% 25-55 years (family decision makers)
Advertorial	El Viajero	1 insertion	1 full page print	800,000	Travelers 35-55 years
Advertorial	El Mundo Viajes	1 month	1 online article	3,000,000	Travelers 35-55 years
Banner	Yodona.es	1 month	300x600	400,000	Women 60% 25-55 years (family decision makers)
Banner	Elviajero.es	1 month	300x600	300,000	Travelers 35-55 years
Banner	elmundo.es	1 month	300x600	450,000	Travelers 35-55 years

Wave 2:

- Timing: OCT 2018 (1 month)
- Media channel: Advertorial + banner display
- Rationale: we want to inspire potential travelers with key messages and visuals of Lithuania showcasing Culture and gastronomy for Short term booking period focusing on **long breaks in Autumn/Winter.**

Action	Media	Duration	Format	Impressions/readership	Target Audience
Advertorial	Telva	1 insertion	1 full page print	286,000	Women 60% 25-55 years (family decision makers)
Advertorial	El Viajero	1 insertion	1 full page print	800,000	Travelers 35-55 years
Banner	elmundo,.es	1 month	300x600	450,000	Travelers 35-55 years

Wave 3:

- Timing: FEB/MAR 2019 (1 month)
- Media channel: Advertorial + banner display
- Rationale: we want to inspire potential travelers with key messages and visuals of Lithuania showcasing Culture and gastronomy for Short term booking period focusing on **Easter**.

Action	Media	Duration	Format	Impressions/readership	Target Audience
Advertorial	20 Minutos	1 insertion	1 full page print	687,000	General consumers 25-55 years
Banner	Elviajero.es	1 month	300x600	300,000	Travelers 35-55 years
Banner	elmundo.es	1 month	300x600	450,000	Travelers 35-55 years