


# ADVENTURES IN TRAVEL MARKETING





Travel marketing  
is a doddle. It's all  
about sending people  
on adventures, indulging  
in luxurious experiences,  
creating unforgettable  
memories... it practically  
sells itself, right?

Actually, no. The reality is that travel marketing is fiercely competitive and frequently disheartening. The success of your activity is forever at the mercy of everything from the state of the economy to the weather. It's fair to say Brexit and the pandemic presented one or two challenges, as well!

Then there's the path to purchase. It wasn't that long ago that more or less all travel purchases took place either in person at a travel agent, or over the phone. These days, the process is more fragmented.

How do you deal with customers who can access everything you offer online, but need a nudge in the right direction? How do you talk to people worried about the effect their holiday is having on the environment?

We've tackled these challenges and many more. We got people thinking about UK holidays when the rest of the world was out of reach, and we helped get holidaymakers on planes and trains for operators like Eurostar Holidays and Jet2holidays.

We achieved it all  
using our expertise in  
direct mail, brochures,  
email, search, TV...  
and now we're  
sharing it with you.



*These pages give you the stories  
behind every success and a fair few  
tips we've picked up along the way.*

Co-op Travel  
Forest Holidays  
Ramblers Walking Holidays  
Jet2holidays  
Cottages4you  
Welcome Cottages  
Hoseasons  
Great Rail Journeys  
Eurostar  
Shearings





DESTINATION:

Direct mail testing for Your Co-op Travel

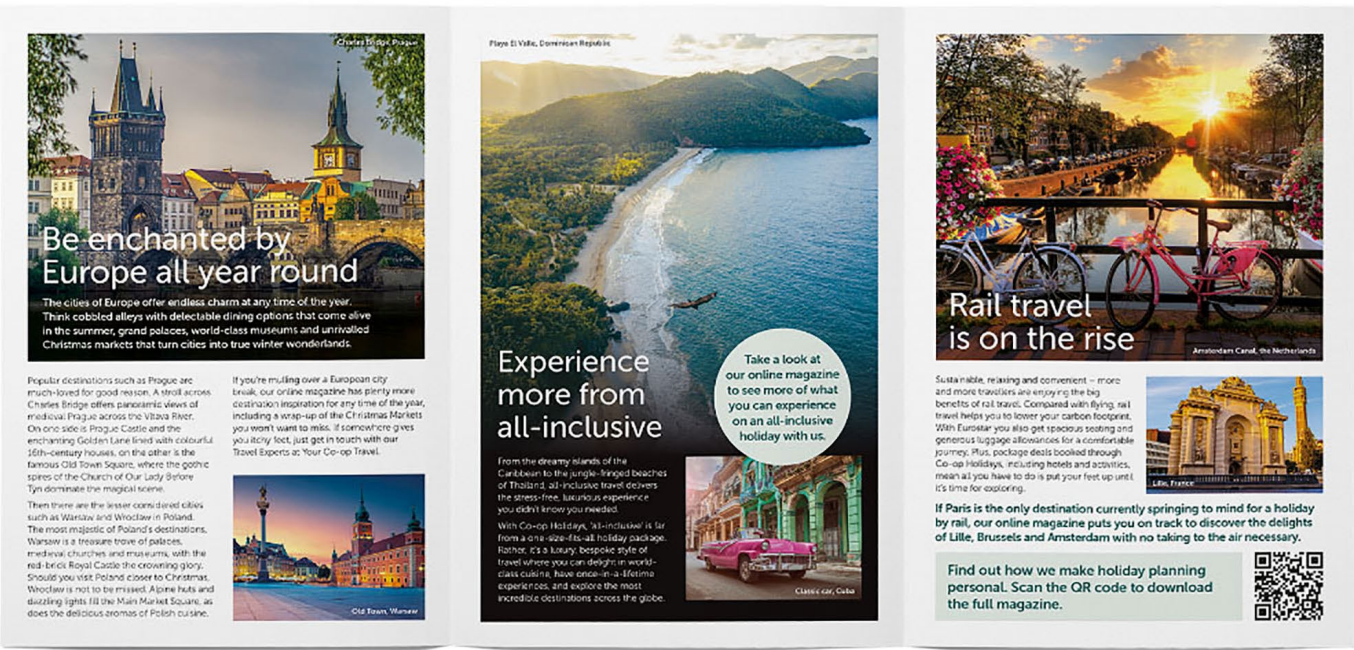
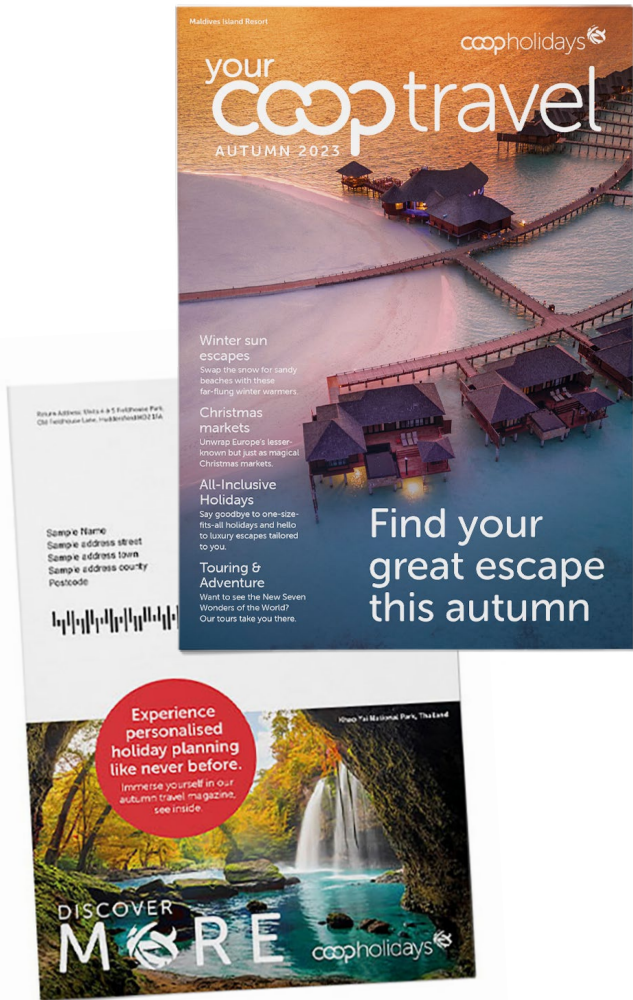
JOURNEY:

Your Co-op Travel is a members-only magazine from Midcounties Co-operative, which promotes the wide range of holidays on offer with Co-op Holidays.

For the Autumn 2023 edition, we decided to run a direct mail test. One segment of the customer base was sent a physical copy of the magazine, while another segment was sent a simple postcard with a QR code. When the code is scanned, the reader gets taken to an online version of the magazine.

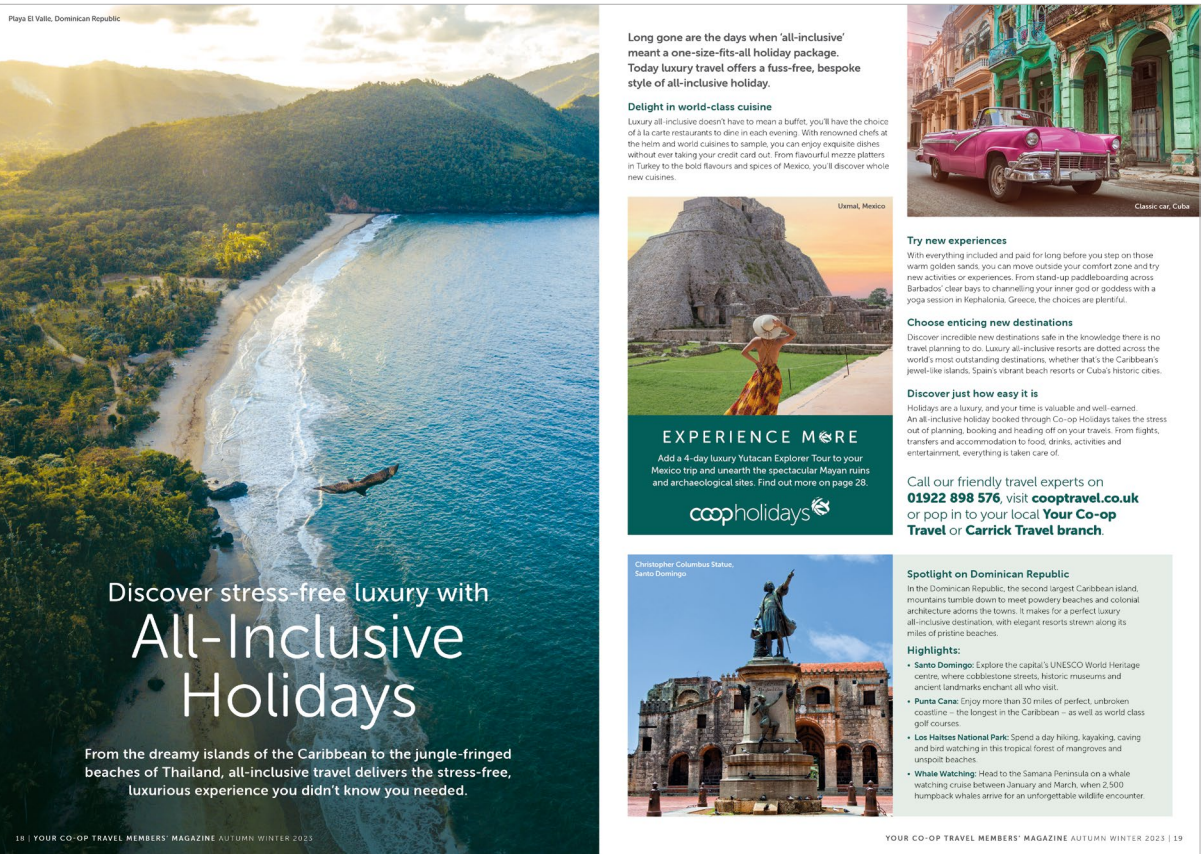
As well as a showcase of the exclusive trips available, the magazine format allowed us to explore popular topics in more detail. For people looking to get away somewhere warm later in the year, we wrote an article highlighting winter sun escapes. And for those who love to explore the world, we wrote a piece on touring holidays. There was something for everyone.

Train travel is trending too. So, for people who are conscious about the impact of their holidays, we wrote about taking the Eurostar and how rail offers a lower carbon footprint and a higher standard of comfort compared to flying.



POINT OF INTEREST:

Testing different approaches gives you an insight into what's working and what isn't. It takes you on a voyage of discovery, just like travelling!





DESTINATION:

# Making more of Your Co-op Travel

JOURNEY:

With more and more people planning holidays following the pandemic, Midcounties Co-operative thought it was the right time to whet the appetite of their customers with a new edition of Your Co-op Travel magazine.

The aim was to promote more Co-op Holidays, including their 'Experience More' and 'Add More' holidays, which allow customers to enhance their trip in a variety of different ways.

And because long-haul holidays were back on the cards for travellers, it made sense for the content to focus on destinations further afield than the ones featured in previous editions. So, as well as features on Iceland and Malta, we wrote articles about the delights on offer in Thailand, Canada and The Caribbean.

We also introduced a 2023 holiday calendar, included contributions from charity partner, Go Beyond, and climate partner, Ecologi, as well as a spread on the ways Your Co-op Travel helps customers to book better holidays more easily.

We then worked with our print partners to ensure the mailing was produced on recycled paper using sustainable vegetable ink, so that it was fully recyclable.





## DESTINATION:

# Re-launch Sailaway magazine with a fresh new look

## JOURNEY:

Sailaway is a bi-annual cruise magazine from Midcounties Co-operative, showcasing the cruise holidays available through Your Co-op Travel.

For the Autumn 2023 edition, we were tasked with re-launching the magazine in line with the new Midcounties Co-operative cruise campaign.

We took this opportunity to give the brochure a whole new look and feel. Previous editions had heavily featured adverts, so we steered away from this with an editorial approach to our content.

Your Co-op Travel partner with major cruise lines that take passengers to every part of the world, many of which are bucket-list destinations. So, we wrote articles that would give the reader a real sense of how it feels to be on-board each ship, as well as a glimpse into the destinations they could discover when they set sail. Paired with beautiful imagery and expert tips, the latest edition would give Your Co-op Travel members plenty of inspiration to pique their interest... and encourage bookings!

We also ensured that sustainability was a key talking point throughout by highlighting changes within the cruise industry, how cruise lines are reducing their impact on the environment, and why taking a cruise is a more environmentally friendly way to travel.





# Forest Holidays

## DESTINATION:

# Stimulating new bookings with personalisation strategies

## JOURNEY:

With foreign travel out of bounds during the pandemic, Forest Holidays enjoyed record bookings for their staycations. Keen to keep up the momentum, they tasked us with creating an attractive but cost-effective brochure for first time bookers and lapsed customers.

A data briefing revealed that previous bookers in each location showed a strong tendency to either book the same location again, or 1 of 2 geographically aligned locations.

We produced a digitally printed mailing that was completely personalised to the recipient's previous location characteristics. We used stunning location photography to inspire the reader, paired with messages like 'Fancy staying at Sherwood Forest again?' and 'If you liked Sherwood Forest, you'll love the Forest of Dean' to hook the reader in.

The mailing showed a significant improvement on both a hold-out control group and an 'email only' segment and has prompted the company to make direct mail a permanent element in their turn-of-the-year marketing mix.



## POINT OF INTEREST:

Personalisation is about taking the information you have about your customers – who they are, what they care about, how they interact with your brand – and using it to inform your travel marketing.





# Ramblers Walking Holidays

## DESTINATION:

# Showcase holidays in a more agile, cost-effective way

## JOURNEY:

The pandemic hit Ramblers Walking Holidays (RWH) hard due to their core customer base being older. So, when the world opened up for travel again, they wanted to reach out to customers with new tour schedules.

Red C recommended a 12-page digital print mailer that would drive traffic to the website and stimulate new bookings. The pack offered a taster of their UK and European holidays, along with a personal message from the MD and a strong Covid-19 Refund Guarantee, as many customers were still cautious about travel.

Previously, RWH had relied solely in major brochure mailings due to their older, more offline-focused audience, but the pandemic lockdowns forced behavioural changes in this demographic. These 50+ page brochures were also expensive to produce, so a cost-effective alternative was needed.

Designed to work in collaboration with the website, the mailer demonstrated the potential for smaller, more frequent 'sampler' mailings and a more agile, cost-effective approach to CRM.

## IT'S TIME TO GET BACK OUT THERE

Open now for new walking holidays




**DOUBLE EARLY BOOKING DISCOUNT\***  
SAVE **£80pp**  
on all 8 night inclusive European breaks when you book before 30th November 2021 quote code SUMMER21

The world is more beautiful on foot visit: [ramblersholidays.co.uk](https://ramblersholidays.co.uk) or call our friendly experts today on **01707 819 577**

**Ramblers Walking Holidays**

## GRAB YOUR BOOTS AND COME AWAY WITH US IN 2022



I'm so excited to get back out there and enjoy a walking holiday in 2022 – are you the same?

We've worked really hard to create a whole host of exciting new holidays – both in the UK and overseas – that I'm sure you're going to love.

We're not sending out brochures at the moment, but don't worry. Just head to our website where you can get all the information you need to book your next adventure, or you know you can always call.

You'll find a selection of our new and bestselling 2022 breaks on these pages. At the time of writing, we've resumed our European tours which is great. Plus, we've upped our range of UK holidays if you prefer to go exploring closer to home.

Every one of our tours meets our strict covid-safe criteria. Plus, we offer 100% financial protection, and we also have our flexible deposit guarantee, meaning you can transfer your deposit to another booking without any admin fees. And remember, my team are more than happy to answer your questions over the phone.

We can't wait to welcome you on one of our walking adventures in 2022. So much so that I've organised this special double offer for you: **book by 30th November 2021 and you can now save £80 per person, too.**

Best wishes  
*Kevin O'Regan*  
Managing Director

**DOUBLE EARLY BOOKING DISCOUNT\***  
SAVE **£80pp** on all 8 night inclusive European breaks when you book before 30th Nov 2021 quote code SUMMER21

## WHAT KIND OF WALK DO YOU LOVE MOST?

Everybody's different. So, whatever you'd like to get out of your trip, you'll find we have a walking holiday to match.

### UK Walking

We take you to the best beauty spots around our country.  
Visit: [ramblersholidays.co.uk/europe/united-kingdom](https://ramblersholidays.co.uk/europe/united-kingdom)

### Cruise & Walk

Enjoy scenic walks and all the luxuries of a Fred Olsen cruise ship.  
Visit: [ramblersholidays.co.uk/experience/cruise-and-walk](https://ramblersholidays.co.uk/experience/cruise-and-walk)

### Special Interest

From hut to hut trekking to snowshoeing, try a walking holiday with a twist.  
Visit: [ramblersholidays.co.uk/experience/special-interest](https://ramblersholidays.co.uk/experience/special-interest)

### Europe Walking

Explore Europe's rich culture, historic cities, and remote wonders.  
Visit: [ramblersholidays.co.uk/europe](https://ramblersholidays.co.uk/europe)

### Adagio

Explore your dream destinations at a more leisurely pace.  
Visit: [adagio.co.uk](https://adagio.co.uk)

### Private Groups

We can tailor specific walking programmes for groups of friends, members of a club or families looking to spend time together.  
Visit: [ramblersholidays.co.uk/experience/private-group-holidays](https://ramblersholidays.co.uk/experience/private-group-holidays)

Find the grade for you  
Some people love an energetic hike while you might prefer to gently stroll. That's why we grade all our walking holidays so you can find one that suits you.

Leisurely **123** Moderate **456** Challenging **789**  
Visit [ramblersholidays.co.uk/our-holidays/walking-grades](https://ramblersholidays.co.uk/our-holidays/walking-grades)

Discover all our new walks online [ramblersholidays.co.uk](https://ramblersholidays.co.uk) Or give us a call on **01707 819 577**

## THERE'S NO PLACE LIKE HOME

Includes: • Accommodation • Most Meals • Local Transport • Tour Leader

We've spent more time exploring closer to home of late, and no wonder. Our home nations boast some of the most beautiful corners of the world. So, we've upped the number of UK trips we offer – take a look.

### NEW Upper Teesdale

Challenging

- High Forc – at 21m high, probably the most spectacular waterfall in England
- Teesdale, magical scenery away from the Lake District crowds
- Cauldron Snout. Reputedly the longest waterfall in England

Departing	Nts	Grade	Price from
28 May - 4 Jun 22	7	7	£699
9-16 Jul 22	7	7	£799
20-27 Aug 22	7	7	£799
10-17 Sep 22	7	7	£799

### The South Cotswolds

Moderate

- Walk the finest sections of the Cotswold Way
- Take in the view from Lickhampton Hill
- Count the bizarre shaped yew trees in Painswick churchyard
- Enjoy the villages, many complete with manor house and church

Departing	Nts	Grade	Price from
30 Jul - 4 Aug 22	5	4	£589
10-15 Sep 22	5	4	£589
14-20 Oct 22	5	4	£589

### Northumberland Experience

Moderate

- Explore the best of this wild Scottish border country
- Visit the Holy Island of Lindisfarne
- Admire the natural and industrial wonder of Cragside
- Stroll through the remarkable Airedale Garden

Departing	Nts	Grade	Price from
23-30 Apr 22	5	4	£699
10-19 May 22	5	4	£699
11-16 Jun 22	5	4	£699
25-30 Jun 22	5	4	£699
16-21 Jul 22	5	4	£699

### NEW Wiltshire and the New Forest

Moderate

- Stonehenge and the walk along 'The Avenel'
- Visit the village of Lacock which will be familiar to Downton Abbey fans
- Visit Clarendon Palace, once a Royal residence

Departing	Nts	Grade	Price from
20 May - 4 Jun 22	7	5	£899
9-16 Jul 22	7	5	£899
13-20 Aug 22	7	5	£899
17-24 Sep 22	7	5	£899

### BESTSELLER Giant's Causeway & The Nine Glens

Moderate

- Explore the beauty of Northern Ireland's countryside on foot
- Discover the legendary heugonol rocks of the Giant's Causeway

Departing	Nts	Grade	Price from
23-29 Apr 22	6	5	£949
15-21 Aug 22	6	5	£1,059
3-9 Sept 22	6	5	£1,059
17 Oct 22	6	5	£1,059

### BESTSELLER The Four Corners of Anglesey

Moderate

- Visit untouched and beautiful beaches
- Explore picturesque towns and villages such as Beaumaris and Llanfair

Departing	Nts	Grade	Price from
23-27 Dec 21	4	4	£699
30 Dec 2021 - 3 Jan 22	3	4	£649
29 May - 3 Jun 22	5	4	£799
16 Jun - 1 Jul 22	5	4	£799
18-23 Jul 22	7	4	£999

## EXPLORE EUROPE IN 2022 18 NEW HOLIDAYS

**DOUBLE EARLY BOOKING DISCOUNT\***  
SAVE **£80pp** on all 8 night inclusive European breaks when you book before 30th November 2021 quote code SUMMER21

**HOLIDAYS INCLUDE:**  
Flights/rail, local transport, tour leader, accommodation, transfers, most meals & surcharges  
**ALL YOU NEED TO DO IS PACK**

It's time to get back out there and we can't wait to walk with you again! Here's a selection of our new and most popular destinations. Go online to [ramblersholidays.co.uk](https://ramblersholidays.co.uk) to discover our full range of walking holidays. Come join us for an unforgettable holiday experience on foot.



Visit: [ramblersholidays.co.uk](https://ramblersholidays.co.uk) or call: **01707 819 577**





## DESTINATION:

# Make under-performing destinations desirable again

## THE ROUTE:

Jet2holidays' customers are creatures of habit. Once they've been somewhere they'll revisit that country year after year. Jet2holidays wanted to know whether we could persuade these set-in-their-ways travellers to try somewhere new... Greece.

Our solution was an inspirational mailing that brought the uniqueness of Greece to life. A common problem among travel brands is they make every destination sound similar – golden sands, blue skies and crystal waters, that kind of thing.

We knew that the Greek Islands offered a much richer story than that. The question was, how to tell it? We decided to write the brochure as if it were a travel guide.

We kept the copy 'snackable', by structuring it around three principles: wander, savour and marvel. Rather than try and sum up an entire island over several paragraphs, we let its sights, secrets and flavours do the work for us.



## POINT OF INTEREST:

Good travel writing should whisk the reader away to the destination being described. Don't restrict your writing to what you can see, but what you can hear, taste and smell, too.



## To Italy and beyond!

The mailing was so successful that we went on to create brochures promoting Italy, Croatia and The Balearic Islands.





# cottages4you

## DESTINATION:

# Bring to life the kind of magical memories you can only create on an English cottage holiday

## THE ROUTE:

There's something quite unique about a holiday in England. Hopping from rockpool to rockpool with your fishing net, conquering castles where gallant knights once battled hundreds of years ago, or ducking into a café for scones and jam while the rain lashes down outside.

Every memory you make is a souvenir, something you treasure forever. That was the idea we had for Cottages4you and VisitEngland. Using tiny trinkets and souvenirs collected from tourist destinations up and down the country, we inspired families to create some magical memories of their own.

**Set off on a magical memory tour...**  
A holiday in the UK is unforgettable. Our green and pleasant land is just bursting with things to see, do and remember forever. And what better way to explore her many treasures than from the cosy comfort of a UK holiday cottage.  
We've thousands for you to choose from. Whether you're hiking the Pennine hills or exploring the lost Gardens of Heligan in Cornwall, you're sure to find one nearby.

**HURRY! BOOK NOW FOR ONLY £25 LOW DEPOSIT**

**7 NIGHT COTTAGE BREAKS FROM ONLY £265 PER WEEK**

**Never been a better time to book!**  
With some great savings currently on offer, and hundreds of short breaks available, now's the time to secure your perfect break.

**Short breaks from only £195\***  
Can't commit to a week? Opt for a short stay and a small price.

**New improved search functionality online**

- Looking for a sea view? Golf course nearby? Or even an Xbox? No problem with our new improved search now available
- Town and village search now available
- Book safely, securely and with complete confidence

**Hurry! Book your 2013 cottage break for only £25 low deposit**

**Why choose a cottage holiday?**

- Your own space – a whole property for you to enjoy
- Your own freedom – both indoors and out
- Your own time – do what you want, when you want
- Plus you can bring the whole family – Pets welcome at many properties!

**To book call 0845 268 9281 or visit www.cottages4you.co.uk**

**Return address: cottages4you, PO Box 100, Northampton NN3 6RR**

**For magical memories to take home and treasure**  
**Book a holiday cottage in England**

Creating holiday memories that will last a lifetime is easier than you might think. There are so many amazing places, attractions and activities to discover throughout England - and you will find our 7,500 holiday cottages in easy reach of every one.

- Winter SALE\* now on!
- Book by March 31st for a £25 deposit!
- Prices start from just £265\*

Visit **cottages4you.co.uk** or call for a brochure **0845 268 6658**

**cottages4you.co.uk**

**enjoyEngland**

**WINTER SALE NOW ON**

**\*Offer applies only to selected UK properties, subject to availability. Sale prices from £265 per week for up to 7 nights. Applies to any standard duration and the accommodation only element of the price. Applies only to new bookings for arrivals from 22nd December 2011 to 28th March 2012. We may withdraw or amend this offer at any time. Not available with any other offer. Our Booking Conditions apply, see main brochure or website.**

**\*Price applies to selected properties, per week, accommodation only - including £25 booking fee. Based on 7 night stay between 01/01/2012 to 28/03/2012 (including 09/02/2012 to 15/02/2012 and 01/11/2012 to 19/12/2012). Subject to availability, booking conditions apply, see brochure or website. Book before 31/03/2012. Further conditions apply, see booking conditions in main brochure or website.**

Our fridge full of souvenirs and trinkets is a nostalgic nod to childhood holidays – and a striking visual that helped make us memorable.

## POINT OF INTEREST:

Most holiday ads look the same – blue sky, sunshine, happy families – so it's vital you create a striking visual that gives your brand stand-out.



We developed press advertising, direct mail, email and social media posts to support a TV campaign – all of which resulted in an unprecedented surge in both phone and online bookings.

**facebook** cottages4you

**Relive your magical holiday memories... and WIN!**

**A cottage stay worth £750**

Cricket on the beach, picnics in the country, '90s all round... have you a nostalgic English holiday you'd love to revisit? Well here's your chance...

Show us a photo of your most magical holiday memory and we'll put £750 towards a cottage and give you a Fujifilm F600 camera to relive that special moment.

**ENTER NOW >**

**2 runners-up prizes**  
£50 Jessops gift vouchers

**A Fujifilm F600 digital camera**  
courtesy of Jessops

**29th Feb 2012**

**THE PENNINE WAY**

**cottages4you**

**2,269** like this

**105**



# welcome cottages

More from your holiday

## DESTINATION:

# A fresh new look for Welcome Cottages' customers and owners

## THE ROUTE:

After several years working with Wyndham Vacation Rentals, we were tasked with rebranding Welcome Cottages.

We created an overall brand identity that encompassed their unique personality and tone of voice, as well as a proposition that could work for both holidaymakers and property owners alike.

## FOR CONSUMERS

What can you do on a cottage holiday? The answer, it turns out, is just about anything. Our Planning team identified that a cottage acts as the perfect base after a long day out doing... whatever.

So we wrote a list of 'doing' words, words that covered the almost limitless number of things you could do on a cottage break. We then introduced a list of 'positive consequence' words, to describe the restorative effect of taking a break in a cottage.

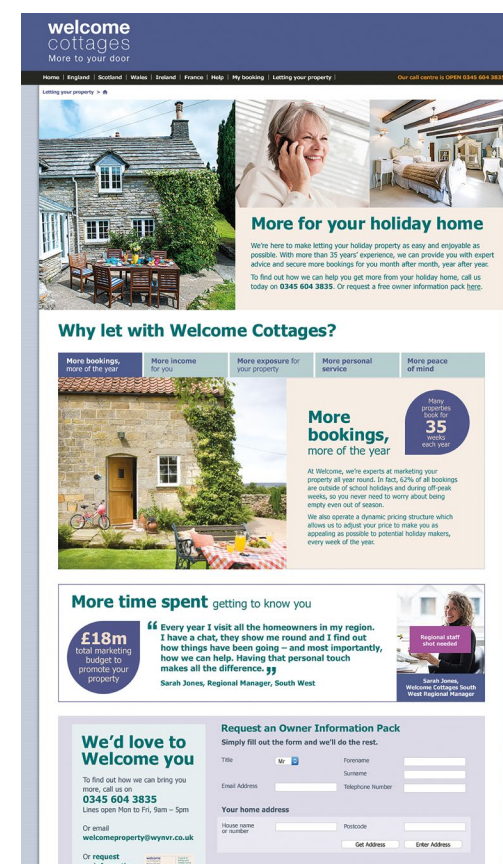
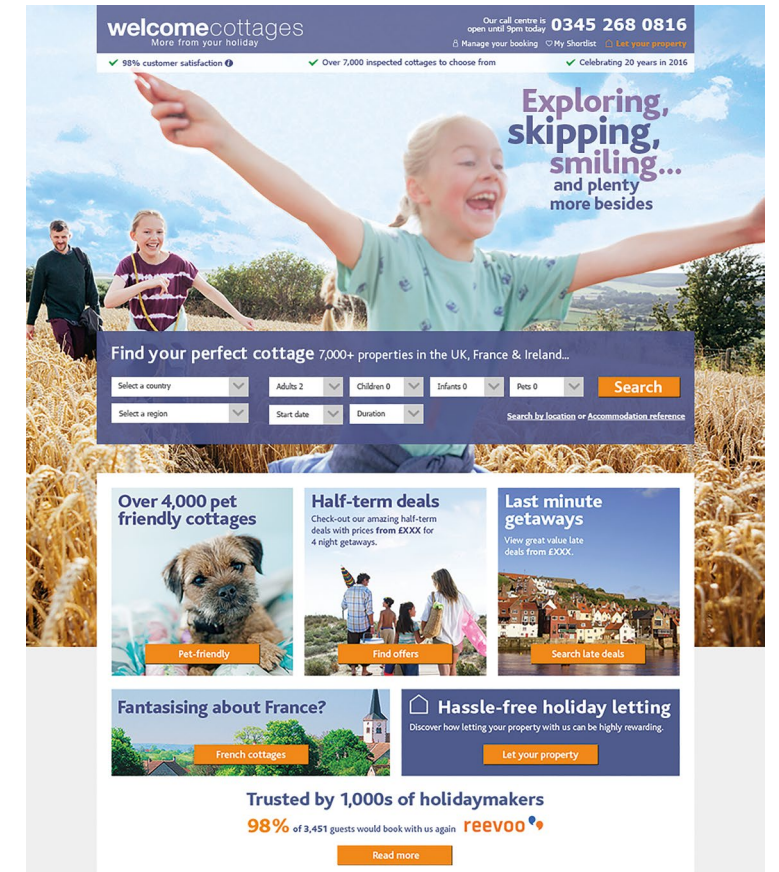
We rebranded their website, including the homepage, listing pages and more. We also produced brochures, press ads and internal staff emails to communicate the rebrand. The 'doing' words were used as starting points to inspire a new wave of content creation.

## FOR OWNERS

Welcome Cottages' property owners care about one thing: getting their cottage booked as often as possible. So we created a strapline – 'more to your door' – as a promise to owners.

We wanted to reassure them that Welcome Cottages will take care of their property as if it were their own. Yes, there may be properties more expensive and luxurious, but there are none more important.

We rebranded the landing page and wrote a downloadable guidebook specifically for owners. We also created an acquisition brochure, welcome brochure and newsletter.





cottages4you

DESTINATION:

Make cottage breaks go up, as the economy goes down

THE ROUTE:

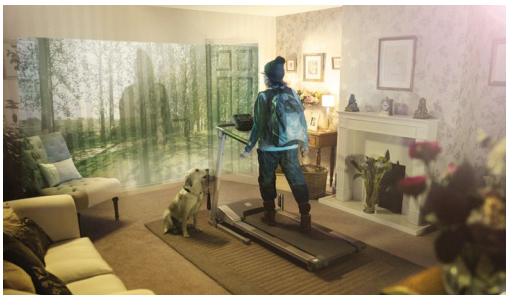
In 2010, with the economic downturn still being felt, more and more UK holidaymakers were planning breaks in the UK. With this in mind, Cottages4you decided to get back on TV.

Red C recognised that there's a unique appeal to going on a cottage break. It's about countryside, fresh air walks, and the homely charm of the cottage itself.

We let a kickstart question spark our thinking: what if you loved your cottage break so much, you brought it home with you? Then we let our imagination run wild. Pretty soon we had a series of striking visuals: beach in the back garden, local pub in the garage, country walks in the front room... all bringing to life the proposition of bring your cottage break home with you.

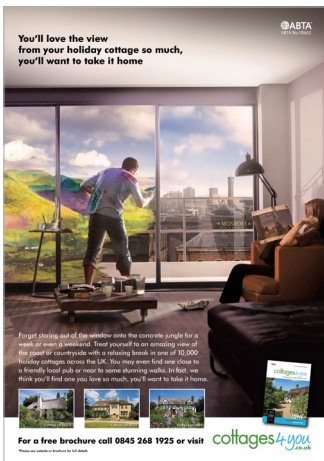
The ad first aired on Boxing Day and drove a huge surge in bookings. We even picked up an award at the 2011 Travel Marketing Awards.

Our striking visuals not only generated great brand recall with holidaymakers, they caught the eye of the judges at the 2011 Travel Marketing Awards.



POINT OF INTEREST:

Don't be afraid to play with absurdities or consider extreme consequences... it often results in creative that's more memorable.



Hoseasons

DESTINATION:

Show the huge variety of Hoseasons holiday experiences... in 30 seconds

THE ROUTE:

It had been several years since Hoseasons had last been on TV, and brand awareness was at an all-time low. So, the brief was two-fold: get us back on TV, but get us noticed, too.

Hoseasons started life as the place to go for boating breaks. But over the years it's diversified, and now offers everything from cottage and lodge breaks, to parks and adventure holidays. So how could we get across the variety of fun on offer... in half a minute?

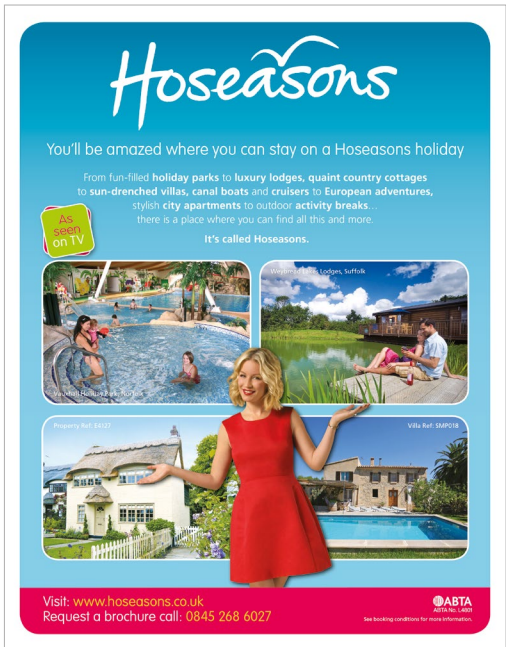
We found our answer by casting Denise van Outen. The star of stage and screen gave our creative a memorable famous face, one we used to strong effect across posters and direct mail.

The results went way beyond expectations, both in terms of brand awareness and bookings.

Indeed, it wasn't long before Hoseasons approached Red C once again to deliver another sales-boosting campaign.

POINT OF INTEREST:

Casting a famous face to front your campaign makes it more likely the your message gets noticed and remembered.





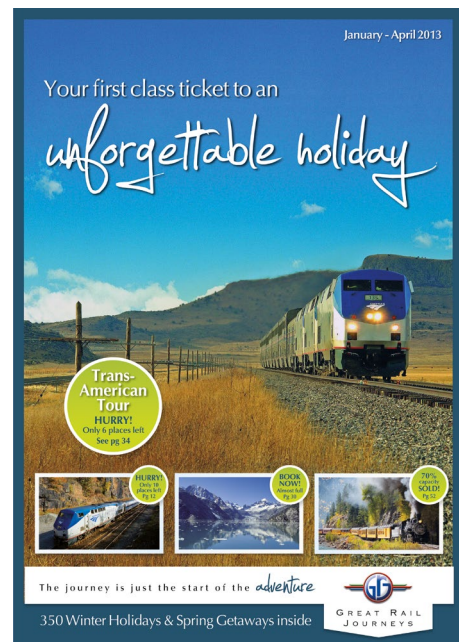
## DESTINATION:

# Making off-the-page more effective... by making it more efficient

## THE ROUTE:

GRJ's brochures and off-the-page ads were starting to look tired, and results were flagging too. So Red C pitched for the opportunity to revitalise them.

We won the account based on a mantra of 'think small to achieve big'. Making direct marketing creative more effective often involves small changes which have a cumulative effect.



We reworked the brochure covers by using a single striking image, offset by punchy promotional messages.

We restructured the press ads to cater for scan readers and included imagery making eye contact to capture attention.

We applied a similar principle to the introductory pages, too, creating spreads that were more engaging, but also more promotional at the same time.

## POINT OF INTEREST:

Very often, making a brochure or press ad more effective is a matter of paring things back, deciding on a hierarchy of messages, and making things easier for the reader.

Our approach was so successful that it wasn't long before we were overseeing the production of all GRJ's brochures and direct mail.

## DESTINATION:

# Take GRJ customers on an engaging journey... in an email

## THE ROUTE:

GRJ tasked Red C with rescuing their emails, a series of repetitive promotional postcards which were massively under-performing.

Over 12 months, we transformed the entire eCRM programme. By injecting some personality, introducing editorial content and making the emails more inspirational, we almost doubled response rates and conversion.

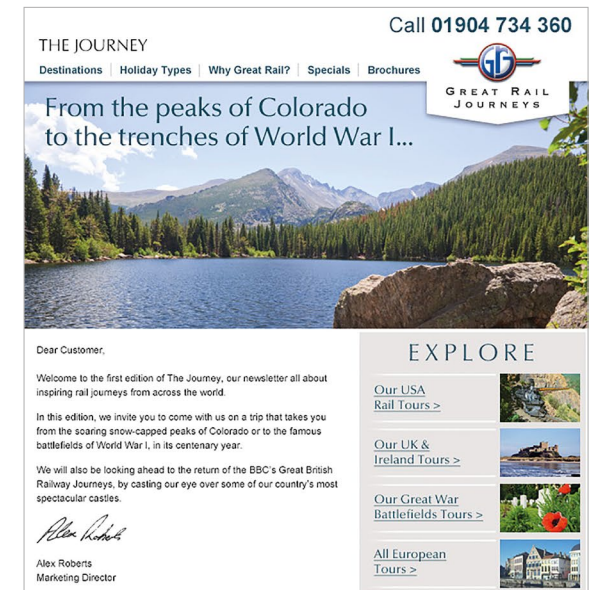


One notable success story was The Journey Newsletter. GRJ customers are keen travellers, so the brand had decided to publish its own magazine, The Journey, as a way of whetting readers' appetites for their next adventure.

But could it work as an email? The client was sceptical, but we felt we could combine well-written content and email marketing nous to not only engage readers but drive them online to explore tours in more detail.

So, we created a new template that allowed our great travel writing and GRJ's glorious imagery to breathe, offering both a great reading experience and a compelling reason to buy.

Interest in GRJ tours sky-rocketed, and customer appetite for content proved so strong that The Journey went online as a blog... supported by a new, dedicated team of travel writers.



## POINT OF INTEREST:

Good writing is a sound investment for travel brands, helping you stand out in a marketplace where everyone sells the same tours, and describes them in very similar ways.







#### DESTINATION:

£1 million sales  
in just one week

#### THE ROUTE:

Eurostar had realised that by only providing travel, they were missing out on a huge profit opportunity. Why? Because other tour operators were successfully offering holidays that included travel on Eurostar.

So, in partnership with Cresta Holidays, Red C provided a complete business plan and launch strategy including estimated passenger figures, profitability forecasting, suggested brand identities, creative executions, customer recruitment opportunities and strategies.

From creative advertorials to direct mail packs, we used strong imagery and hard-hitting copy to highlight unique selling points. The results? Over £1 million of sales in the first week alone.



Eurostar Holidays also won the Royal Mail's 'Best Business Start Up' award due to the success of the campaign.

#### POINT OF INTEREST:

Most travel brands rely on clichéd stock photography. Illustrations cost more to produce but they more than repay the investment, not just in terms of stand-out, but with better results, too.

#### DESTINATION:

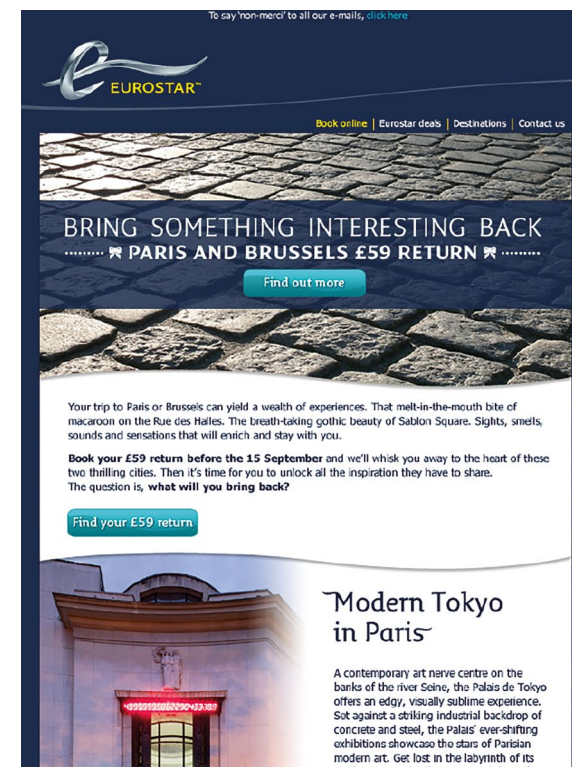
Across Europe on business  
and pleasure with  
multi-language emails

#### THE ROUTE:

In October 2011, Red C was appointed to handle the email marketing for Eurostar. Eurostar needed to have a whole new email marketing strategy created, one that targeted everyone from their Leisure customers to their Business clients.

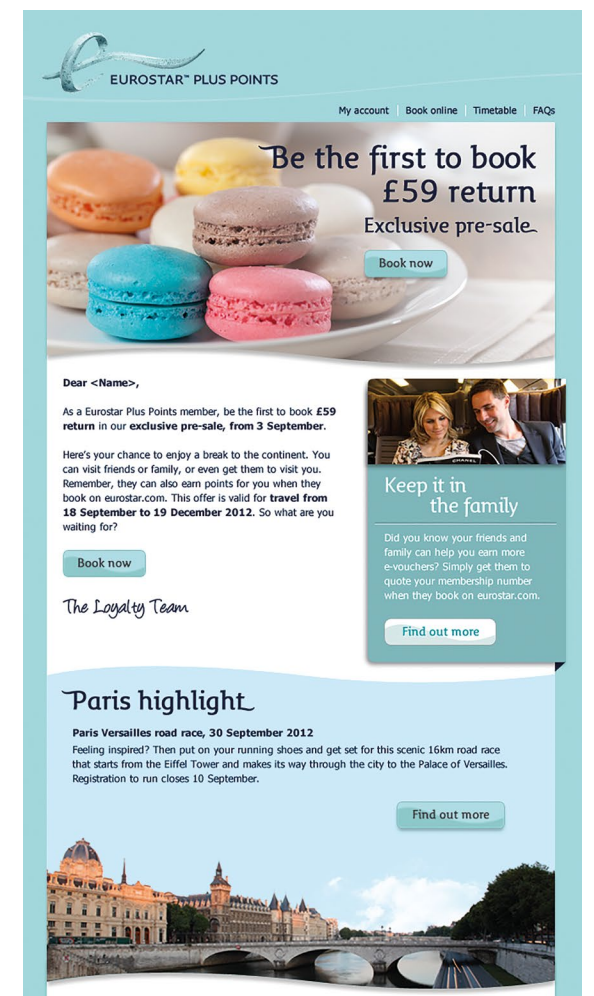
Our first task was to redesign the email templates, to make them both content-rich and visually engaging. We then supplied toolkits for each channel to agencies across Europe. It meant that no matter where it was sent from, each email followed a consistent style and layout. We continued to tweak and refine the template design throughout our partnership with Eurostar.

Our strategic email expertise has resulted in Eurostar having a complete eCRM makeover. A makeover that has helped them engage customers with timely and relevant emails, resulting in an increase in bookings and customer loyalty.



#### POINT OF INTEREST:

If you share interesting, informative content that your customers can't get anywhere else, they will read it and click on it... even in an email.



A 40% increase in  
click-through rates proved  
that the database is more  
than happy to engage with  
good, well-written content.



# This is SHEARINGS

## DESTINATION:

# Reactivate long-dormant customers with direct mail

## THE ROUTE:

Shearings Holidays had a problem familiar to many tour operators: a large list of customers who booked once, then never again.

So, they called on Red C's strategic and creative expertise to challenge their Lapsed and Dormant direct mail packs – and make them work harder.

Following strategic analysis, we came up with four copy platforms that we felt would help overcome objections and motivate customers to rediscover Shearings once again.

One route focused on the breadth of destinations and experiences available to travellers seeking adventure. A second offered reassurance to travellers with mobility issues – a key demographic. A third communicated Solo Travel to customers who may have lost a loved one. The fourth focused on Shearings' unbeatable value for money. We then ran a split test, with the winning pack going on to become the banker going forward.

## POINT OF INTEREST:

When writing to an older audience, it's always worth testing longer copy. If the reader is interested in your offer, they will read more – especially if the ticket price is high.



## DESTINATION:

# Engage VIP customers with an exclusive loyalty programme

## THE ROUTE:

Shearings has built a loyal customer base over the years. Some customers travel with them multiple times a year. Shearings wanted to take the opportunity to thank and reward these very important people with an exclusive offer.

But they also had a secondary motive: to engage and encourage a dialogue.

So Red C created a 3D-mailpack that not only gave Shearings' loyal customers the priority treatment (and a special pin-badge), but invited them to join an exclusive customer panel.

The pack was sent to 25k households, and feedback from customers has been overwhelmingly positive... with friends of recipients even contacting Shearings to request a pin badge!





# We are Red C

Red C creates marketing solutions that move people. To click, to call, to read, to buy. When you need to make things happen, we make direct and digital deliver the numbers you need.

As an integrated agency, we help you engage with your customers, cross channel. We take big brand ideas and transform them into personal, one-to-one communications that captivate and compel.



## Email

Whether you're looking to get an eCRM programme off the ground, or supercharge one that's floundering, we can help – with strategy, creative, distribution and analysis.



## Direct Mail

Our direct mail expertise has been proven over decades. Whether it's door drops, inserts, catalogues or mailpacks... we regularly outperform the control in tests.



## Search

Making paid and organic search work requires active and intelligent campaign planning, not automated bid routines and keyword stuffing. If you need more ROI, give our hands-on approach a try.

Great journeys  
always start with  
a **conversation**

**Steve White** Managing Director

[swhite@redcmarketing.com](mailto:swhite@redcmarketing.com)

**0161 872 1361 | [chat@redcmarketing.com](https://redcmarketing.com)**