bluemarble
travel hub

2020 THE GIFT OF TRAVEL CAMPAIGN

CAMPAIGN BRIEF

CAMPAIGN OBJECTIVES

- To launch a small-scale tactical recruitment campaign using online channels as touchpoints.
- Establish a clear path-to- purchase.
- Increase app downloads and membership.
- Update existing campaign.

TARGET AUDIENCE

- Blue Marble members
- Frequent travellers
- Gift-givers
- Approx. 30 years old and above
- Professionals
- Above-average income earners
- Active in SoMe

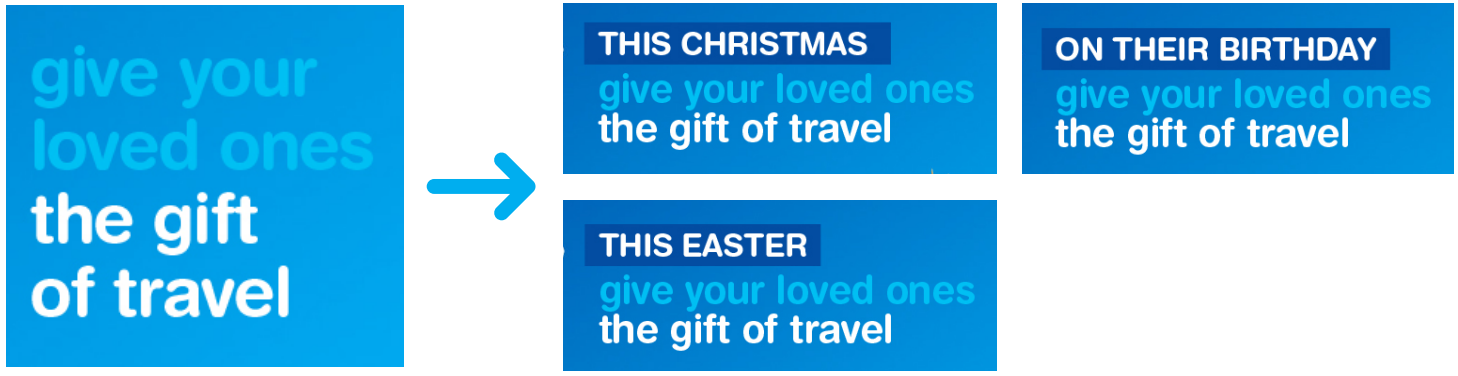
UNIQUE SELLING PROPOSITION

- Pre-paid
- Reusable
- Reloadable (top-up funds)
- Affordable
- Exclusive
- Thoughful and unique gift

CAMPAIGN CONCEPT

The overarching concept to update its present campaign revolves around Blue Marble's promotion of its one-of-a-kind gift and to deliver a heartwarming message with disruptive visuals across digital channels where the target audience are and to promote. The campaign message is anchored on the importance of providing a very thoughtful present to the audiences' love ones on gift-giving seasons (e.g. Birthdays, Easter, Christmas, etc.). Though not limited to holidays, this card can extend its campaign during: school graduation season, weddings and wedding anniversaries, and other occasions. This campaign gives them inspiration to remind them to: GIVE YOUR LOVED ONES THE GIFT OF TRAVEL

MESSAGING



EXISTING
Where they are

UPDATED
Where it landed

STRATEGY AND CHANNELS

CREATE AWARENESS

- Social media posts, carousel and video
- Banners in 3rd Party retailers and blogs
- Teaser ads

BUILD ENGAGEMENT

- Range of gift products displayed in the app
- Range of gift products displayed in social media posts, carousel, and video

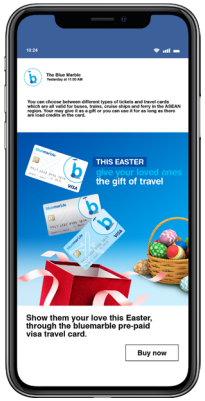
POST PURCHASE

- Loyalty program where customers who bought 60,000php worth of VISA travel cards automatically receives an exclusive/limited edition BM black travel VISA card for FREE worth 2500php.
- Share travel experiences in Blue Marble's SoMe channels

KEY VISUAL

EXISTING
Where they are

UPDATED
Where it landed

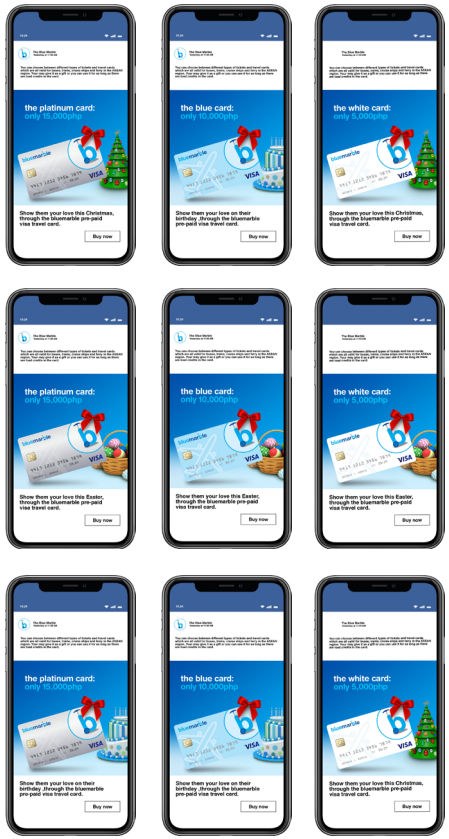


ADAPTATIONS
OF UPDATE

COMMUNICATION HEIRARCHY

1. Hero products
2. Headline/Messsaging
3. Season/Occasion Icon

PRODUCT RANGE - UPDATED



EXISTING
Where they are

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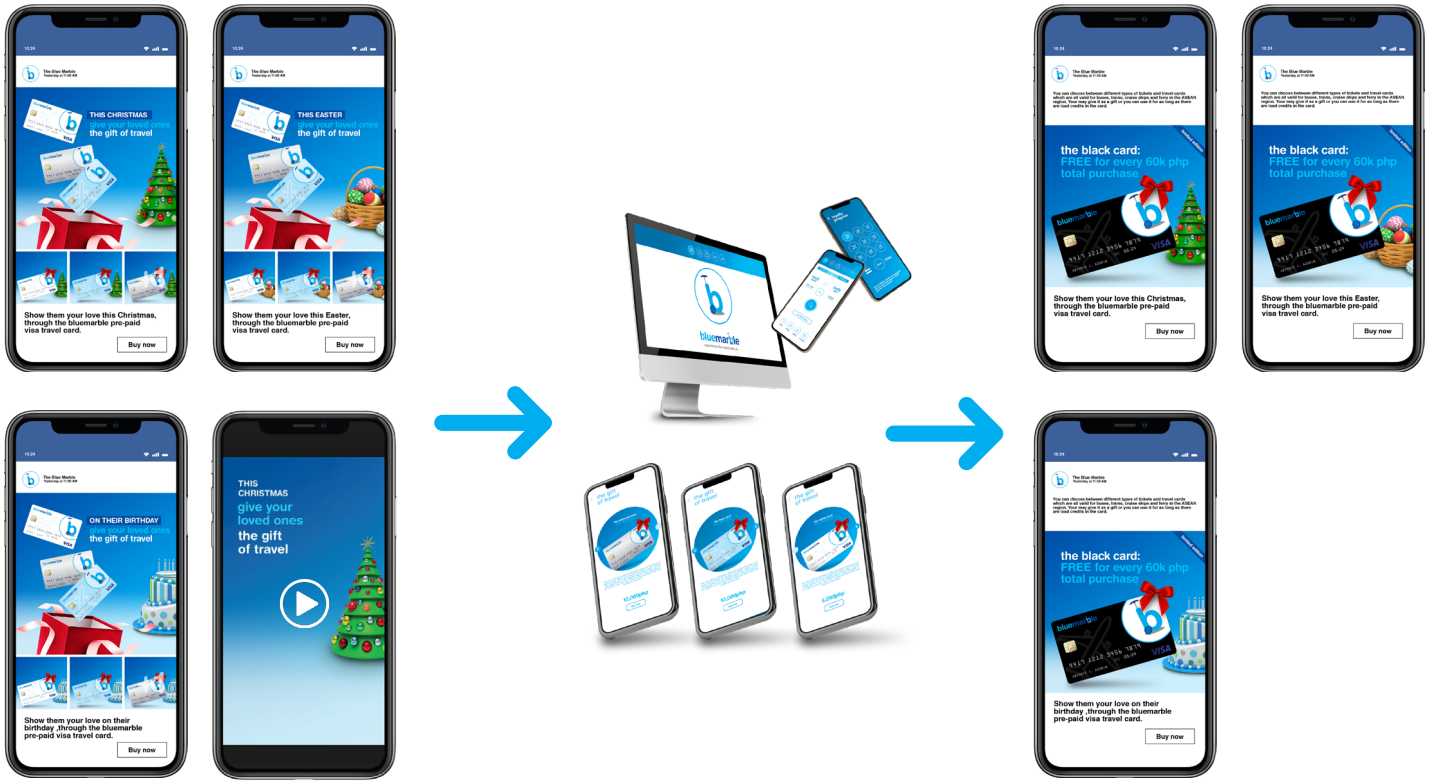
ADAPTATIONS
OF UPDATE

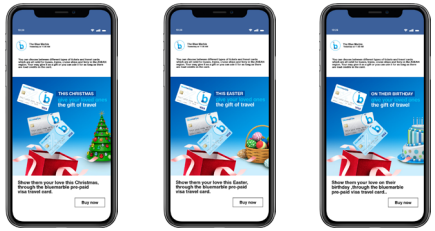
PATH-TO-PURCHASE



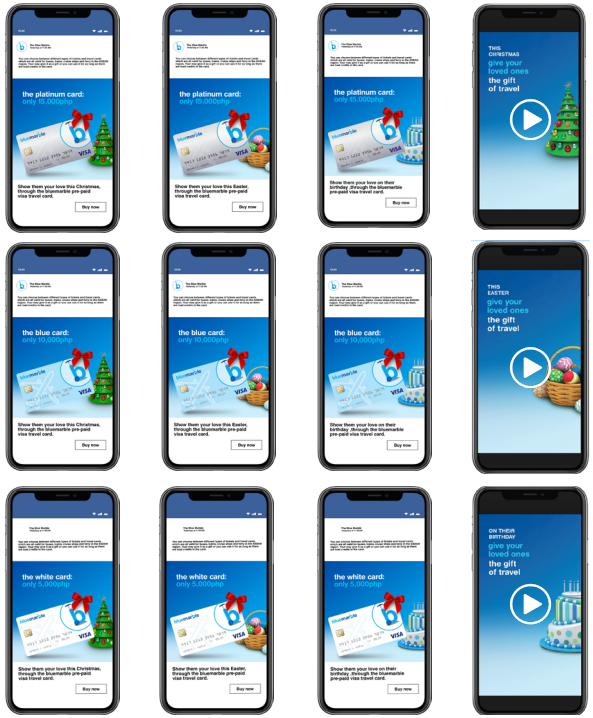
AWARENESS **IN-APP PURCHASE** **POST-PURCHASE**

CAMPAIGN OVERVIEW

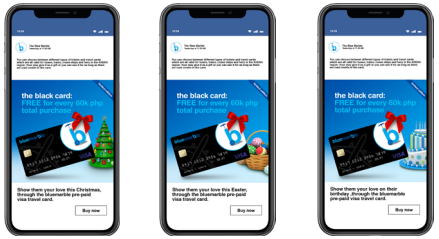
CREATE AWARENESS



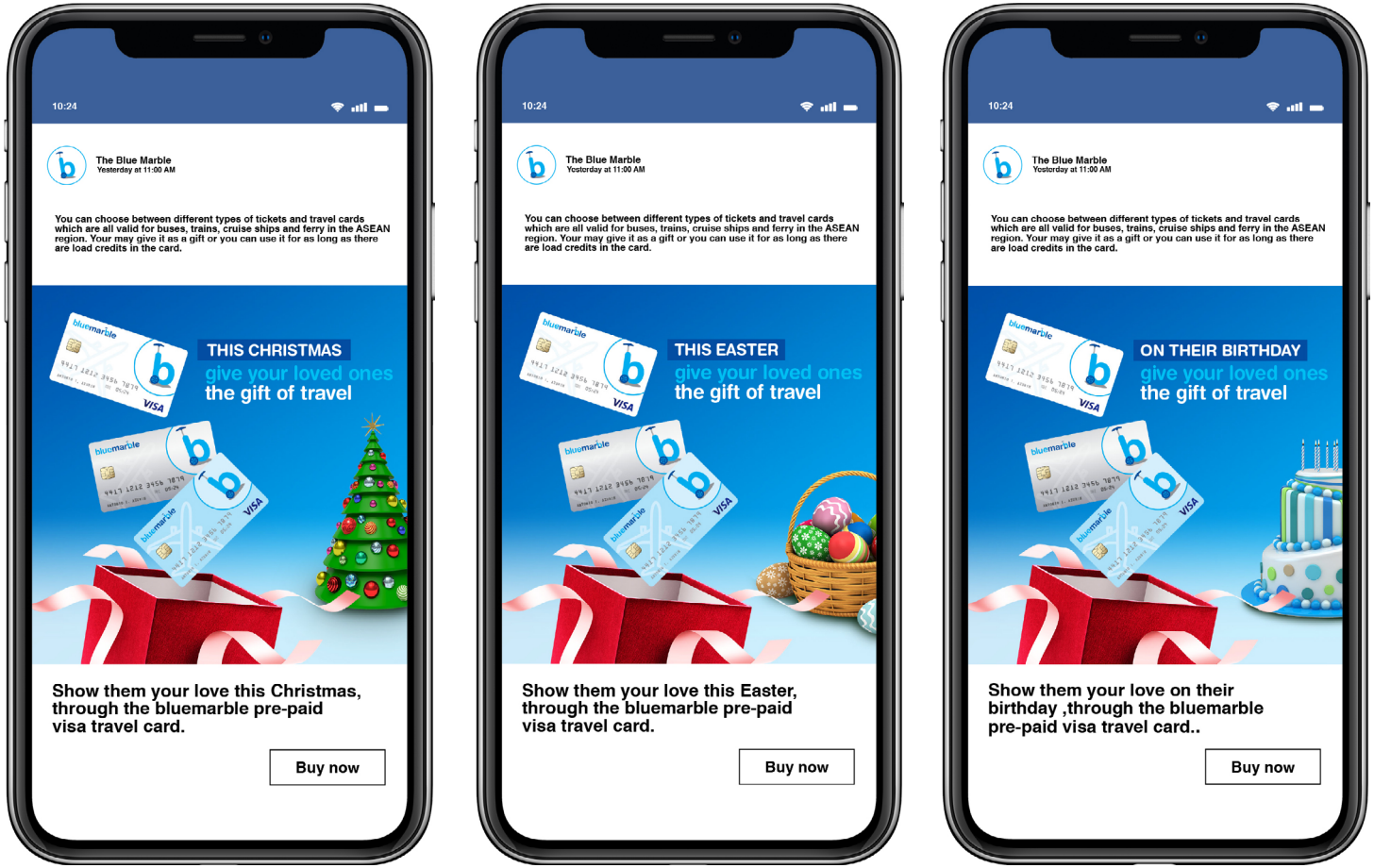
BUILD ENGAGEMENT



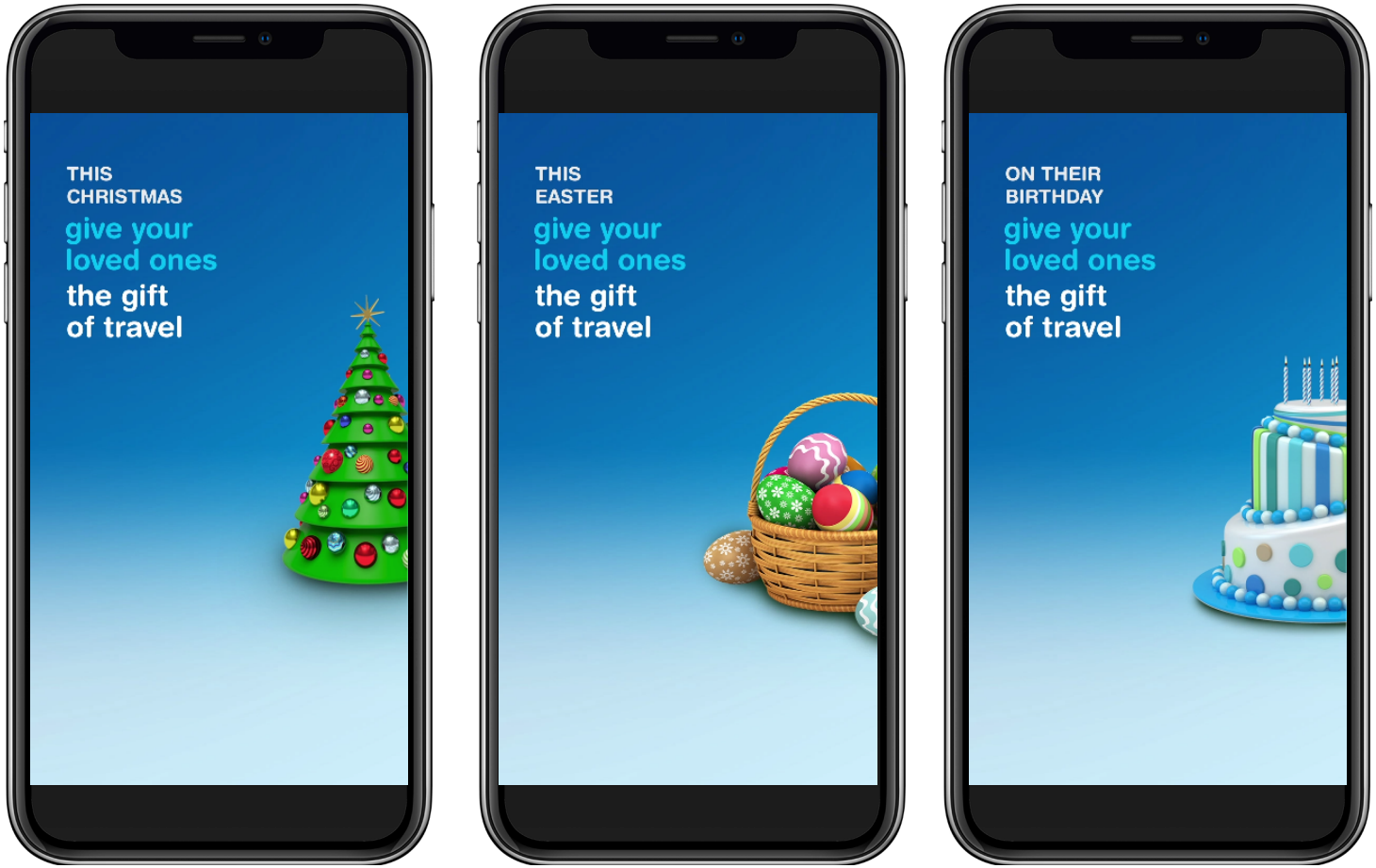
POST PURCHASE



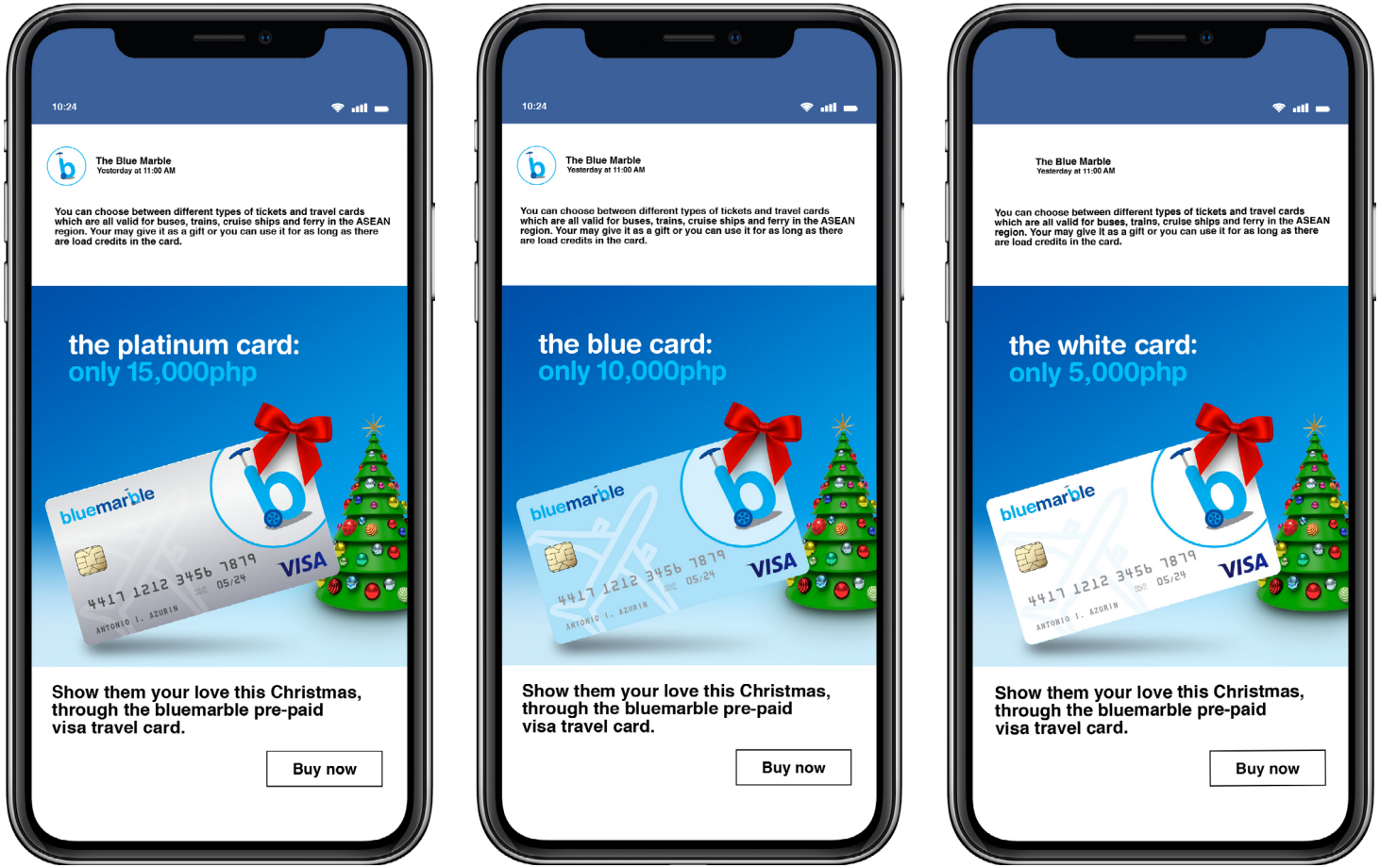
CREATE AWARENESS (STATIC)



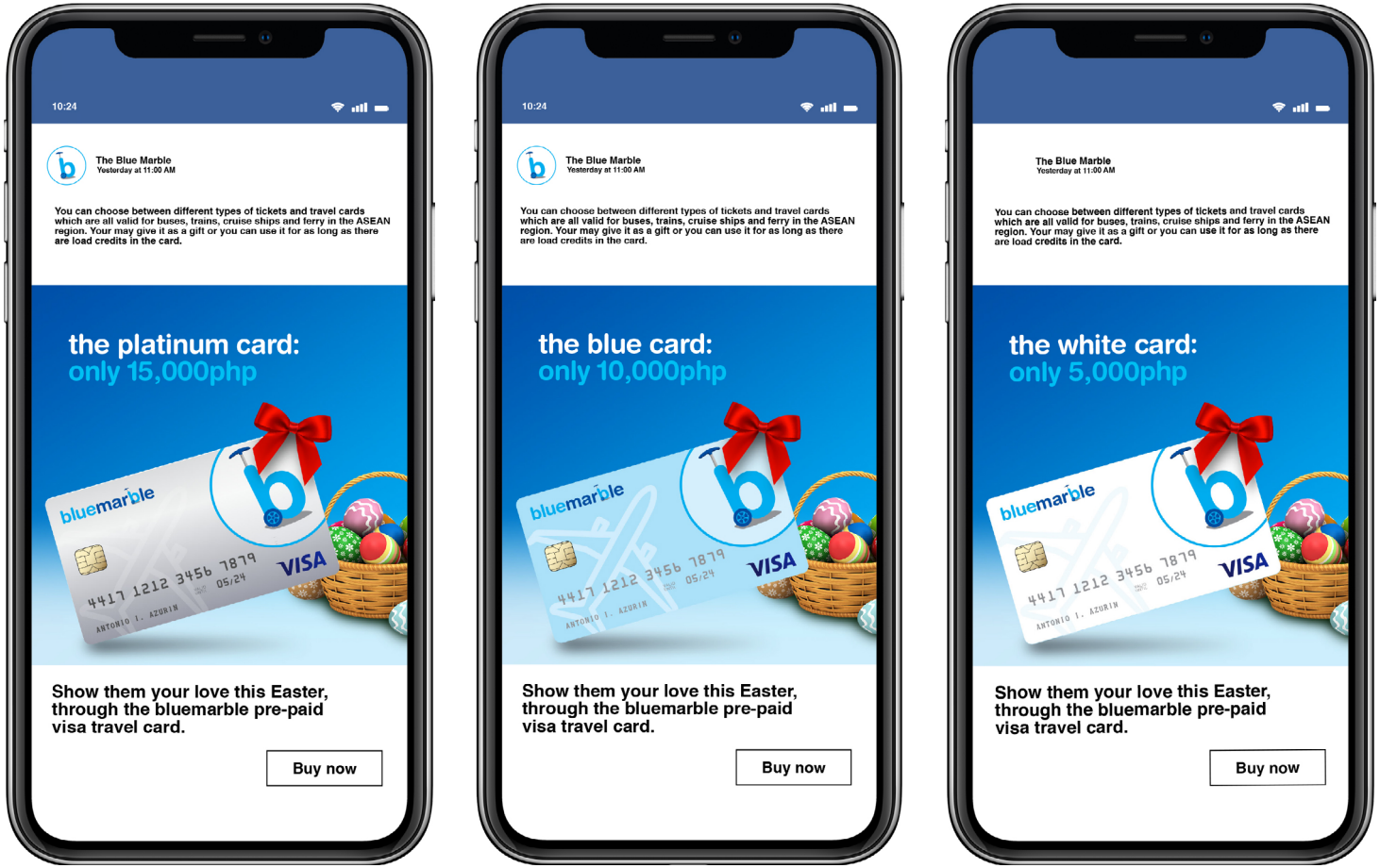
CREATE AWARENESS (VIDEO)



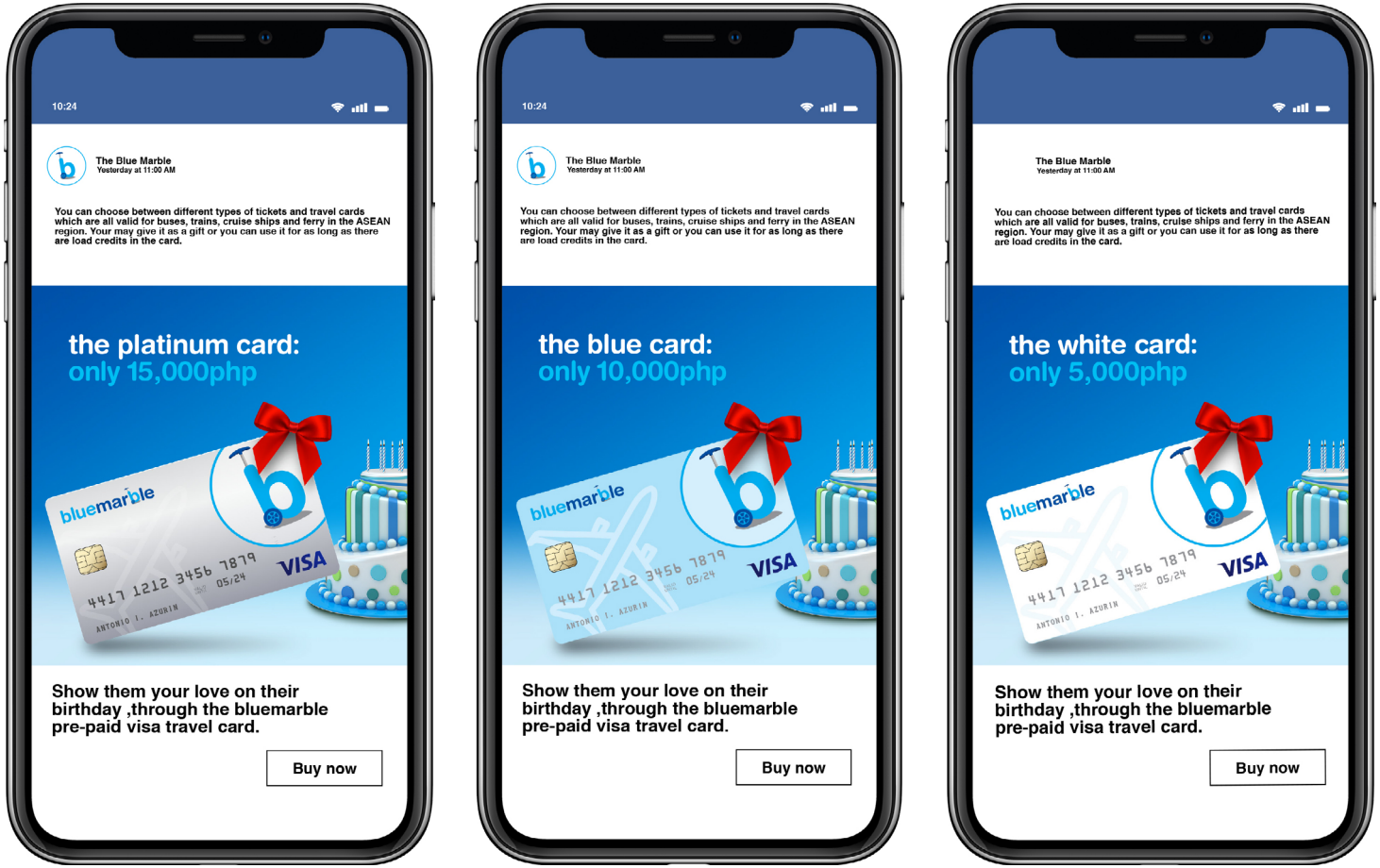
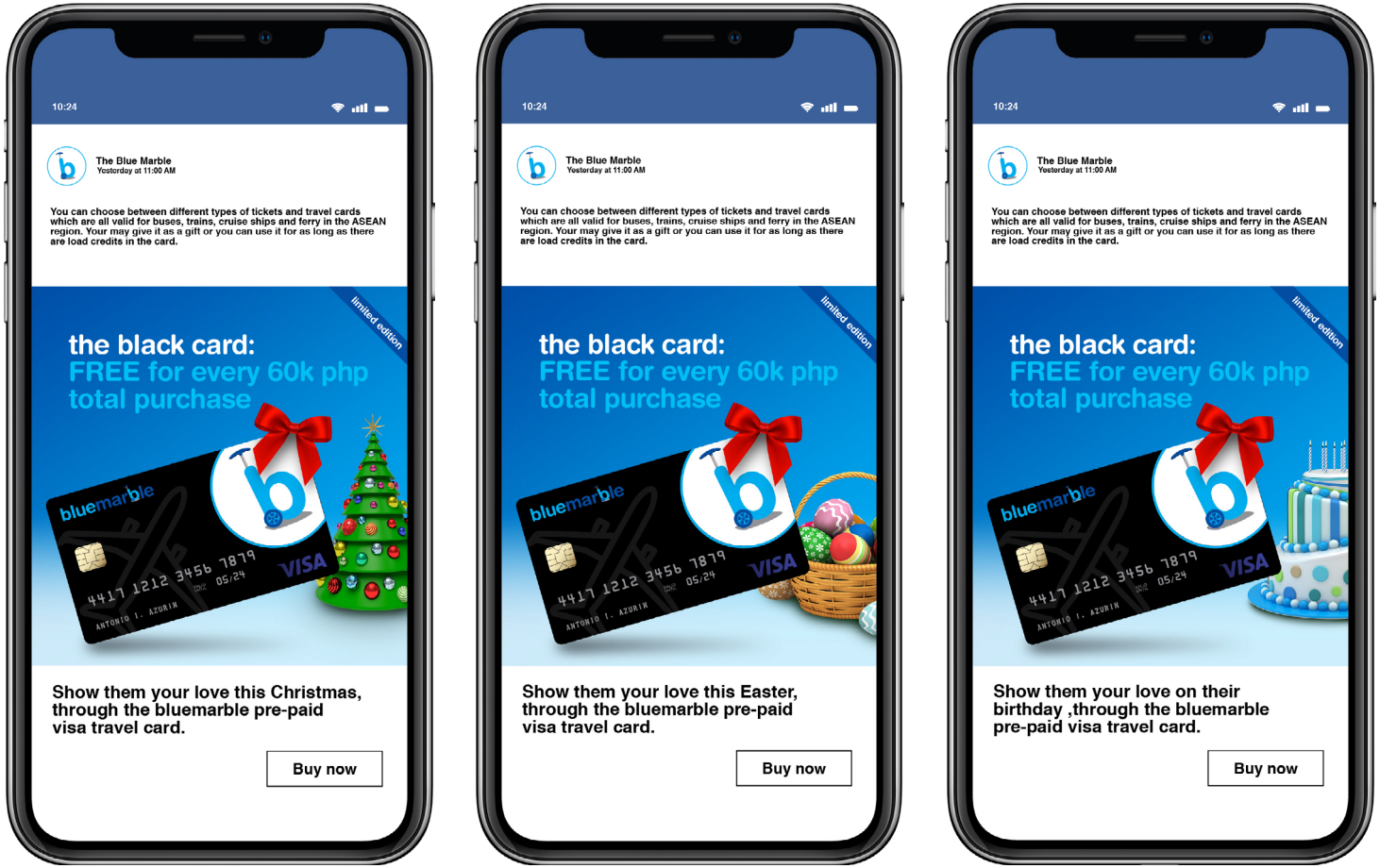
BUILD ENGAGEMENT (CHRISTMAS)



BUILD ENGAMENT (EASTER)



BUILD ENGAMENT (BIRTHDAY)



POST-PURCHASE