

# Europe invites the curious

EUROPE  
visiteurope.com

Pan-European consumer  
brand campaign

Co-op partner proposal

March 2023

Co-funded by  
the European Union



01

## CAMPAIGN OVERVIEW

The “**Europe invites the curious**” and DMO partner content will be delivered to premium audiences at scale through various content distribution platforms. The DMO partner content will be seamlessly integrated within each of the content platforms and it can be tailored to the preferred editorial theme(s) of the DMO. These content sections will house vibrant images, videos and rich editorial, bringing Europe to life and highlighting key places to visit and experiences to enjoy with the objective of turning inspiration into action.

## OUR APPROACH



Content

+



Distribution

+



Data

=



Results

ETC will overlay long-haul travel and interest data to deliver the content to relevant audiences using enrichment data partners as well as our own proprietary data sets. ETC will capture data on users who have engaged with the content (campaign engagers) and re-target these audiences using the DMO tactical ‘call-to-action’ messaging and creatives.



## EDITORIAL

The campaign editorial positioning focuses on 3 key pillars which allows us to target different niche audiences in target markets around each content theme.

The **DMO can select** the content assets, theme(s) and market(s) they would like to participate in that fit their marketing strategy.

The DMO will also be able to use their own assets for any sequential retargeting

## History &amp; Ancestry

**2023 Campaign focus:**  
**Historical sites**

*Trace your roots. Quench your curiosity about the past by exploring the sites where history was made.*

**Target Markets: USA, Canada and Brazil**

## Creative Cities

**2023 Campaign focus:**  
**Festivals and events**

*Discover the European creative cities to enter a world of remarkable cultural growth and flux.*

**Target Markets: USA, Canada, Brazil and Japan**

## Nature &amp; the Outdoors

**2023 Campaign focus:**  
**Ecotourism experiences**

*In Europe, you can experience nature at her own pace, find togetherness in the wilderness and gain a deeper understanding of the environments you encounter.*

**Target Markets: USA, Canada, and Australia**



## FURTHER DMO INTEGRATION

1

The DMO partner content will be integrated into multiple digital content units including interactive ads, digital display/video ads & native ads.

2

DMO branding will be incorporated within the launch **display ads** funded by ETC around prospecting new audiences in target markets.

3

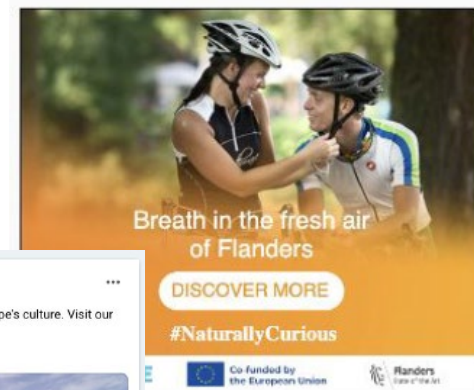
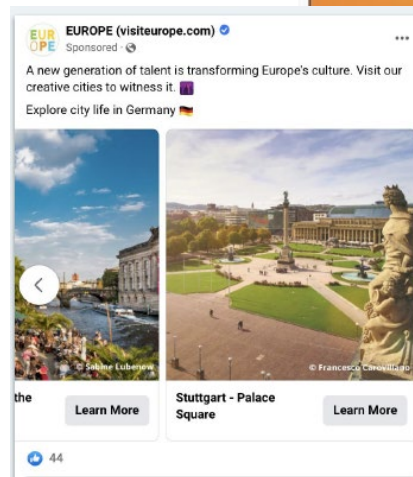
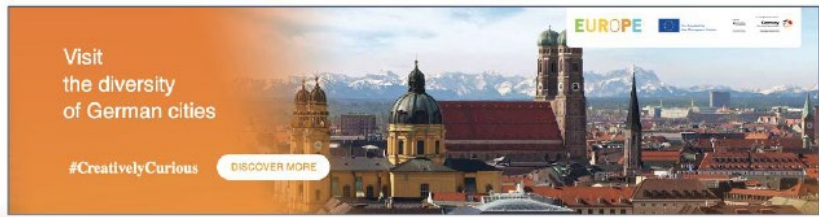
DMO branding would be included in native and video prospecting ads and **social media carousel** with a click out to the DMO website.

4

**Retargeting to the DMO website** will be delivered through digital display and social retargeting with ETC budgets funding the prospecting overlaid with the DMO's target audience segmentation and geographical locations.

# EXAMPLE DMO INTEGRATION

## DMO branding and creative assets in digital display ad units



## AUDIENCE TARGETING

As part of the campaign ETC will run a rich programmatic data strategy targeting high-net-worth Free Independent Travellers (FITs) from urban areas and consumers most likely to travel to Europe (travel intent in terms of searches in the last 30 days).

### Push strategy – Prospecting using data

Audience prospecting based around travel behaviours and passion points.

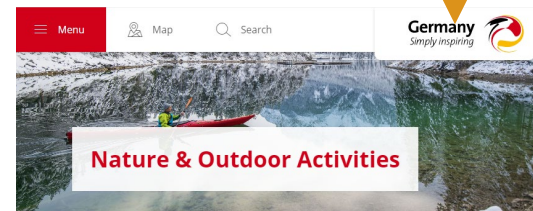
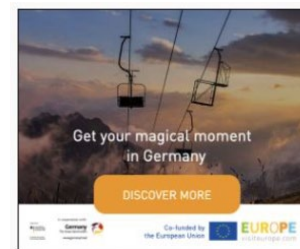
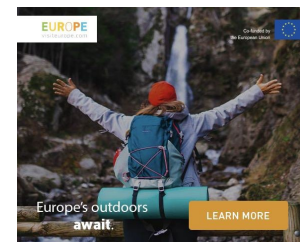
We will use enrichment partners, as well as our **own global data pool of 7.4m consumers** collected as part of ETC's 2022 campaigns.

### Pull strategy - Tactical retargeting of data

We will capture data on users who have engaged with the content to re-target these audiences with the DMO's tactical messaging and creative

### Social strategy - Data prospecting / Retargeting

Using Facebook and Instagram, we will deliver tactical social activity to curated and “look alike” audiences and retarget previous campaign engagers with tactical social creatives.



## MANAGEMENT AND SUPPORT

ETC and its creative and digital agencies will manage all aspects of the campaign and offer a fully integrated support service that will ensure that the campaign is executed and optimised successfully including the following:

1

### Creative and content production services

Our team will produce, design, build and create all content and ad formats for the activation. This includes the creation of all video and editorial content.

2

### Optimisation

We will optimise the campaign throughout ensuring maximum effectiveness and supply recommendations on adapting the plan to fit with the data collected.

3

### Reporting

We will supply weekly reporting of performance against KPIs including: unique users, dwell times, impressions served, data pool, view-through analysis using floodlight tags.

## TIMELINE

Expected campaign launch: April 2023  
Bespoke partner campaign launch: TBD

**Application deadline: 31 March 2023**  
**Contact: miguel.gallego@visiteurope.com**

## BUDGET

### ETC & EU

**€ 930,000\***

(including € 465,000 for partner matching)

- ✓ Project management
- ✓ Content development
- ✓ Data prospecting

### DMO PARTNER

FROM

**€ 15,000**

- ✓ Bespoke content creation
- ✓ Bespoke data targeting
- ✓ Bespoke digital advertising plan
- ✓ Weekly and monthly reporting
- ✓ Matched funding - **Example:** For a €15,000 budget you receive a bespoke advertising plan in value of €30,000.

\*€450,000 USA and €120,000 Canada, Australia, Brazil and Japan each.