

Advertiser	Tourism Ireland
Brand	Tourism Ireland
Campaign	Race to Ireland
URL	http://awardentries.kbzone.net/racetoireland/rti.html



Communication Goal

The premium-travellers from India are keen to discover unique global vacation experiences. Ireland ranks last in their “top-10-destinations” consideration-set, with not much time spent on the wide choices it offers. Tourism-Ireland needed to engage the TG and turn their awareness into interest, taking Ireland higher up in the top-10-consideration list.

Innovative media strategy

The premium holiday travellers are educated affluent 30-55 year old urban-Indians. They're discerning and don't buy package tours. They are net-savvy and research online: While they search for historical references on official websites, they trust other travellers' blogs, pictures and videos for experiences and reviews. They then chart out their own itinerary for that unique experience. Basis this insight, an online itinerary of Ireland was created using a combination of official and user-generated-content. Users could customise their itinerary basis this pre-created rich-source. To evoke interest and interaction the journey was designed as a race to finish and win fabulous prizes.

Engaging creativity

The Race-to-Ireland was designed as a **multi-platform experiential treasure-hunt** taking users on a fascinating

journey across Ireland. 10 clues led users through various official and social media properties: video-sharing, photo-streaming sites, Blogs, Twitter, Social-Networking-sites like Facebook to find hidden answers, in the process **discovering more about Ireland and its many attractions**. Care was taken to involve symbols of Ireland with Ireland's mythical creatures interacting with users to give them clues.

Encompassing the audience

Social-media seeding and search was used to reach the TG. Each clue and each destination was used to open-up other destinations and experiences. For instance, a user looking for Ring-of-Kerry on YouTube would stumble on videos of Giant's Causeway. A photo-search of "St.Patrick's-Day" on Flickr, led onto photo-streams of Irish-castles, evoking curiosity to learn more.

The relevant content, engaging campaign-design and the conscious "not-trying-to-sell-you-anything-at-any-stage" approach resonated with the audience, who then amplified it on social-media.

Results.

Post campaign, **Ireland moved up to the top-5 bracket on the TG's consideration-set**. The official **Tourism-Ireland website saw a 70% increase** in the number of requests from India for brochures and information on holidays in Ireland. The average time spent by the users on the website increased to **7 times more!**