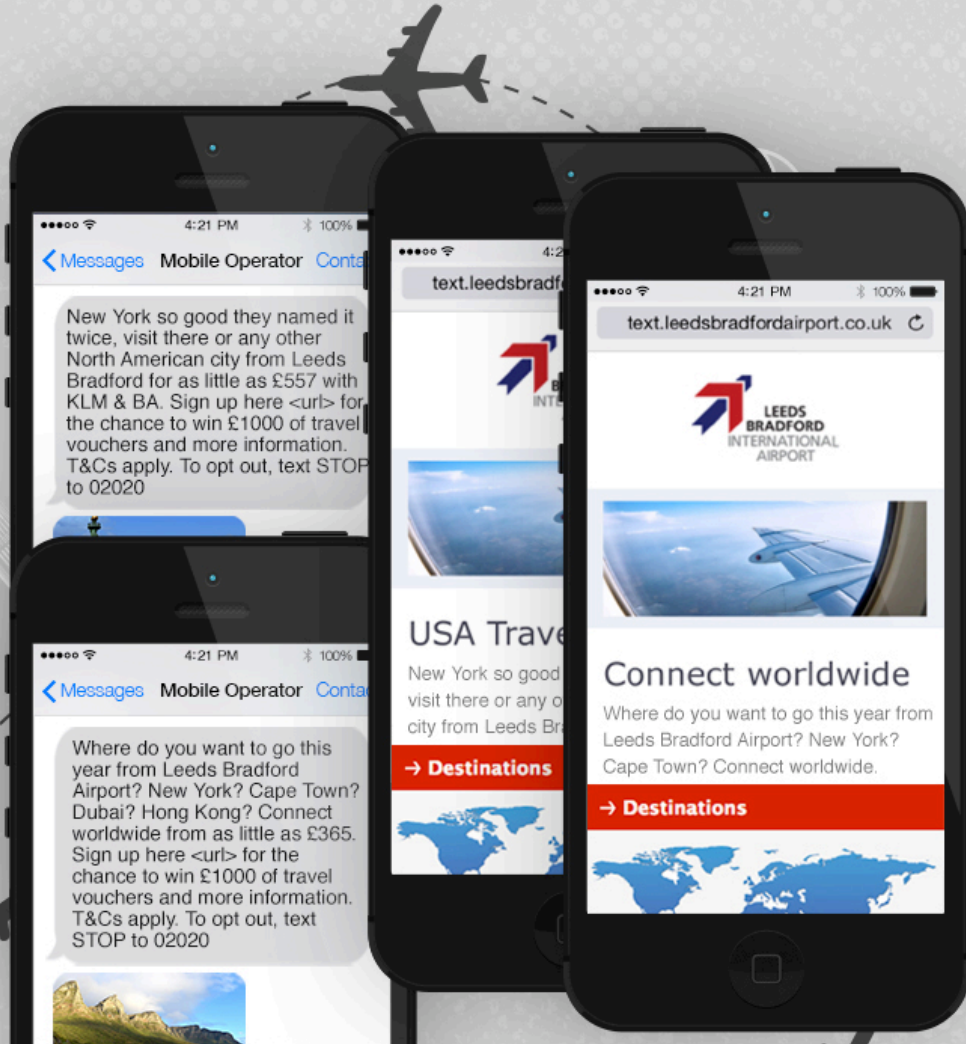




Leeds Bradford Airport: Drive sales of Long haul flights



Objective

To promote travel to long haul & US destinations from Leeds Bradford Airport.

Strategy

Working together with Zeal Media, Weve created a messaging campaign using 2 bespoke audience, long haul flyers & globetrotters all based in Yorkshire. A message was delivered promoting US travel which drove consumers to interactive content. This was repeated for long haul travel destinations.

Campaign Results



CTR 8x the travel industry benchmark

