

Joint campaign with India's top OTA



3500

Max passengers
bookings guaranteed

213 Million

Total target audience
impressions

Media Platforms

1. **Banner on website and mobile booking app**
2. **Social Media**
3. **Landing Page**
4. Digital Mailer
5. Google Adwords
6. Brand/Bank Alliance Campaign
7. APN - BPN
8. Print Ads
9. YouTube
10. Blogs on mobile booking app and website

#VisitCzechia

Business objectives

✓ **PARTNERSHIP WITH AIRLINE/OTA**



Evaluate Partnership with an OTA/Airline partner to push Czechia bookings in the market via B2B, B2C marketing campaign

✓ **PROMOTE THE DESTINATION**



Promote Czechia's 14 regions in the market with a campaign conversion rate of maximum **3500 passengers**

✓ **CONVERT INTO BOOKINGS**



Reach minimum total reach of **213 Million impressions**

Overview of the Campaign

We will be working with India's top OTA on a digitally driven media campaign focused on increasing visibility and driving conversions to Czechia from India.

Total Campaign Budget	CZK 2,400,000
VisitCzechia contribution 50%	CZK 1,200,000
EasyMyTrip contribution 50%	CZK 1,200,000

- **Key objective – Discovering 14 regions of Czechia that will be promoted during the campaign on the landing page**
- Prague, Liberec, Mlada Boleslav, Usti nad Labem, Karlovy Vary, Pilsen (Plzen), České Budejovice, Jihlava, Hradec Kralove, Pardubice, Olomouc, Ostrava, Brno, Zlin

- ✓ **Stimulate the purchase of Czechia travel packages**
- ✓ **Increase destination awareness as a Luxury & Leisure Destination**
- ✓ **Increase destination and product knowledge**

Media Plan - Summary

Target Audience	Element	Description	Reach
Easy My Trip customer data base	Digital Mailer	16 million combined reach. Every month to reach to 2.6mn targeted customers.	16 million reach
Netizens	Google Adwords	It will be a paid promotion to advertise Czechia along with its offerings. Czechia to be promoted across relevant pages in order to maximise the views. These would be YouTube (Non skippable videos, Skippable ads videos); Display (Responsive videos ads, Banner ads); Discover ads.	24 million reach
Netizens	Social Media	For the digital ads we will be running the ads on Facebook & its partner website. We will also run Video campaigns. Social media contest & Trivia can be curated for Czechia where the winners can be gratified with Czechia merchandise. The same to be conceptualised in tandem with the Czechia team.	23 million reach
Netizens	Brand/Bank Alliance Campaign	EaseMyTrip to conduct 1 tactical Brand or Bank alliance campaign, whereby the various experiences of the destination would be promoted across by the partner bank/brand to its customer	20 million reach
Netizens	APN - BPN	Czechia to be promoted via notification messages over the browser & the Android. The same to be utilised to bring the viewers to Czechia landing pages	2 million reach

Media Plan - Summary

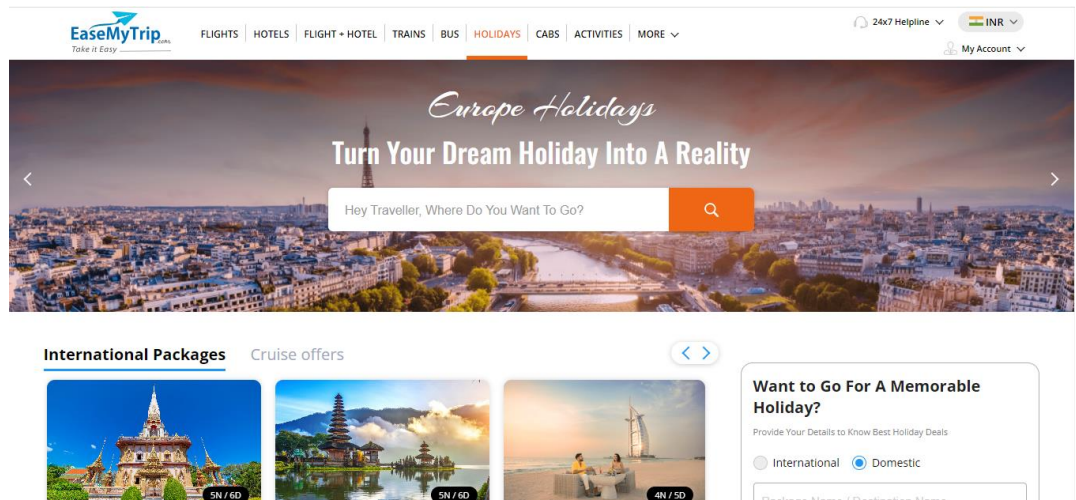
Target Audience	Element	Description	Reach
B2C promotion	Print Ads	Czechia to be promoted by way of 4 Print ads. It will be a quarter page across either HT City or Delhi Times or any other relevant & similar Newspaper. Total of 4 ads to be published. Prints to be conducted during the period of September,23 - October,23 to promote the destination.	6 million reach
B2C promotion	Youtube	EaseMyTrip to share Czechia videos on YouTube.	2 million reach
B2C promotion	Landing Page	EaseMyTrip would be curating a landing page for the promotion of Czechia packages. All the marketing activities would be conducted with a vision of bringing the maximum traffic to the landing page for a time period spanning 4-6 months	Complementary
B2C promotion	Blogs	EaseMyTrip would be promoting specially developed blogs in order to promote Czechia for a time period spanning 4-6 months	Complementary
B2C promotions	Banner on homepage	EaseMyTrip to also promote Czech by way of deploying the Banners on the Home page from time to time. Also putting the banners on the landing page to be deployed if considered to provide benefit for the campaign	120 million reach

Digital Media promotions

Banner on Home Page

120M+
Total Reach

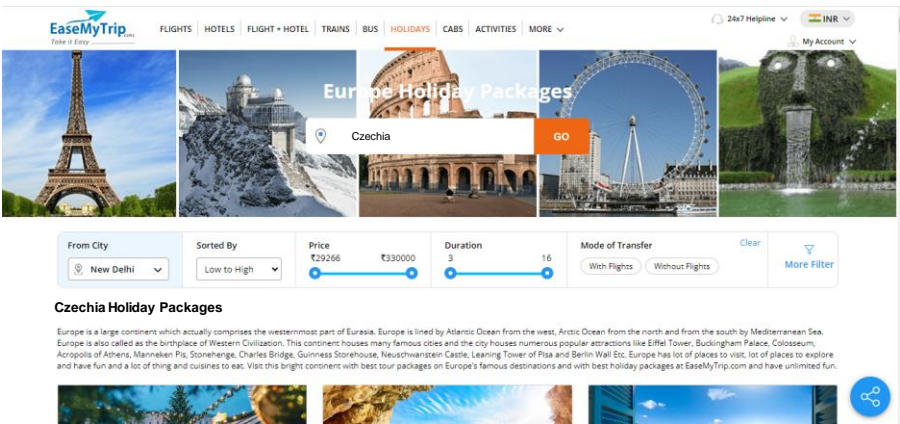
EaseMyTrip to also promote Czechia by way of deploying the Banners on the Home page from time to time. Also putting the banners on the landing page to be deployed if considered to provide benefit for the campaign



Landing Page

06
Months

EaseMyTrip would be curating a landing page for the promotion of Czechia packages. All the marketing activities would be conducted with a vision of bringing the maximum traffic to the landing page



*The above images are only for illustration purposes

Digital Media promotions

Social Media

23M+
Total Reach

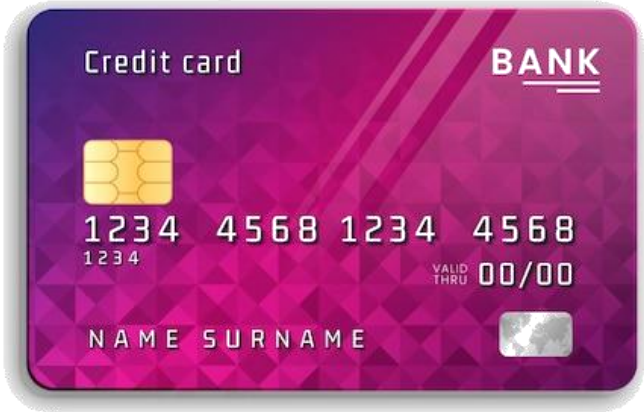
We will be running the ads on Facebook & its partner website. We will also run Video campaigns. Social media contest & Trivia can be curated for Czechia where the winners can be gratified with Czechia merchandise. The same to be conceptualised in tandem with the Czechia team.



Brand/Bank Alliance Campaign

20M+
Total Reach

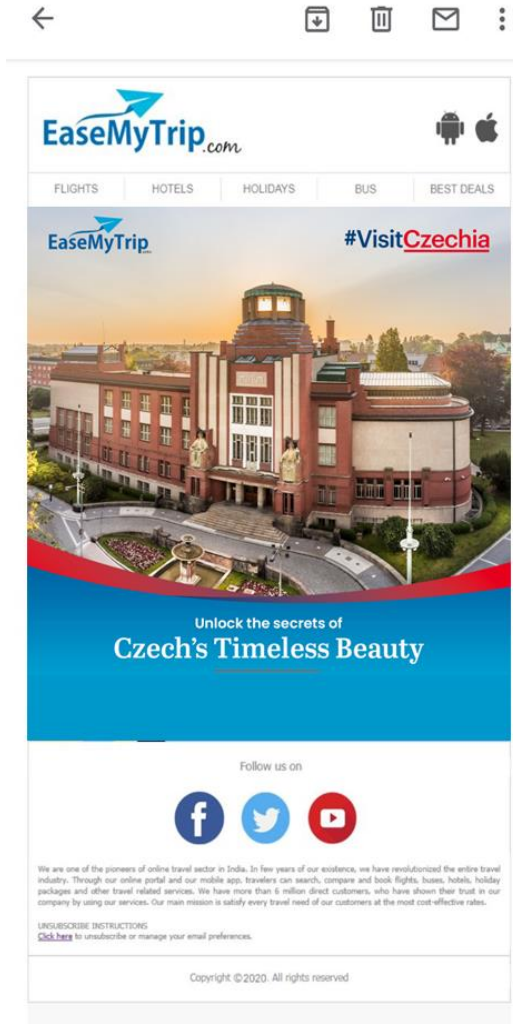
EaseMyTrip to conduct 1 tactical Brand or Bank alliance campaign. Whereby the various regions of the Czechia would be promoted across by the partner bank/brand to its customer.



Digital Media promotions

Digital Mailers

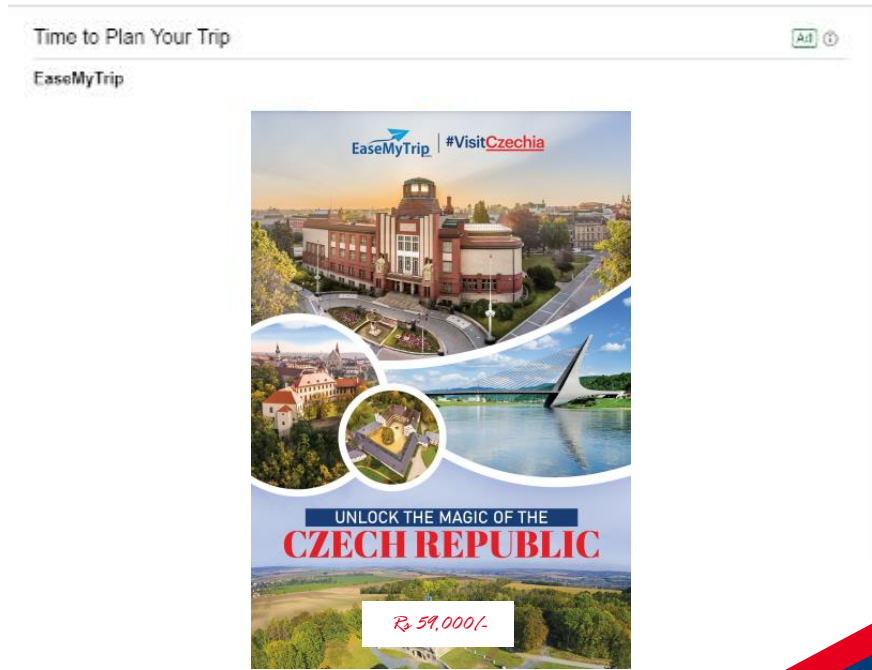
16M+
Total Reach



Google Adwords

24M+
Total Reach

Czechia will be promoted across relevant pages in order to maximise the views. These would include YouTube (Non skippable videos, Skippable ads videos); Display (Responsive videos ads, Banner ads); Discover ads.



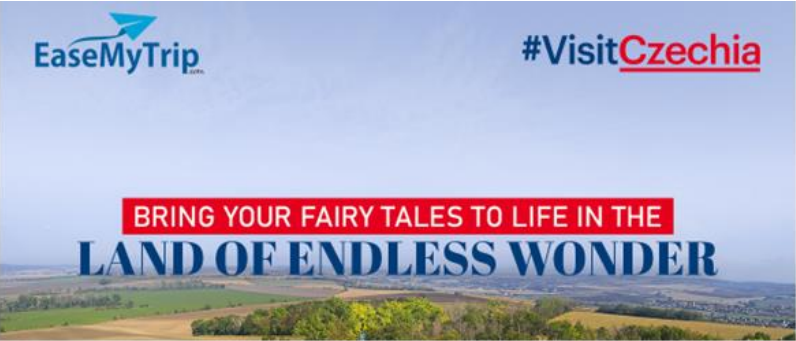
#VisitCzechia

Digital Media & Offline promotions

APN - BPN

2M+
Total Reach

Czechia to be promoted via Notification messages over the Browser & the Android. The same to be utilised to bring the patrons to Czechia landing pages.

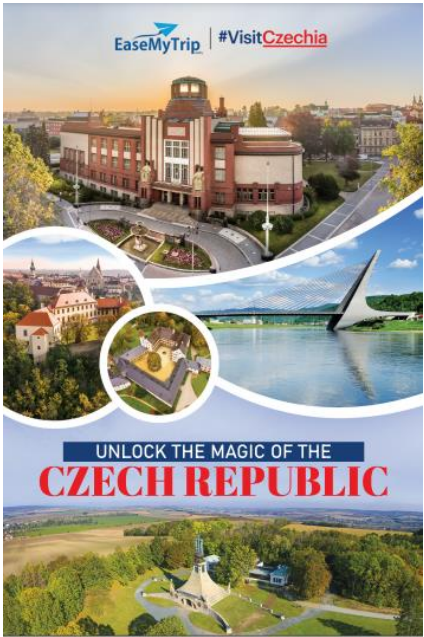


How about planning a Czechia trip?
Book now pay later!

Print Ads

6M+
Total Reach

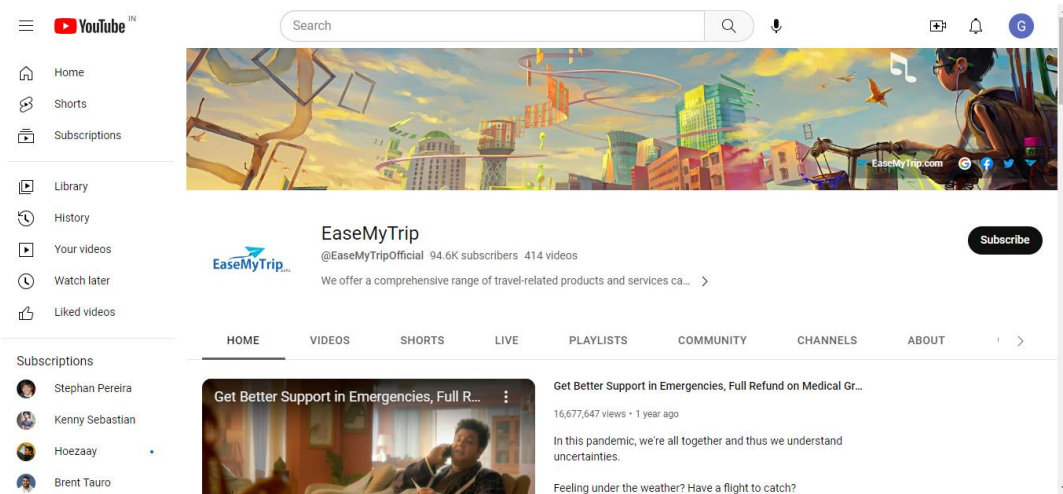
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Digital Media promotions

YouTube

2M+
Total Reach



Blogs

06
Months

EaseMyTrip would be promoting specially developed Blogs in order to promote about Czechia.

