



your kind of travel. your kind of perfect.



MERAKI MARKETING

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Gen X is a diverse population looking for a diverse range of travel options, some are families seeking structured vacations, others young adventure seekers. They are interested in an authentic and unique travel experience, and have more spending power than any other generation.

Collette has the opportunity to provide Gen X the experience they are looking for.

SO HOW DO WE REACH GEN X?



WE LEARNED THAT GEN X WANTS:

unique and personalized travel experiences

to travel with their children

group tours

free time

35-51 year olds, a diverse range of people at varied life stages. Consisting of “do-it-yourselfers,” new families, those reaching the peak of their career, and those sending their kids off to college.

The Independent



The Happy Couple



The Overwhelmed Parents



The Full House



The Empty Nesters





TARGET FINDINGS

Gen Xers are characterized by their hectic schedules and various time commitments, so **they tend to take shorter trips**

Although likely to be in debt, Gen Xers are still big spenders, and are **willing to spend money on experiences that will create memories**

Gen Xers are extremely likely to travel **with children less than 18 years old** when traveling abroad



INDUSTRY FINDINGS

Close to 40% of travel bookings are made online, therefore there needs to be an **emphasis on online marketing strategies**

The guided travel industry revenue is worth 6.5 billion dollars, with a **2.5% annual growth rate**

Travel marketing and the technology tailored to this generation should focus on **practicality**, including their preferences for **family-oriented travel**



IN-DEPTH INTERVIEWS:
22 GEN XERS

All participants believe there to be a lack of free time in Group Tours

"In short, my biggest concern is the lack of free time." - Male, 48

Participants believe that activities currently offered in group tours are not suitable for children

"If it was a tour that actively encouraged others to bring children, then I would consider bringing my son, sure, fine...but if it's the same thing where you're expecting most of the people there are going to be retirees then, no." - Male, 43



QUANTITATIVE SURVEY:
168 RESPONDENTS

97% of survey respondents with children travel with them and **75%** express interest in taking their children on a tour with activities catered to them.

It is imperative that Collette offers tour packages for families.

58% of respondents with children ages 10-16 stated they were likely to participate in a family friendly tour with their children.

NEGATIVE PERCEPTIONS OF GROUP TOURS

99% of interviewees believe that group tours are for senior citizens

GEN X BELIEVES THAT GROUP TOURS ARE NOT FOR FAMILIES

"My kids attention spans are **not** where they need to be for a group tour." - Female, 35

GEN X IS A DIVERSE POPULATION

Most Gen Xers are married, however **others** are recently divorced and looking to take self-discovery trips they couldn't when married. **Some** tend to be more adventurous and experience focused.

OTHER BARRIERS

Lack of brand awareness. **100% of interview respondents had never heard of Collette.**

Gen Xers are more likely to make purchase decisions based on habit, rather than seeking out the new and interesting.

[Mintel, "Marketing to Gen X"]

KEY RESEARCH FINDINGS

PROPOSED STRATEGIES

Gen X is made up of individuals in varied life stages and different family situations

Diversify Collette's offerings to match the varied needs of our audience

Negative perceptions of group tours:

99% of interview respondents believe group tours are for an older generation

97% of respondents believe group tours lack free time/too structured

For tourists; not an authentic experience

Refrain from referring to "Group Tours" as such and incorporate a younger audience and off the beaten path activities into marketing media

Gen X is willing to spend on memorable, genuine travel

Incorporate a "Mytineraary" in the daily plan of every trip. Allowing travelers to choose between optional activities at an additional cost OR free time

Gen X is enthusiastic about travel

Expose them to Collette's vast offerings

Gen X wants a different and unique travel experience

Direct them to a quiz which will find key information and make them aware that they are signing up for a personalized travel experience that caters to their needs

100% of interview respondents with children believe group tours are not family friendly

97% of respondents travel with their children These families are seeking a trip that keeps each member entertained

We strongly recommend Collette design new travel itineraries for families filled with activities catered specifically to families with 10-16 year olds. This segment has the potential to become return customers generating more and more revenue over time



- » Diversify tour offerings to match the needs of audience in subsets without disrupting Collette's core business model
- » Position Collette as the perfect travel option for any Gen Xer, no matter which segment they belong to

CAPTURING THE UN-TAPPED PERSONA

Most survey respondents (37%) with children indicated that they were between the ages of 10 and 16. Results also show that Gen X parents with children in this age range are most likely to take their children with them on vacations.

INTRODUCING "MYTINERARY"

Mytinerary activities are optional add-ons built into our recommended tour that can be substituted with free time.



DAY 1: ARRIVE IN ROME Welcome to Italy! Today marks the first day of your family's fun filled adventure.

**DAY 2
DO AS THE ROMANS DO**



MYTINERARY:
Choose what you want to do!

Roman Gladiator School:
Learn How to Become a Gladiator

Ancient Ostia Guided Tour
for Families

**DAY 3
DISCOVERING ROME**



MYTINERARY:
Choose what you want to do!

Ghost and Mystery Walking
Tour of Rome

Rome for Kids: Ancient Rome
Tour and Scavenger Hunt

**DAY 4
TRANSITION TO NAPLES**



MYTINERARY:
Choose what you want to do!

Walking Tour with
Underground Ruins

Private Herculaneum
Tour for Families

**DAY 5
EXPLORING POMPEII**



MYTINERARY:
Choose what you want to do!

Naples City Hop-on Hop-off Tour

Naples Bike Tour

DAY 6: MT. VESUVIUS Spend your last morning in this wondrous country climbing the infamous Mount Vesuvius, and then say ciao for now, Italia.

We will position Collette as the ultimate Guided Travel option for Gen X. Through research we found that different segments of Gen X each have their own idea of the perfect trip. Knowing the segments are unique, we generated the tagline “Your kind of travel. Your kind of perfect.” so that each traveler feels that their desires are being met.

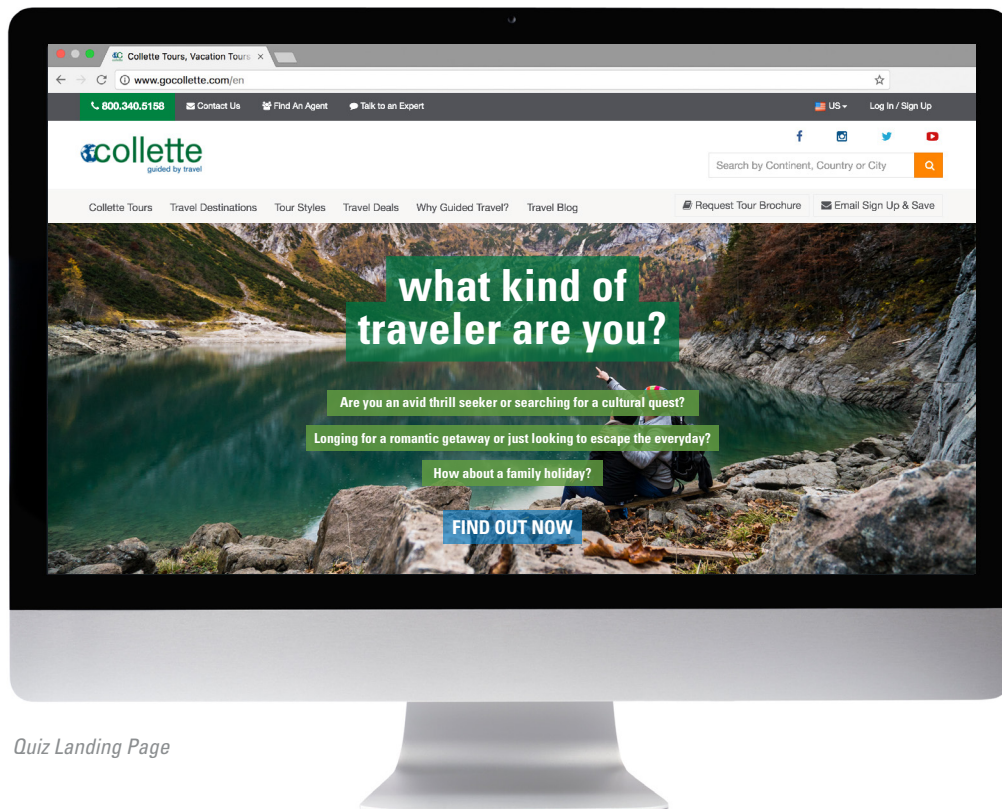
Our creative execution will be composed of two kinds of ads:



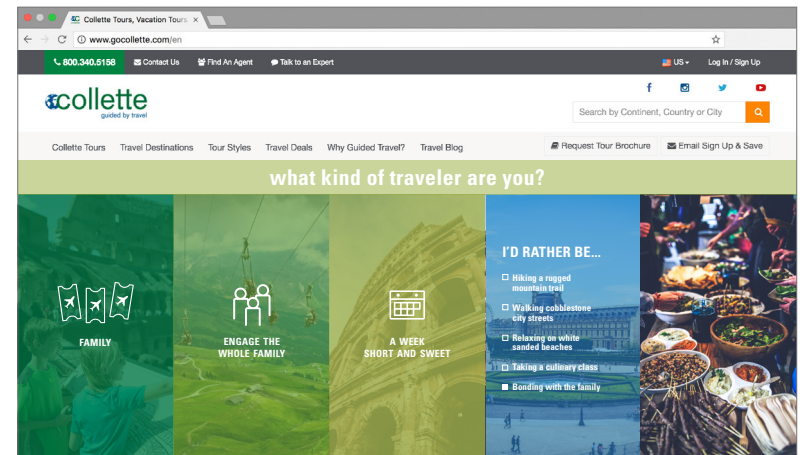
Lead generation will direct potential customers to a new landing page on the Collette website which will use a quiz to gain consumer insights and tell them what kind of traveler they are.

Retargeted ads will use this information to directly present them with creative messages that pertain specifically to the kind of traveler they are and encourage them to book their trip now.

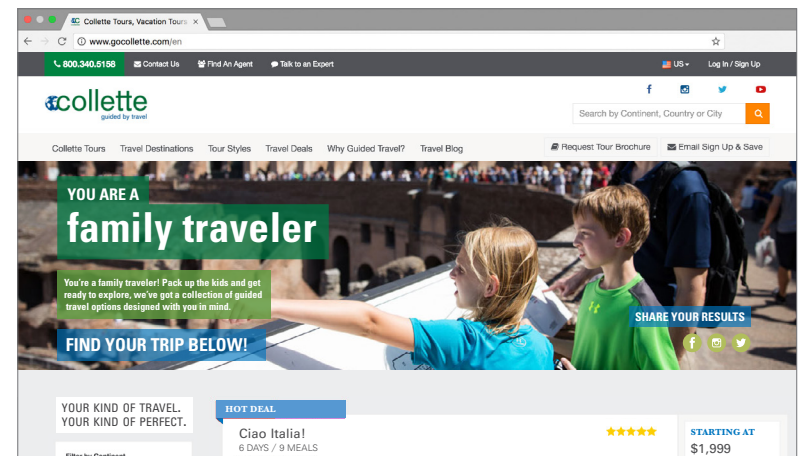
We created a custom quiz to fit the unique wants and desires of the various Gen Xer. The quiz uses a distinct algorithm to help determine the perfect tour suggestions based on consumer responses.



Quiz Landing Page



Quiz Question 4



Quiz Result and Collection of Tour Page

Each answer correlates to one of the five types of travelers. Whichever type receives the most answers will be revealed as the participant's "kind of traveler" as a list of tours predetermined to fit that classification will be served on the same page.

QUESTION	THE DAREDEVIL	THE PATHFINDER	THE LOVEBIRDS	THE ESCAPIST	THE FAMILY TRAVELER
Who's going?	Solo + Friends	Solo + Friends	Significant Other	Solo	Family
On my ideal vacation I want to...	Seek thrilling adventures	Immerse in local culture	Ride a romantic gondola	Meditate with yogi guru	Engage the whole family
When's good for you?	15-18 days	8-10 days	12-14 days	A month	A week—short and sweet
I'd rather be...	Hiking a rugged mountain trail	Walking cobblestone city streets	Relaxing on white sanded beaches	Taking a culinary class	Bonding with the family
What's the most important foreign phrase to learn?	"Let's do it."	"Where should I eat?"	"I love you."	"Hi, my name is..."	"Where's the bathroom?"

ONLINE ADVERTISING



A Facebook sponsored post from Collette. The post features a collage of travel-related images including a desert landscape, a historical building, a chef, and a group of people. The main text asks 'what kind of traveler are you?' and provides a link to 'gocollette.com/perfect'. It also includes a 'Learn More' button and engagement metrics like 20 likes, 237 comments, and 350 shares.

Collette Sponsored

Think you know what kind of traveler you are? Find out for a collection of custom trips!

what kind of traveler are you?

FIND OUT AT gocollette.com/perfect
your kind of travel. your kind of perfect.

What kind of traveler are you?
www.gocollette.com/perfect

Learn More

20 Likes 237 Comments 350 Shares

Like Comment Share

TRADITIONAL MEDIA (DRTV)



A :15s online video ([view here](#)), derived from the above DRTV spot, will reinforce the brand message through the Google Display Network and YouTube.

SEARCH ENGINE MARKETING

What Kind of Traveler are You? - gocollette.com
Ad www.gocollette.com/perfect
Take Our Traveler Quiz Now. Find The Perfect Guided Travel Option

Guided Travel With You In Mind - gocollette.com
Ad www.gocollette.com/perfect
Your Kind Of Travel. Your Kind Of Perfect. Explore The Options Built For You.

ONLINE ADVERTISING

Collette Sponsored

Think you know what kind of traveler you are? Find out for a collection of custom trips!



waiting for your family holiday?

FIND OUT AT gocollette.com/book
your kind of travel. your kind of perfect.

Book your family trip now!
www.gocollette.com/perfect

Book Now

20 Likes 237 Comments 350 Shares

Like Comment Share



waiting for your expedition unknown?

FIND OUT AT gocollette.com/book
your kind of travel. your kind of perfect.



waiting for your culture quest?

FIND OUT AT gocollette.com/book
your kind of travel. your kind of perfect.



waiting for your sentimental journey?

FIND OUT AT gocollette.com/book
your kind of travel. your kind of perfect.



waiting for your romantic retreat?

FIND OUT AT gocollette.com/book
your kind of travel. your kind of perfect.

DIRECT MAIL



ready for your family holiday

Everyone has a different idea of what the perfect trip is. Here at Collette, we want to ensure that the travel experiences we offer are your kind of perfect. Carefully crafting every detail to fit your travel needs. That's why we've developed a brand new selection of trips just for families.

BOOK YOUR FAMILY GETAWAY AT gocollette.com/families

collette guided by travel
182 Fernwood Ave, Morgantown, VA 19076

STEVEN DOUGOFF
1829 FERNWOOD AVE
MORGANTOWN, VA 19076

U.S. POSTAGE
PAID
COLLETTE TRAVEL

Your kind of travel. Your kind of perfect.

EMAIL

Hello family traveler!

collette guided by travel

what kind of traveler are you?

the family traveler You're a family traveler! Pack up the kids and get ready to explore, we've got a collection of guided travel options designed with you in mind.

Everyone has a different idea of what the perfect trip is. Here at Collette, we want to ensure that the travel experiences we offer are your kind of perfect. Carefully crafting every detail to fit your travel needs. That's why we've developed a brand new selection of trips just for families. Your kind of travel. Your kind of perfect.

CHECK OUT OUR FAMILY TRAVEL COLLECTION

Call Us Anytime 855.398.8687
Discover the Collette difference

Unsubscribe Privacy Policy Terms & Conditions Collette Address

Hello family traveler!

collette guided by travel

your kind of travel. your kind of perfect.

Hi Steven!

Thank you for your interest in Collette GuidedTravel! I noticed you were looking into visiting Rome and Naples on our brand new FamilyTrip to Italy. I wanted to reach out to see if you were ready to book now. But, if you aren't into pizza and gelato with the family, we've got everything from rugged mountain exploration to romantic gondola rides. Feel free to look through our variety of other guided travel options.

Please let me know if you have any questions or would like more information. Please feel free to reply to this email or call me at (800) 555-2424.

I look forward to hearing from you!

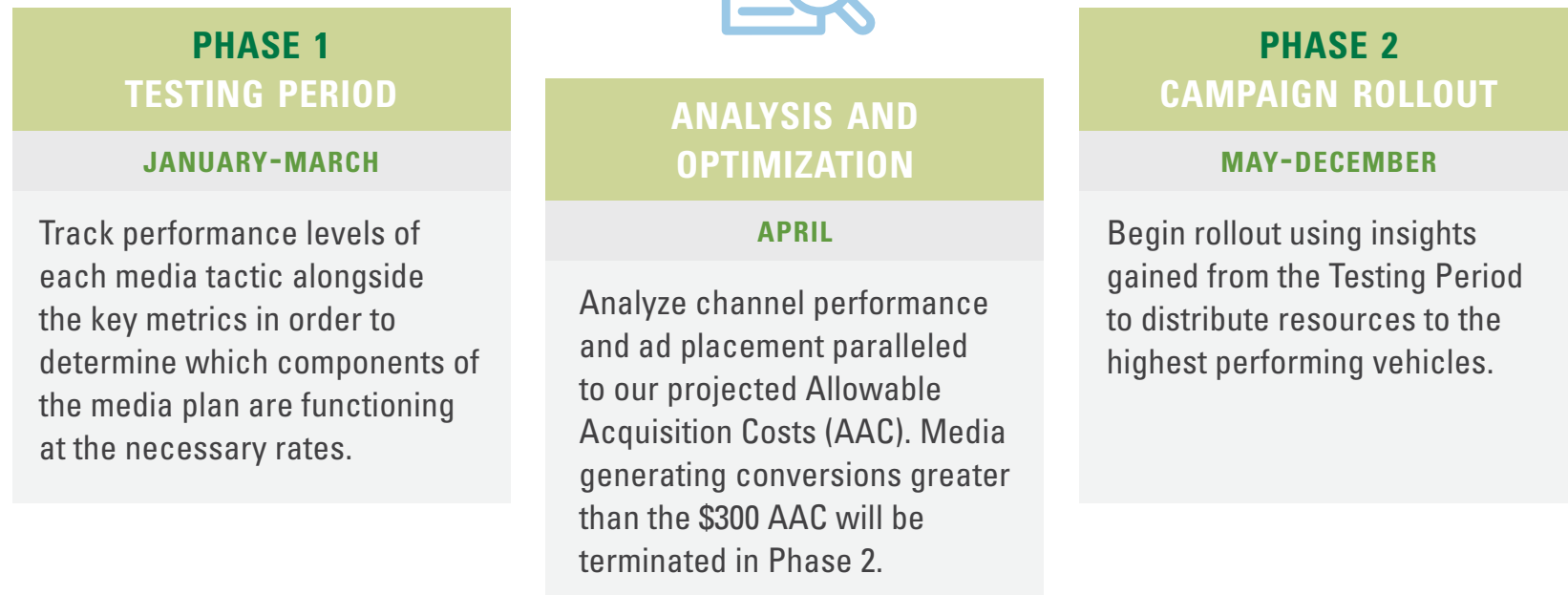
Thanks,
Eric Matthews
Sales Consultant | Collette
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E: Matthews.eric@gocollette.com

CHECK OUT OUR FAMILY TRAVEL COLLECTION

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Generate valuable leads among Generation X using a sustained media presence to effectively reach the target audience. As a generation that grew up without the Internet, yet still relies on it daily, a media mix of both traditional and digital will allow us to reach Gen Xers at key touch points throughout their customer journey to booking a vacation.

Utilizing a two phase process ensures maximized learning, while lessening risk and waste:





SOCIAL MEDIA

Facebook



WEB: DESKTOP + MOBILE

Search Engine Marketing
Video Remarketing



TELEVISION

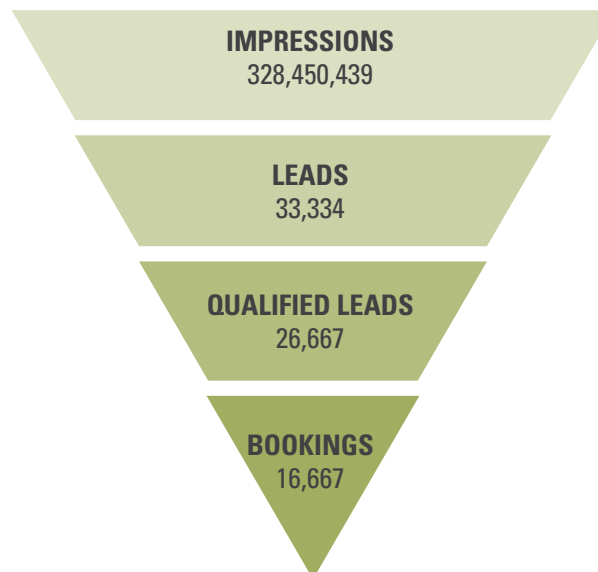
Direct Response TV



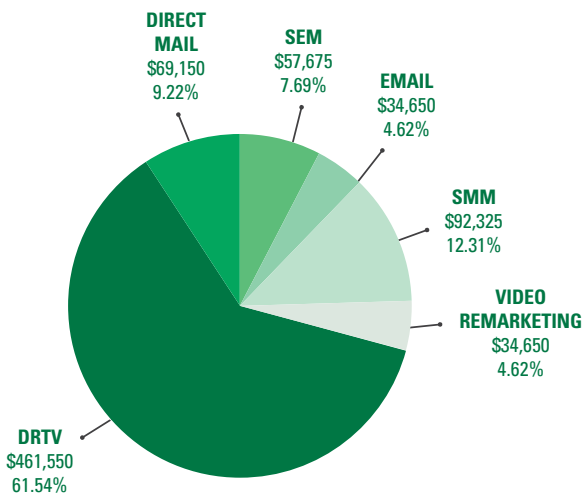
REMARKETING

Direct Mail
Email

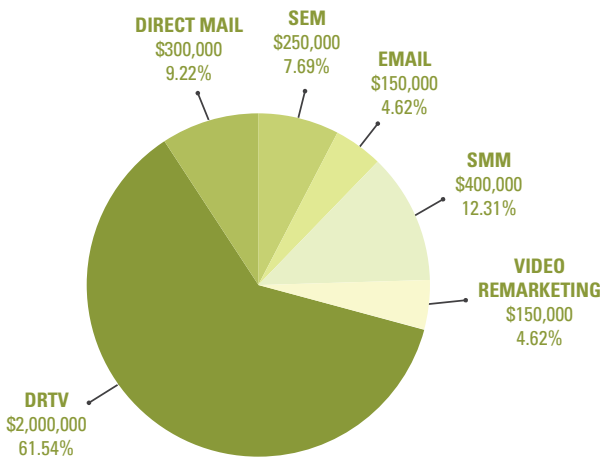
Our marketing plan is projected to have a **1.7:1 ROI**, earning **\$10.8MM in revenue** and garnering the below impressions, leads, qualified leads, and trip bookings. Calculations are estimated based off of industry benchmarks and will be optimized during Phase 1 and campaign analysis period.



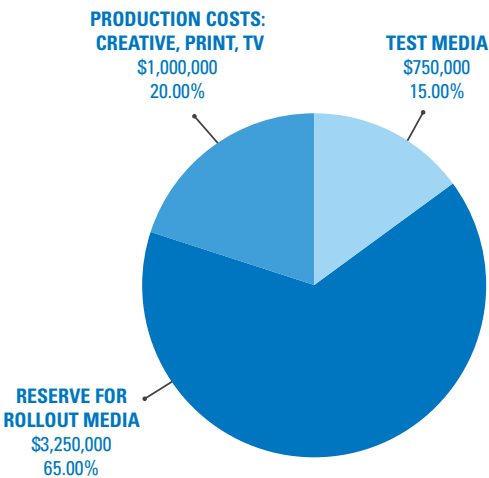
PHASE 1: TESTING PERIOD



PHASE 2: CAMPAIGN ROLLOUT



OVERALL BUDGET





your kind of travel. your kind of perfect.

THIS CAMPAIGN SUCCESSFULLY:

REACHES A DIVERSE AUDIENCE

We have created an interactive quiz that **determines the type of traveler each Gen Xer is**, while gaining specific insights for retargeting.

CAPTURES THE UN-TAPPED GEN XER

Most Gen Xers with children between the ages of 10 and 16 and are likely to travel with them. **Our family itinerary allows Collette to reach this market.**

EARNs
\$10.8 million
IN REVENUE

GENERATES
\$300 million
IMPRESSIONS

GAINS
1.7
RETURN ON INVESTMENT