

Department of Tourism Campaign

Campaign Objectives

- To promote India as a preferred tourist destination by communicating the promise of "Incredible India" to potential international and domestic travelers. Besides India, the campaign needed to reach identified international markets in North America, Europe and Asia.

The Yahoo! Solution

- Yahoo!'s strong global presence in 23 countries, reaching 375 million users, helped the client maximize reach in the identified international markets.
- The Department of Tourism campaign was IP targeted on Yahoo! to the desired countries – US & Canada, Australia & New Zealand, Japan, China, Korea, UK, France, Germany, Italy, Spain and Netherlands.
- For the International markets, India Tourism ads were placed on the large reach Y! Communication properties like Mail, Geocities and Groups. Content targeted advertising was also placed on Yahoo! Travel. To reach the Indian audience, Yahoo! India Properties such as Homepage, News, Finance, Sports, Movies, Mail & Address Book were used as vehicles to reach out to the domestic traveler.
- To effectively connect with International audience, Grey worldwide used language banners to appeal to the local language of the countries to which the ads were being served.

Campaign Results

- 217 million ad exposures were delivered in the campaign across the selected markets.
- 1.4 million users visited the India Tourism website (incredibleindia.org).



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Campaign Summary

- Capitalizing on Yahoo!'s powerful global network helped the client to successfully reach out to the desired audiences in different parts of the world.
- Furthermore, it successfully ascertained the status of the Internet as an effective medium to further the Destination Marketing Objective for India Tourism.

Agency Speak

I'd like to add that the Department of Tourism campaign on Yahoo!, was a successful one.

It gave us at Grey Interactive India, a chance to explore different ad formats across properties and regions, with proactive inputs from the Yahoo! India team.

We received good responses to Contest entries and managed an above average Click Through Rate across countries on Yahoo! properties. This was a result of an optimum combination of high reach ad units and innovative ad options.

We have already selected a winner from a Department of Tourism contest on Yahoo to be sent on an all expenses paid trip.

Looking forward to a successful partnership and many more good campaigns in future.

Shalabh Pandey

Group Head- Grey Synchronized (Online and Direct Marketing)

