Federal Agency for Tourism
Russian Federation

21st March 2016
Case Studies of Successful Destination Branding – International Experience
Добрый день

Мы МДС - агентство малого и творческие связи, которые делают большую работу для наших клиентов

Kevin Harris
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James Bailey
Our Backgrounds

- THE Sun
- THE TIMES
- TUI
- Starcom
- HILLS BALFOUR
- TotalMedia
- Sunshine Coast
- THE SUNDAY TIMES
- SAATCHI & SAATCHI
- Queensland
- Zenithmedia
- News International
We Deliver

Brand Partnerships

Email Marketing

Viral Marketing

Digital Advertising

Design and Creative

Content and Video
Or put another way…….
We generate great ideas that act as Glue – connecting your destinations with your consumers.

Наши идеи закон, как клей - подключение брендов и клиентов этот клей работает и не дорого!
Some of our Travel Clients

- Texas
- Greece
- Graubünden
- Namibia
- South Carolina
- Mauritius
- Kenya
- Fort Worth
- Queensland
- Heritage Resorts
- Nevada
- Israel
- Peru
- Las Vegas
- Austin
Lifestyle Brands we work with

- Paramount
- Disney
- Studiocanal
- The May Fair
- Domino’s Pizza
- Monster
- Tanqueray
- British Cycling
- Craghoppers
- Activinstinct
- Taylor Morris
- NME
- Ellis Brigham
- FCUK
We Glue Brands Together

Queensland + Disney + Texas + Hello Sunny + Transformers + Graubünden + British Cycling + NAMIBIA + Taylor Morris

Great Stories

Deliver Results

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Queensland and Instagram

The Challenge –
• To use photos from Australia, to promote Queensland to travellers in the United Kingdom

The Idea -
• To create an Art Gallery Event in London, with Instagram photography and a debate – *What Is Art ?*

The Execution -
• Art Gallery Event, consumer and trade promotions and a competition

The Results -
• Overall Reach – 7,800,000
Queensland and Instagram
Austin and Music

The Challenge -
• Austin, Texas wanted to build a stronger connection with the UK market, in order to leverage the new direct British Airways flight from London to Austin

The Idea -
• Austin is the ‘Live Music Capital of The World’ – so a fit with the NME (a UK music magazine launched in 1949) was a perfect fit

The Execution -
• Sponsoring the NME Awards along with consumer and trade activity

The Results –
• Overall Reach – 2,000,000
Austin and Music
Queensland and Disney

The Challenge –
• To create a campaign that would stand apart from a ‘normal’ travel campaign and which would connect with a wider audience

The Idea -
• The Disney film - Finding Nemo was ‘filmed’ on The Great Barrier Reef, so it made sense to create this partnership

The Execution –
• The partnership with Disney included – co-branded activity, a joint promotion with a travel partner plus a competition

The Results -
• Overall Reach – 26,000,000
Texas and Transformers (UK and DE)

The Challenge –
• To raise awareness of Texas as a US destination for European travellers, vs competitors such as New York, California and Florida

The Idea -
• The first part of this film was set in Texas. This allowed us to connect images of the destination, with a Hollywood Blockbuster and its massive audience

The Execution -
• The partnership with Paramount included – co-branded activity, consumer and trade promotions plus a competition.

The Results –
• Overall Reach – 41,598,000
Fort Lauderdale & **Hello Sunny** Event

**The Challenge –**
- To make Londoners aware of the wonderful weather in Fort Lauderdale and all it has to offer as a destination

**The Idea –**
- To show the clear contrast between our weather in London in January, and the weather in Fort Lauderdale

**The Execution –**
- A live event running across London and at its busiest train station – Liverpool St. Plus a radio promotion and competition

**The Results –**
- Total Reach: 2,700,000
Fort Lauderdale & **HELLO SUNNY** Event
Namibia and Taylor Morris

The Challenge –
• Raise awareness of Namibia vs. successful competitors – e.g. South Africa and Kenya

The Idea –
• We selected luxury eyewear brand Taylor Morris to visit Namibia, to execute the brand’s latest sunglasses shoot for their brochure

The Execution –
• We used the film and images from the shoot to sell Namibia as a destination

The Results –
• Overall Reach – 2,400,000
Learnings

- You don’t need to have big budgets if you have good Glue (Great Ideas and Great Brands to partner with)

- The Brand Partnerships approach is cheaper and often more impactful than traditional communications (e.g. advertising)

- Lifestyle Brands will often work for free or very little; only wanting exposure from the campaign and free travel (e.g. Namibia and Taylor Morris)

- Events are a very powerful form of Glue – attracting the attention of consumers and generating high media coverage
Спасибо за ваше время

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