



Case History – Netherlands Board of Tourism

The Challenge

Media Managers was briefed to promote the 70th anniversary celebrations of Operation Market Garden with limited media investment.

- The Netherlands Board of Tourism had to deliver to their key stakeholders (including hotels, airlines and ferry companies) a targeted, high-impact campaign with measurable outcomes to promote OMG celebrations in the UK as a weekend destination.
- Time constraints required fast turn-round of proposals. The project was briefed in mid-July for deployment in August/September.
- Perhaps the greatest challenge was that there was no formal budget support.

The Strategy

- Rigorous analysis of audience research using TGI (Adults ABC1 45+) and Acorn (60 mins from Intl. Airport) geo-targeting data

revealed the optimum media channel as national press and a target list of titles, including The Times.

- We felt confident in our relationships with the media owners to sell in a campaign using a holiday to experience the Arnhem celebrations as a competition mechanic with no formal budget support.
- We successfully packaged a bespoke campaign with The Times using exciting cross-channel promotional messaging on and in The Times, focusing entry to a competition on Times+.

The Outcome

‘When approached with a brief, Media Managers works hard to meet our very specific objectives and to deliver against the stringent targets we set. The team also makes a concerted effort to understand how our company works as a whole and to meet our very high expectations of service levels. We would definitely recommend Media Managers as a media agency, especially for those companies that prefer a more personable approach.’

Head of Marketing Netherlands Board of Tourism and Conventions

The Channels

- National Press Print
- National Press Online

The campaign the agency proposed

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