

BRANDING CAMPAIGN ODENSE

Italy Autumn 2019

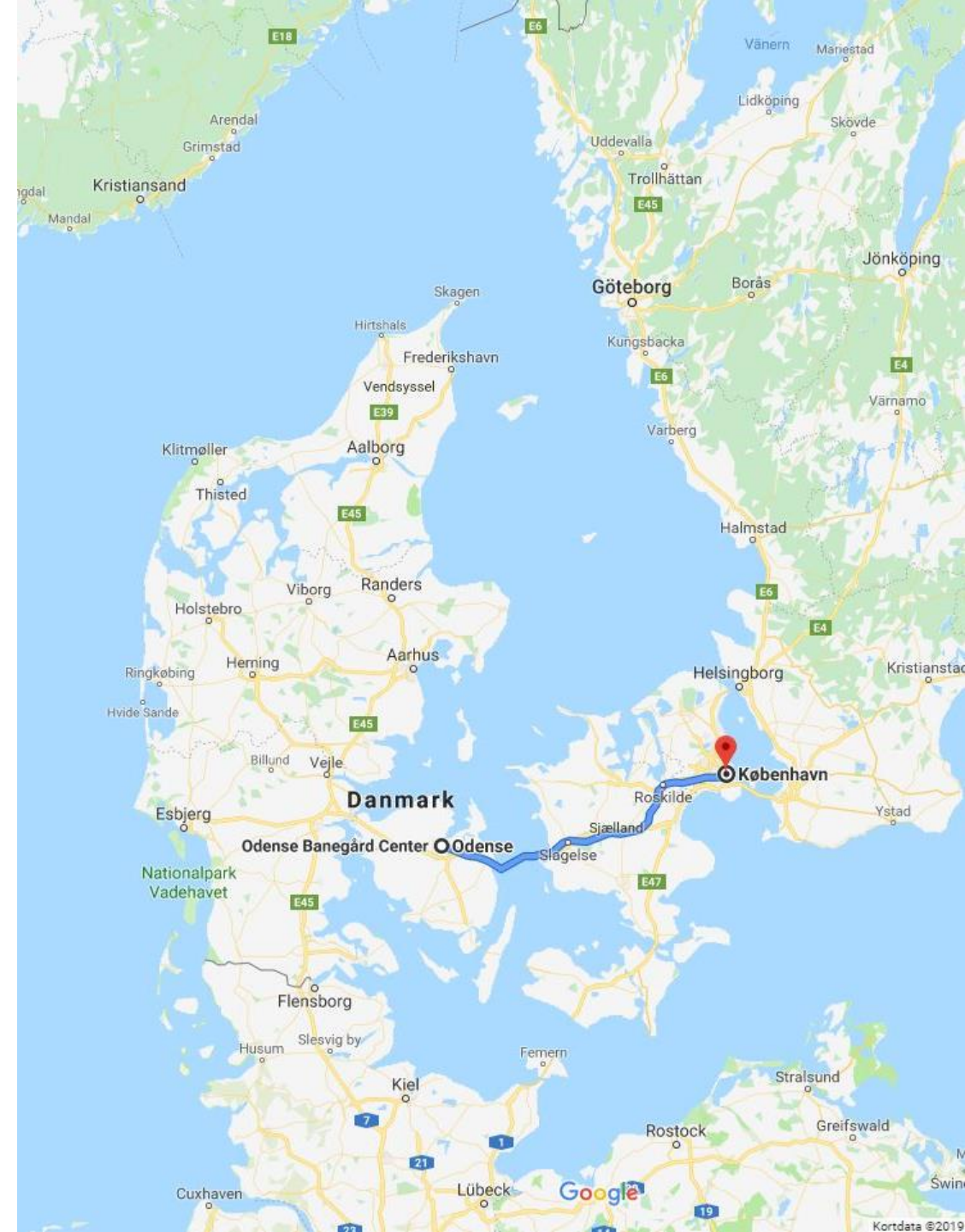
05/07/2019

5Ws

Why: The fairytale city of Odense is best known for it's most famous citizen, Hans Christian Andersen and offer many activities connected to the author. At the same time Odense is a university city in ferment with an interesting "lifestyle" scene and the Christmas season is a special time in this fairytale town.

The **overall goal** with the campaign is to:

- Create awareness and preference for Odense as travel destination (especially out of season)
- Create news value and an interest in traveling to Odense





5Ws

- Where: Italy
- When: September – October 2019
- Who: VisitDenmark and VisitOdense
- What: integrated digital campaign with a budget of 38.000€

Brand, themes and target groups

Brand platform:

Imagine Odense + Just another



Top priority themes

1. Hans Christian Andersen
2. Hygge and local life
3. Christmas
4. Gastro scene
5. Culture

Target group

- Couples, with or without children , 35+

Interests

- Culture
- 'Localhood'
- Short weekend trips (Odense is just 1 hour from Copenhagen)
- Charm of medium sized cities
- Want to visit new places out of main stream tourism circuits

Campaign elements and goals

- 1. Video

Reach and create interest for a trip to Odense

Goals: Awareness + Reach + Inspiration+Engagement
(VTR/CTR)

Video available

Long version: <https://visitdenmark-my.sharepoint.com/:v:/p/af/EUUJhJTSuLVJuxrqWxnvUsgBB3bPq6HsECJaP3iffTltlQ?e=LzDzba>

Shorter version: <https://youtu.be/E5UyLXWJZrk>

Video for consideration (for potential focus on Christmas)

<https://www.youtube.com/watch?v=EGUiIAhVk3k>

- 2. Social/Display/Native etc.

Inspiration + concrete reasons to go

Goals: Awareness + Reach + Inspiration+Engagement

- 3. Press & CRM (by VisitDenmark)

Support the marketing activities with ongoing press collaborations (offline/online) and engaging content.

Goals: Interest + Engagement + Inspiration

- 4. Landingpage (on visitdenmark.it)

In depth content on Odense

Goals: Interest +Inspiration+Engagement

Campaign flow and KPIs

External campaign

Awareness // Reach
Inspiration // Consideration
Tactical // Conversion

KPI: CPM; CPC; CTR (traffic to landing page); VTR frequency/ reach/ impressions

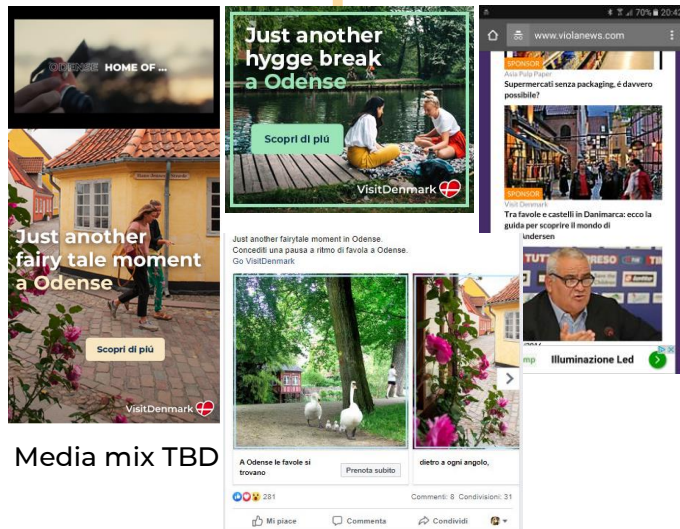
Dedicated landing

Inspiration // Reasons to go
Tactical // Conversion

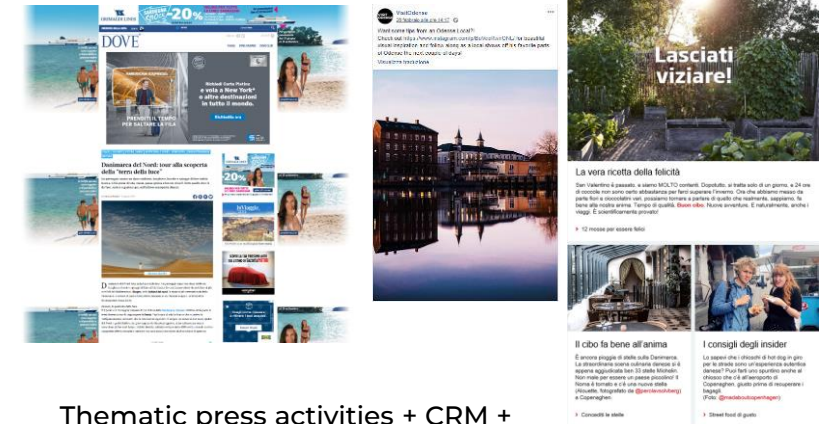
KPI:
min 40.000 PV/UPV (qualified clicks)
min 1:30 min time on site
bounce rate

PR, SoMe and CRM by VDK

Interest // Inspiration
Engagement



Dedicated campaign page:
Reasons to go
Focus on various themes:
Gastro, events, Andersen,
Xmas...



Thematic press activities + CRM +
organic SoMe to support campaign