



CASE MARTINAIR

Customer

Martinair

Marketing goals

- › Generating traffic to the website
- › Brand awareness

Photoflyer type

- › Mini Photoflyer with a win code

Concept

The mini Photoflyer is used as a suitcase label and is distributed on a summer fair. Each bag is given a personalized label at the checkout. On the back of the flyer, there is a win code giving the holder the chance to win a trip to Curaçao.

Result

This campaign can be measured by the number of people logging in to check their win code via the website. 49% of visitors logged in to the website



front



back