

# Creative Brief



**TROPICAL  
ADVENTURES**  
ANTIGUA

*Excellence* *Mystic* **ISLAND  
SAFARI**



# Creative Brief

## What needs to happen?

- Build Brand awareness
- Get more direct bookings on our tours

## Community Insight

When people travel, they are doing less shopping and spending more on experiences.

## Brand Insight

- We are the number 1 tour operator
- We have the most in house tours to choose from
- Our tour company has won the most awards
- We have the best insurance policy
- We have contracts with all major cruise-lines and franchise hotels

## Cultural Insight

- People want to boast/showcase to their friends and family that they are in an exotic place that most people have never been too.
- People want to showcase that they are in a tropical paradise.

## Social Insight

- TripAdvisor Reviews in the main place where people discuss our brand. Our brand is also discussed on Facebook and Instagram.
- Influential Voices are guests that have been on our tours, that write us great reviews on TripAdvisor and Facebook.

## Brand Action

We wish to provide visitors with a one of a kind Caribbean Experience

## Brand Territory

- Social Media (Awareness/Reach)
  - TripAdvisor, Facebook, Instagram, YouTube, Google

## Behavior We wish to Create

- Drive awareness about our brand to visitors of Antigua
- Drive traffic to our website in increase direct bookings.

# Campaign Ecosystem

Aware

Engage

Transact

Advocate

Channels



## Message:

Caribbean experience of a lifetime

## Goal:

Attract honeymooners to try our tours while visiting Antigua

- See all the tours we offer
- See why we are the best

Find the tour that excites them the most

Contact us via email or book online via our website or Facebook

Stay connected by following us on our social media pages

Share your experience with others

Share photos, videos, reviews with family, friends and future visitors to Antigua