

CLIENT Government of India Ministry of Tourism

INDUSTRY Travel and Tourism

COUNTRY/REGION Global



India gets incredible response from online campaign



The Government of India Ministry of Tourism wanted to promote India as the destination of choice among international travellers from the United States, Europe, and Asia Pacific. The marketing strategy, which went beyond the traditional media mix, integrated online marketing so the Ministry could reach the increasing number of people who research their holiday destinations online. The Ministry understood the need for an interactive and engaging campaign to ensure message retention, as tourists choose international holiday decisions months ahead of actual travel dates.

REQUIREMENT Promote India as the destination of choice and present the country as a complete tourist destination

TARGET AUDIENCE International holidaymakers

PRODUCTS USED MSN® homepage, MSN channels, Windows Live Hotmail®, Microsoft® Offers

SOLUTION Rich media ads, optimised media plan for creative placement, plus opt-in Hotmail newsletters

KEY RESULTS Increased likelihood to consider visiting India for vacation by 19 percentage points, with 84 percent accuracy on travel decision-maker target segment

MEDIA AGENCY Initiative

Client Objectives

- Promote India as a desirable destination
- Build on the existing Incredible India campaign
- Drive more visitors to India
- Reach travellers in a cost-effective manner

Creative Solution

Online advertising was viewed as the best means of generating a high level of interest and getting its target audience to strongly consider India as their next travel destination, while minimising campaign costs. The Ministry decided to work with Microsoft Advertising for its popularity and global reach. The campaign used colourful rich media creative to highlight the exotic appeal of India. The ads ran on MSN

homepage and MSN channels such as Travel, News, and Entertainment, and opt in e-mail newsletters were sent to Windows Live Hotmail users with a qualified interest in travel.

Campaign Results

The campaign produced a 24 percentage point jump in favourability for India as a destination from those who saw the campaign, plus a 19 percentage point increase in likelihood to visit within two years. Both these findings reinforced existing Incredible India branding, and demonstrated Microsoft's power to execute across multiple markets. In fact 83 percent of survey respondents thought MSN is a good way to reach international travellers.

- Almost 60 percent of those who saw the campaign were more likely to holiday in India
- More than 75 percent of the response sample perceived India as an attractive destination
- Holiday decision makers comprised 84 percent of the response sample
- 90 percent of the response sample used the internet for planning leisure travel

"We were aware of the need to go beyond traditional media, as the internet influences travel decision making in a significant way. The retention value of our traditional media was low due to 'push advertising.' It does not support the interaction that the internet can provide."

LEENA NANDAN, Joint Secretary, Government of India Ministry of Tourism

The 'Incredible India' logo, featuring the words 'Incredible India' in a white, serif font on a black rectangular background.