Digital Creative Academy

Creative case study – STA Travel

Digital Training Academy

Learn how to get closer to your clients. As consumers are more exposed to different forms of advertising and in increasing amounts, it’s time to listen to what they want and provide a strong customer experience that is valuable. This case study from STA Travel shows how to harness the power of creative and the web to do just that.
Understanding how to...

**Turn your site into communities - and let your community build content**

*Case study: STA Travel*

**This academy covers**

- The STA Travel website functions and creative
- Travel journal: set up steps and functions
- Travel planning tool: overview
- Travel tips community
- Search for similar travellers/products
After this lesson you’ll be able to

• Describe the STA Travel website functions and creative

• Harness the usefulness of the blogging community and the traveling community for business

• Understand how an integrated travel planning tool and search tool can lead to immediate conversions

• Uncover the successful mechanics for building out a strong website using online creative, community and integrated tools
Travel journal tool

And the steps for set up
Steps to create your journal

1. **WHERE ARE YOU TRAVELLING TO?**
   - How far will you be going on your trip? This determines the maps and photos that will be shown on your site. If you’re going everywhere, choose Whole World!

2. **YOUR WELCOME MESSAGE:**
   - The text you enter here will appear as a welcome message on the front page of your site. You will be able to change this later.

3. **In case we know:**
   - If referred by an existing user please let us know their username or web address.

4. **NEXT »**
... choosing pictures...

CREATE YOUR TRAVEL JOURNAL

Select an image for your front page: Krabi, Thailand
Select an image for your contact page: Black Beach, Maui, Hawaii

These photos will appear on the first page and contact page of your web site, and as such should be images that sum up your whole trip. Choose a description from the box, and the photos will appear on the right.

NEXT

And your finished journal!

DON'T PET THE COWS HERE

MY STA TRAVEL JOURNAL HOME PAGE

Hello, welcome to my travel journal

WHERE I'VE BEEN

SINGAPORE

WHERE I AM NOW

 stadof Get�d map seen

MY Yahoo!

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Journals

- Gives customers a voice
- Excites customers’ passions
- Harnesses the viral effect of email; strong agent for social networking
- STA builds its reach
- Thousands of bloggers, hundreds of thousands of emails
Community

- Connecting like-minded people together
- STA architecting the debate
- STA building a hierarchy of trip advisors and posters
- Builds brand recognition of STA and brand image
- Creates an STA-owned media property
Reflection

Is this a travel shop or a travel guidebook? What is the customer experience?

Digital action plans
Any reflections? Anything you could use?

Travel planner tool

Overview of the integrated route planner and steps in travel planning

London >> Bermuda >> Miami

Then call or email STA Travel
WARNING! You cannot fly out of here, so you'll have to MAKE YOUR OWN WAY to the next destination. Click on the flashing button on the right to get there, or go back.
**Planning tools**

- Good example of Web 2.0; applications on the network rather than local, users in control
- Most products have the scope for some configuration; this gives prospective customers the chance to take the lead

...and of course builds sale by taking customers closer to purchase

**Travelling tips**

Eg. For Gap year students
Travel tips tool
Reflection

What else could my site do? How could I harness my community?

Digital action plans
Highlight the five biggest things you’ll now do differently…
Key points

This academy explained

- The STA Travel website functions and creative
- Travel journal: set up steps and functions
- Travel planning tool: overview
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So now you can

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• Understand how an integrated travel planning tool and search tool can lead to immediate conversions

• Uncover the successful mechanics for building out a strong website using online creative, community and integrated tools

Understanding how to...

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Casestudy: STA Travel
Creative case study – STA Travel

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Next steps for this deck

• Note builds are set on click (for any pages with a graphic)