

TRANSIT CASE STUDY

TRANSIT ADVERTISING WORKS

ADVERTISER:

Industravels

MARKET:

Vancouver, Burnaby, Surrey and Richmond, BC

PROBLEM:

Industravels needed to boost sales for their travel packages to India as lately it had been viewed as an unfriendly place to visit which resulted in declining sales

SOLUTION:

Use **Full Backs and Kings** to create awareness of a friendly India and create awareness for the Industravels brand name

BACKGROUND:

Industravels is devoted to bringing the best in both quality and value to custom tours to India, Nepal, Sri Lanka, Maldives, Turkey, Egypt, Jordan and Dubai. Industravels concentrates on designing tours that introduce travelers to the amazing complexity of culture and environment. We strive to offer these tours at unbeatable prices and with unparalleled comfort.

OBJECTIVE:

To use bus ads to create awareness for Industravels by **promoting a friendly India** and driving people to Industravels' website Industravels.ca or to attract people to calling them directly.

STRATEGY:

Lamar was asked to put together a bus campaign for Industravels that targeted certain segments of the Vancouver Lower Mainland market that were most likely to travel to India or Asia, along with those that may not routinely vacation there.

PLAN DETAILS:

The bus campaign ran from October 2009 until February 2010.

Ads were placed on different routes to reach various segments of the desired audience: affluent commuters of all races, university students, white collar workers who usually do not travel to Asia, the Asian market, Indians and anyone who may not have previously considered India as a travel destination.

RESULTS:

The campaign met and exceeded Industravels expectations, the India friendly creative created quite a stir among the targeted population. Phone calls started coming and increased website traffic was noticed on the first day of the campaign. After only a few weeks of being on the road, Industravels noticed a huge increase in awareness of its brand name. When asked if they would likely consider another bus campaign in the future, Praveen Syal, Managing Director, responded, **"Yes, definitely we will repeat this campaign as it has given us great exposure."**

