

Case Study:

Martinhal Beach Resort & Hotel

Campaign

The client was keen to build awareness around two key areas:

1. Half Term Holiday, promoting their Martinhal Family Surf Spirit Fortnight
2. Low season, pre-school market

To do this we created two distinct 30" adverts, broadcast regularly in the build up to half term and the following low season.

This was supported with an extensive multi-platform competition to win a family holiday to the resort.

Finally, we created a bespoke Martinhal Section on funkidslive.com full of information about the resort, special offers and buy links.

Results

- The advertising campaign reached over 170,000 listeners, generating 1.1 million impacts
- Over 2,000 entrants for the competition with 51% opt-ins, creating a database of over 1,000 parents we could share with the client
- Over 1,100 clicks on the Martinhal buy links on funkidslive.com
- Almost 4,500 pageviews of the Martinhal Section at funkidslive.com

