

MANAGEMENT CONSULTING CLUB PRESENTS

CONTIKI

**BRAND
CHALLENGE**



From: Helen Holiday

Cc: Theresa Travel, Tony Tour

Subject: Contiki Marketing Strategy

Good morning team,

We have been approached by Contiki to conduct research relating to brand awareness and reach, using this as a basis to provide recommendations on the best way to engage potential Contiki travellers. Contiki is interested in a marketing strategy for how they should reach 18-24 year olds. With an increased understanding of the digital environment, young people are becoming savvier about the world of advertising and how it works.

Our recommendations should include communication strategies to engage with Contiki's target audience, as well as outline which communication channels should be used, why they should be used and how they should be used. Contiki places strong emphasis on their values so our recommendations should not only be aimed at driving uptake of Contiki's global travel products, but also align with Contiki's core values.

We have been advised that Contiki is willing to allocate \$40,000 to implement our recommendations, so our recommendations should be realistic and fit within this budget. However, they do not want us to be too bogged down in the nitty gritty details – they are interested in creative, fresh, new ideas.

The first stage of our task involves market research, a qualitative assessment of current travel trends amongst your peers. The goal is to uncover their 'user journey' or decision-making process when it comes to booking a holiday. This may be done via survey, focus group, in-depth interviews or other means appropriate.

After analysing our findings and identifying key focus points, Contiki would like us to present our recommendations on how to reach this demographic. We should also map out objective(s), implementation, timeline, budget, impact and evaluation methods. Please prepare a presentation on this.

Contiki have provided some information that may be helpful in crafting our recommendations. This can be found in the attachment to this email.

Kind regards,

Helen Holiday

Senior Account Director at MCC Marketing



CONTIKI

INFO PACK



ABOUT

CONTIKI



Contiki was started by New Zealander John Anderson in 1962 and has since evolved to become the largest youth travel company in the world.

Contiki are now the world leaders in travel experiences for 18-35s, making travel easier and more social for young people like you. Contiki organise accommodation, food, experiences and transport, so travellers can relax and focus on exploring the world with other like-minded individuals.



Contiki run 350+ unique group trips across six continents, each designed to get to the beating heart of a destination and unearth real, local and unique travel experiences. Contiki is part of the family-owned The Travel Corporation (TTC), renowned and trusted for outstanding quality, service, value, reliability and financial stability.

For more information, visit www.contiki.com @contiki #contiki

THE

ORGANISATION

THE TRAVEL CORPORATION

The Travel Corporation (TTC) is a highly successful international travel group.

TTC's philosophy is simple – to create enriching experiences for travellers by combining an unbeatable mix of exceptional service and quality at great value, by a passionate global team who are driven to deliver memorable experiences.

No matter what your taste, whether a family or a couple, a group or traveling solo – TTC offers something for everyone. TTC's multi-award-winning portfolio ranges from luxury hotels and boutique river cruises, to independent holiday package companies and a variety of guided travel experiences.

Visit www.TTC.com





Historically, Contiki has been regarded as a 'party tour', which is a perception that the brand is looking to shake. Contiki is focused on delivering incredible travel experiences, as summarised in the quote below:

***“The experiences that break down barriers and make you comfortable outside your comfort zone. The moments you learn about the people around you and about yourself. It’s about chasing your curiosity – even if it scares you. It’s about knowing you’ll still laugh about that day, even when you’re old and grey. It’s about knowing how to make every moment count, because everyone wants to tell a good story.*”**

Unforgettable experiences. Lifelong memories. That’s Contiki.”

Contiki brings this experience to life in four simple steps:



1. TRAVEL TOGETHER

We make travel a shared experience. Our trips are exclusively for 18-35s, and whether you join us solo or in a group, our trips are designed so you can share incredible experiences with travellers just like you from all around the world.



2. DETAILS SORTED

We make travel easier. You get transport, accommodation and a bunch of delicious meals all included in the price of your trip, so you never have to worry about the details. Our expert Trip Managers, Drivers and Local Guides sort out the logistics so you can travel hassle-free.



3. UNIQUE EXPERIENCES

We make every day one to remember. Travel isn't just about where you go, it's about what you do when you get there. That's why our trips include hundreds of travel experiences. Plus, we have heaps of optional add-ons that you can explore in your free time and pay for during your trip.



4. CONTIKI CARES

We believe that travelling sustainably and consciously matters. Contiki Cares is our commitment to protecting the communities we visit, the wildlife we interact with, and the planet we all share. Giving our travellers the chance to make their travels matter is at the very heart of the Contiki experience, which is why we have a range of included sustainable travel experiences built into our trips across the world. With us, you can be safe in the knowledge that your travels are positively impacting the places you visit.



CONTIKI'S

CUSTOMER

Contiki's customers are aged between 18 and 35 years old. There is roughly a 60:40 split between female and male travellers who engage with Contiki.

The typical Contiki customer is a 23-25 year old female who has been through university and has been in the workforce for more than two years. Most travellers booking with Contiki are from Auckland, followed by Canterbury and then Wellington.

For the New Zealand market, Europe is the most popular destination by far. Contiki's top trips are relatively similar in that travellers will visit multiple countries within a 2-4 week period, starting and ending in London. The following is a selection of Contiki's top-selling Europe trips:

- European Highlights: 9 countries, 14 days
- European Discovery: 9 countries, 12 days
- European Trail: 13 countries, 23 days
- European Quest: 11 countries, 25 days
- European Inspiration: 10 countries, 19 days



CONTIKI'S CURRENT & PAST MARKETING

Contiki is primarily promoted through digital platforms and radio, although they are interested in exploring options that would allow them to reach prospective travellers in other ways. Some of Contiki's campaigns are conducted in-house, while others have been the result of partnerships (think travel agents, tourism boards, influencers, etc) or working with creative agencies to come up with regionally-based concepts.

Ensuring that there's a Kiwi tone of voice in Contiki's messaging is crucial in connecting with their target audience.

The Edge: Take a Break from Adulthood with Contiki

In January, Contiki ran a three-week radio promotion with The Edge, giving listeners the opportunity to win a trip for two on the European Magic trip, including return flights. The idea was to allow the winner to 'take a break from adulthood', so \$1,000 cash was also provided to take care of their expenses while they were away (rent, bills, and so on). This was supported by messaging around Contiki's 10% Early Payment Discount (EPD) savings for Europe to encourage sales before the offer expired at the end of the month.

48-hour worldwide sale

Contiki recently had a 48-hour worldwide sale offering up to 20% off 2019 trips as a final push before switching focus to 2020. Activity for this was primarily, if not completely, digital; teaser and sale announcements were made on the Contiki website, and eDMs were sent out to trade (travel agent) and consumer databases, as well as paid social ads.

Take a look at successful campaigns

To see some other examples of Contiki's regional and global campaigns that have been successful over the years, click to see the following on StopPress:

Virtual Reality: <https://stoppress.co.nz/didge/try-you-buy-contiki-offers-travellers-virtual-holiday-wallets-come-out?page=30>

Contiki Squad: <https://stoppress.co.nz/news/wish-i-was-there-how-contiki-embracing-influencers-build-brand-theirs>

Contiki Squad video: <https://vimeo.com/266581901>

'What will you do?': <https://stoppress.co.nz/poppres/kiwis-deliver-dose-inspiration-contiki?page=6>





COMPETITION

DETAILS



THE

REWARD

Along with the learning, the better interview stories, the glory and the CV line items potentially provided by this competition, Contiki is kindly providing some excellent prizes:

Each member of the top team will win a seat on the Contiki Jaffas 'n' Jandals itinerary from Auckland to Paihia including accommodation, transportation, three meals and included experiences (worth \$455pp).

The winning team will also have the opportunity to meet with Contiki for a mentoring and networking session over coffee.

One paid two-week internship will be awarded by Contiki to a standout candidate across one of the five top teams, based on their engagement with the challenge and their presentation skills. Timing and other conditions will be negotiated by both parties.

Second and third-placed teams will receive \$300 per team, and \$200 per team respectively.

The background of the slide features a photograph of the Tower Bridge in London, illuminated at dusk. The bridge's towers and suspension cables are visible against a darkening sky. Two large red rectangular boxes are overlaid on the image, containing white text.

COMPETITION FORMAT

& SUBMISSION DETAILS

In teams of four, come up with recommendations to address the challenges set out in this brief. These recommendations should be presented in the form of a powerpoint and a one-page executive summary. The deck may have a **maximum of 15 main slides and 10 appendix slides**. The title slide, transition slides, and signposting slides are not counted. Teams must provide references for sources referred to.

Submit your deck by email to specialised.events@uoamcc.co.nz by **Wednesday 25th September, 5pm**. Please submit your report according to the following:

- Only have one member email us with your submission;
- Send the deck to us in a new email (don't reply to this email);
- Please use TeamName_Brand_Submission as your subject line;
- Send in the final version of the deck. We will only accept the first version of the deck that is sent to us, so no changes can be made;
- Submit a pdf version and a powerpoint version;
- Name your report according to this format: TeamName_Brand_Submission.

The top five teams will then be selected to attend the finals round in the evening of Tuesday 1st October, presenting in front of Contiki representatives and industry judges. Finalist teams will be allowed to modify their deck if desired. Finalists teams will have 10 minutes to present their recommendations, which will be followed by 10 minutes of questions from the judges.

ADDITIONAL

HELP

There will be a tutorial on Friday 20th September at 6pm in Case Room 2 where representatives from Contiki will share what they are looking for and answer any questions. This will be followed by a case-cracking tutorial, presented by Jade Beckmann. Jade was on last year's winning team; as part of the first prize, she won an internship at Contiki over summer.

In the week leading up to submission, teams may contact Contiki with any follow-up questions they may have regarding the brief:

- Louise Levesque: louise.levesque@ttc.com
- Belinda Morris: belinda.morris@ttc.com

For admin questions, teams should email specialised.events@uoamcc.co.nz