

ADVENTURES★

BY *Disney*®

NEW DESTINATION

I C E L A N D

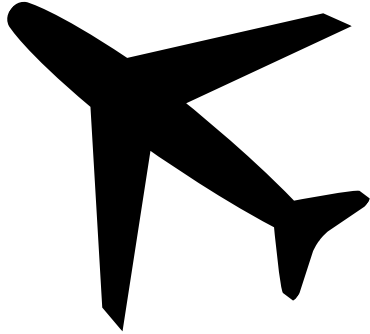




LET'S ADVENTURE TOGETHER

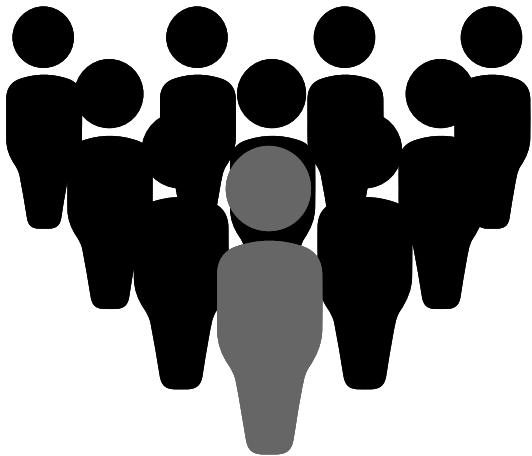
Go where visitors are seldom allowed for unique behind-the-scenes glimpses into exotic locales and select events around the globe. Adventures by Disney tours offer Guests access to extraordinary opportunities that aren't available to the general public—it's like having a "backstage pass" to the world!

KEY FINDINGS



Engage with the people, cultures and traditions in ways that show you more than just the sights, as only Disney can show you

2016 + 2017 Travel Weekly Readers Choice Award, Best In Tour Operators: Adventure



Trips can include up to 40 people and you don't have much control over itineraries

OUR BARRIER

CONSUMERS SEE OUR VACATIONS AS
TOO EXPENSIVE, AND PREFER TO
EITHER BOOK TRIPS THROUGH OTHER
COMPANIES OR ON THEIR OWN



C A M P A I G N

GOAL

To become the premier travel company for families looking for once in a lifetime adventures

OBJECTIVE

Increase the number of booked Iceland trips **15%** by
December 2019

STRATEGY

Develop social media marketing content that strengthens the overall social proof of Adventures By Disney, as well as displays the benefits of using our service, encouraging consumers to book our newest destination - Iceland

TACTICS

1

Post family-oriented, engaging content on all social media channels including UGC

2

Implement strategic influencer takeovers of social media accounts on Iceland trips

3

Create and share video content - both long and short form that features the highlights of an Iceland vacation with us

4

Feature interviews with tour guides + travelers that showcases the uniqueness of this experience



MEASURES OF SUCCESS



Primary KPI
Dollar Sales
from booked
trips to Iceland

Secondary KPI
Engagement
rate on Iceland
content

VOICE + AESTHETIC

We are your fun, curious and adventurous friend

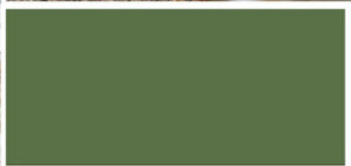
Active, natural and inspirational with high-end elements that still remain family-oriented, with a touch of Disney magic



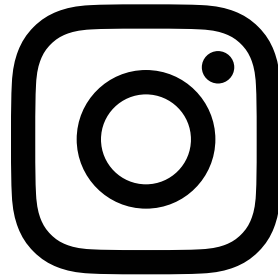
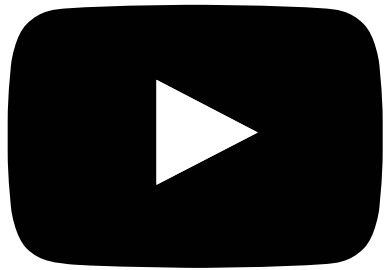
MOOD BOARD



WAN
DER
LUST



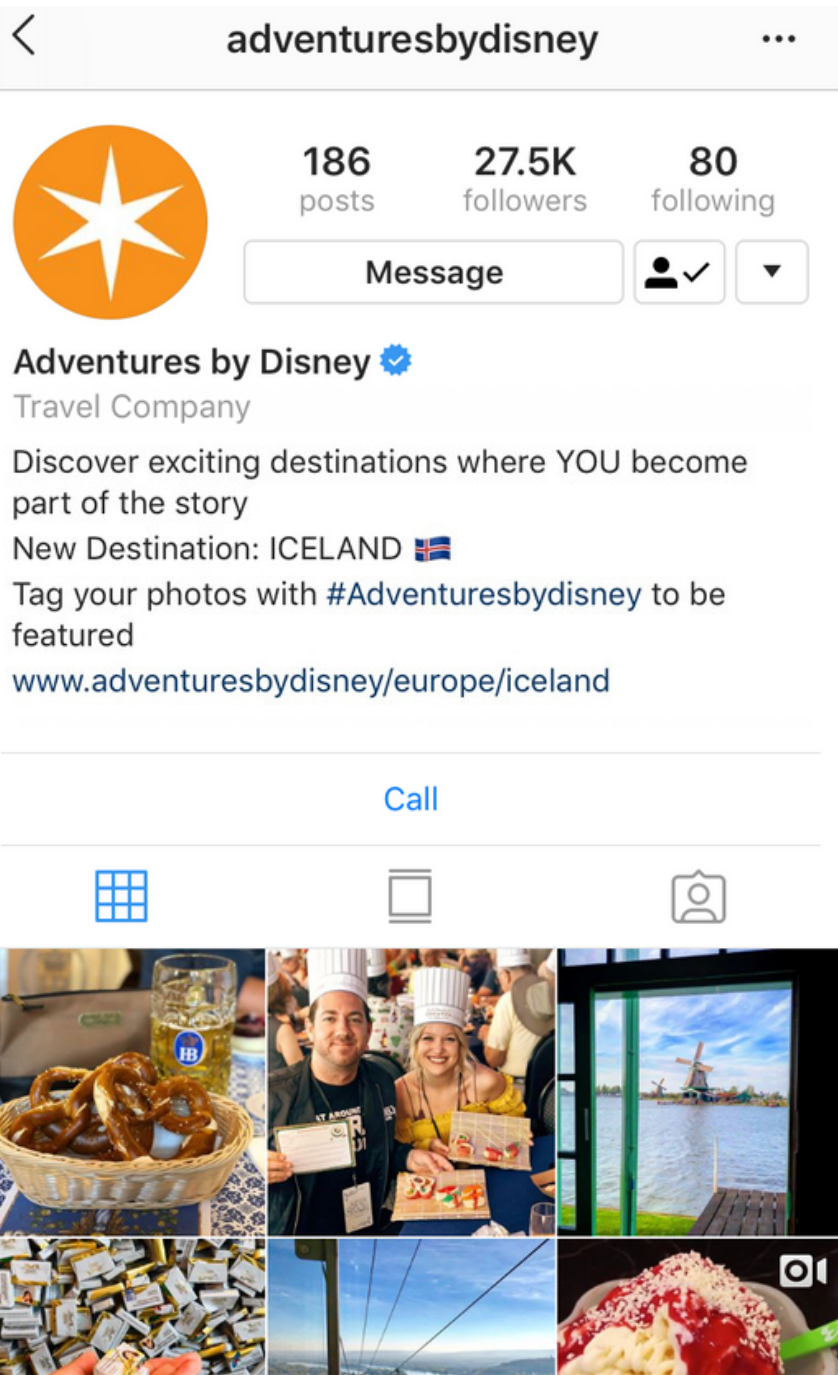
PLATFORMS



YOUTUBE

INSTAGRAM

FACEBOOK



I N S T A G R A M B I O

Discover exciting destinations where
YOU become part of the story
New Destination: ICELAND
Tag your photos with
#Adventuresbydisney to be featured

C O N T E N T

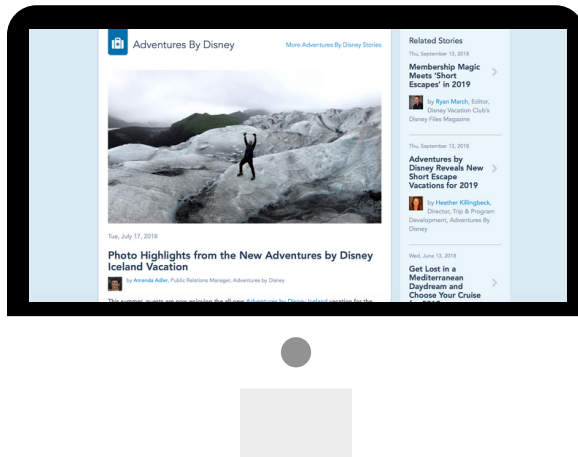
HERO



Long Form Video

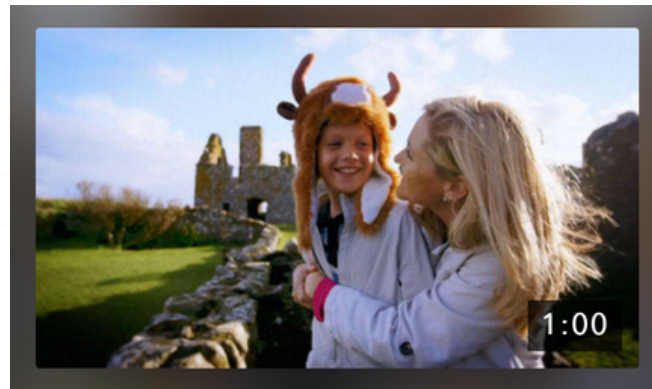
HUB

BLOG POSTS



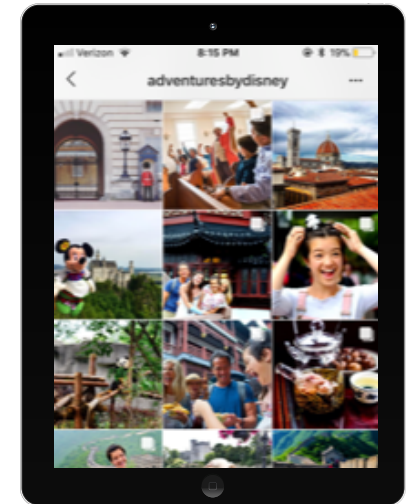
#DisneyInIceland

SHORT FORM VIDEO



#LetsAdventure
Together

CONTEST



#ShareYour
Adventure

HYGIENE

Instagram



adventuresbydisney

Sponsored ▾



[Learn More](#)



♥ 15K likes

adventuresbydisney Not your average Monday 🌨️ Our Inaugural Iceland trip has begun, and it's off to a great start! #AdventuresbyDisneyIceland<

INSPIRATION

+

PHOTOS

+

MAGICAL
MOMENTS

=

CONTENT
THEME

Instagram



adventuresbydisney

Sponsored ▾



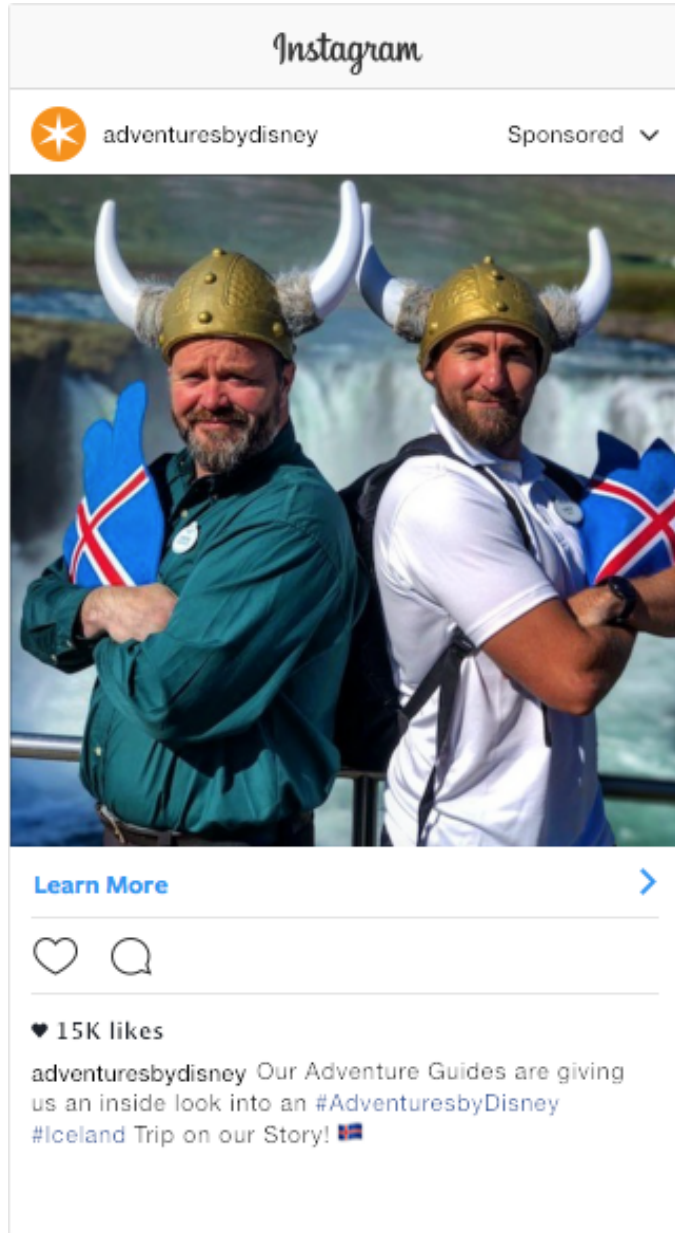
[Learn More](#)



♥ 15K likes

adventuresbydisney Explore Iceland's most majestic waterfall during our private Seljalandsfoss Hike—one of the many perks for our guests! 🇮🇸

HYGIENE



CONNECTED

+

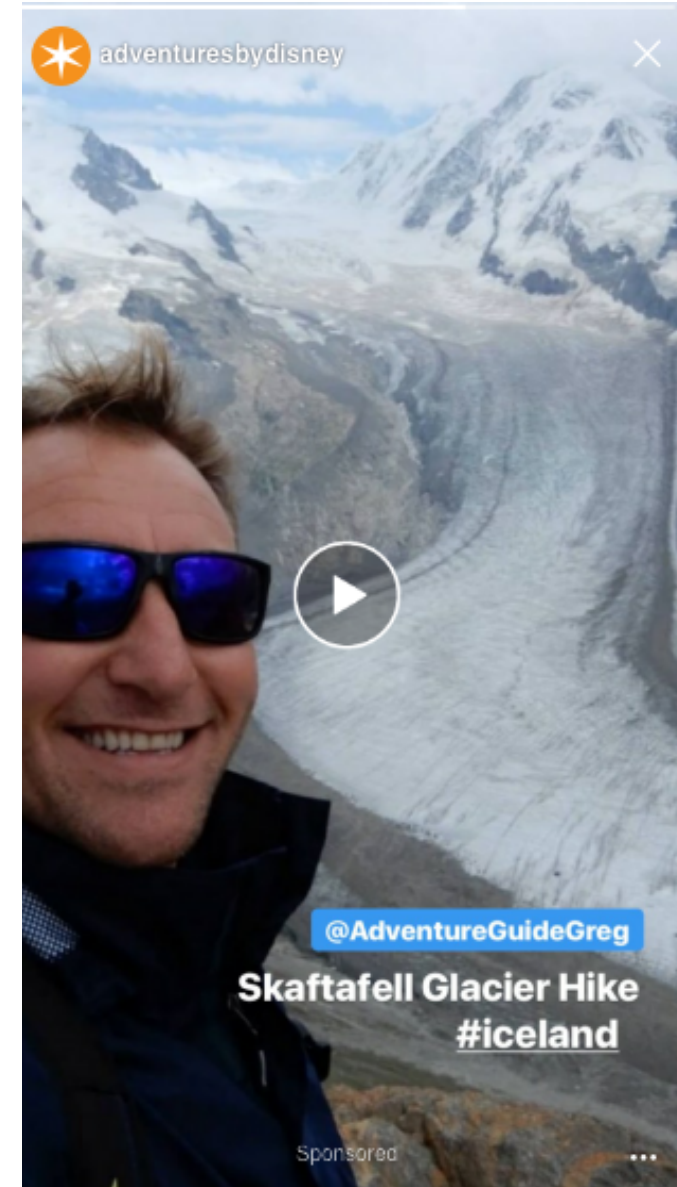
Q&A with
Guides +
Travelers,
Itinerary
Stops

+

ADVENTURE

=

CONTENT THEME



INFLUENCERS

- MICRO -



EMILY + SCOTT JONES

@OhYeahDisney

107k Followers

Instagram + Youtube

- MACRO -



CHRISTINE ANDREW

@HelloFashionBlog

1M Followers

Instagram, Blog + YouTube



THE END

THANK YOU