



TUI BLUE

"IF YOU CAN'T MEASURE IT YOU CAN'T CHANGE IT "

Peter Drucker



LET'S EXPLORE

- Data and numbers to actionable insights
- Iteration, not blind repetition
- A measurement cycle
- Continuous Improvement





TUI BLUE

THE JOB: BUILD BRAND FAME FOR TUI BLUE





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WE NEEDED A SUSTAINED BRAND AWARENESS INITIATIVE

that drove unaided awareness but also built understanding of the concept in the UK





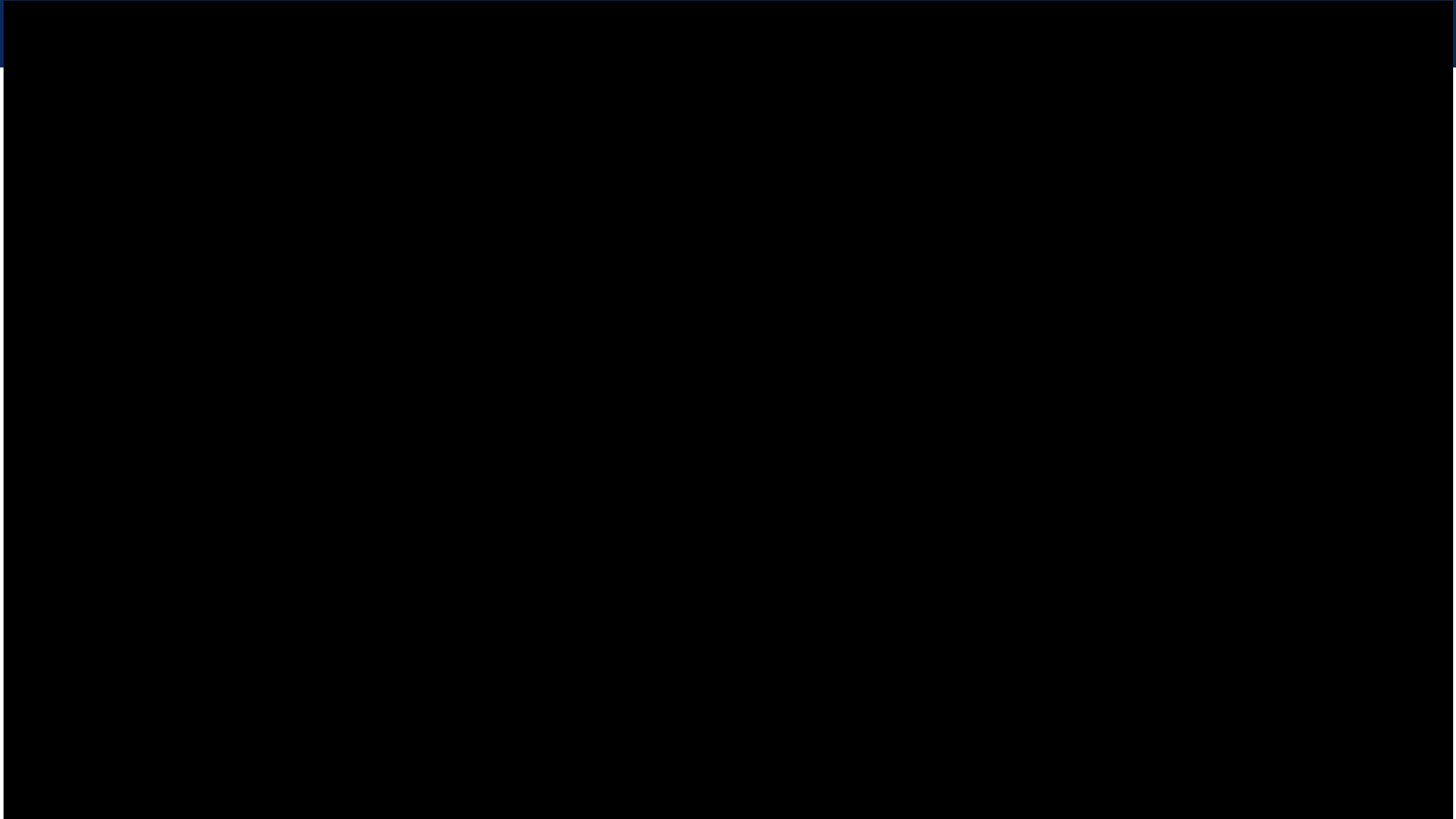
APPROACH

- Got clear on business objective and audience
- AMEC development right at the start
- Defining media targets
- Other channels and teams
- Bespoke research

IN CAME...

For Find your Happy with TUI Blue

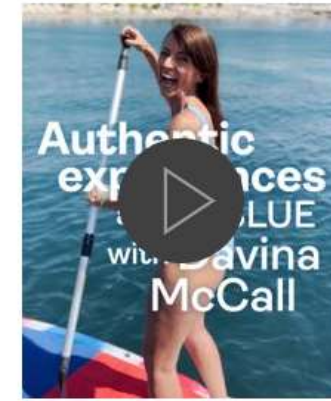
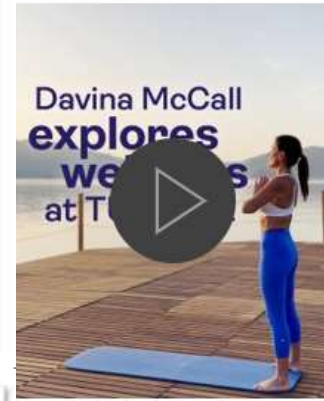






Instagram Feed Posts

@tuiuk



ICYMI, we recently roped in @DavinaMcCall to try out our new TUI BLUE wellness menu 🍷 Check out the video diaries on Davina's page, and tap the link in our bio to see even more...

@DavinaMcCall – TV personality, wellness advocate, and Turkish cooking enthusiast! Check out Davina's feed to see her most recent TUI BLUE diary, and tap the link in our bio for more...

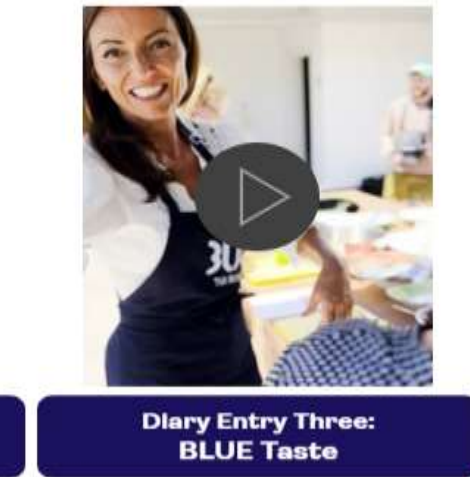
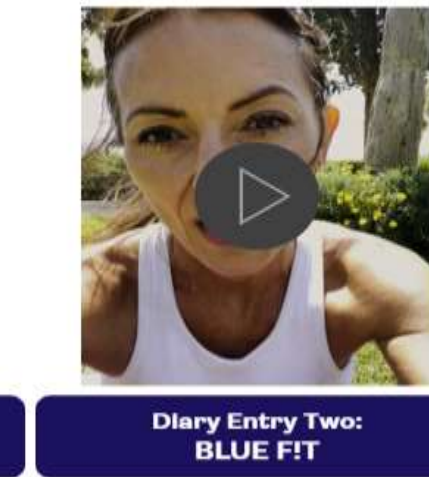
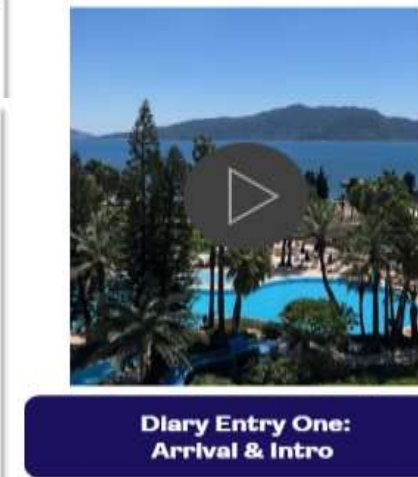
Have you seen @DavinaMcCall's latest TUI BLUE wellness diary? On the menu this time – authentic experiences 🍷 Watch on Davina's page, then head to the link in our bio for more content...

We loved every moment of having @DavinaMcCall road-test our TUI BLUE wellness menu 🍷 Head to Davina's page for her final thoughts, and tap the link in our bio to see even more...

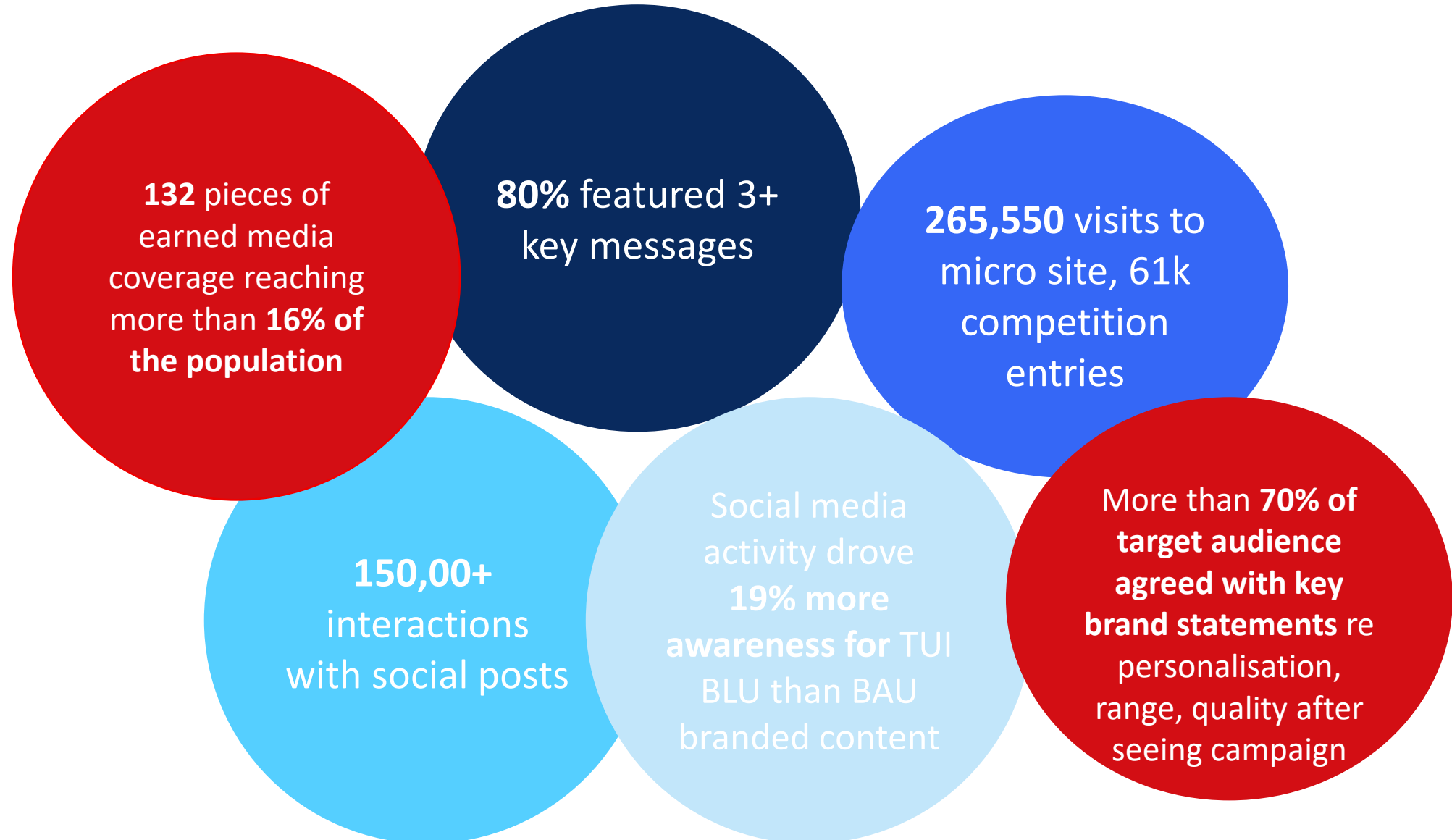


Instagram Feed Posts

@davinamccall



SO HOW DID IT GO?



IMPACT AND *ACTUAL* LEARNING

- Increased aided awareness of TUI Blue by 30% during FY21/22
- Of this uplift, PR contributed 6% for just 2% of the spend, as well as increasing the impact per person reached from **90 to 100 on TUI BLUE awareness and from 93 to 109 on TUI BLUE consideration.**

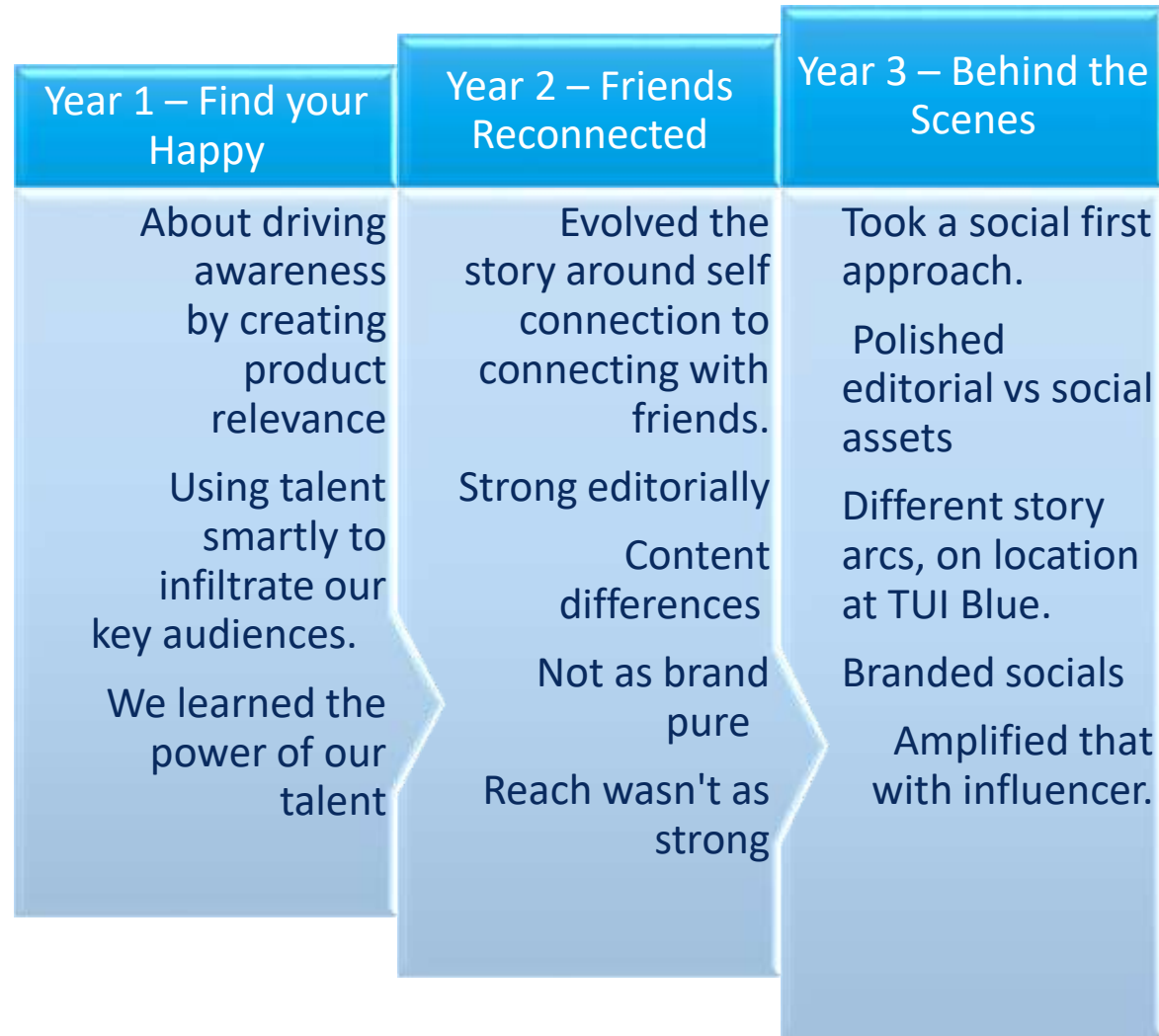
What did this tell us??

- It worked well from an awareness POV because of the product relevancy of the content using talent as the vehicle.
- The talent clearly worked – we were able to see the practical and emotional resonance
- The narrative thread which was clearly about connection as a means for wellness
- Product specific but it was connected to strong insight but maintained the brand wrapper.
- Davina we had the reach and so were able to be a part of the bigger measurement among brand activity.

What changed from a business/commercial pov that we had to take into account?

- Awareness takes time so this was still key, but even more so now was helping consumers understand TUI Blue.

HOW DID THIS BUILD OVER THREE YEARS?



BEHIND THE SCENES

DAVINA'S TIKTOK POSTS

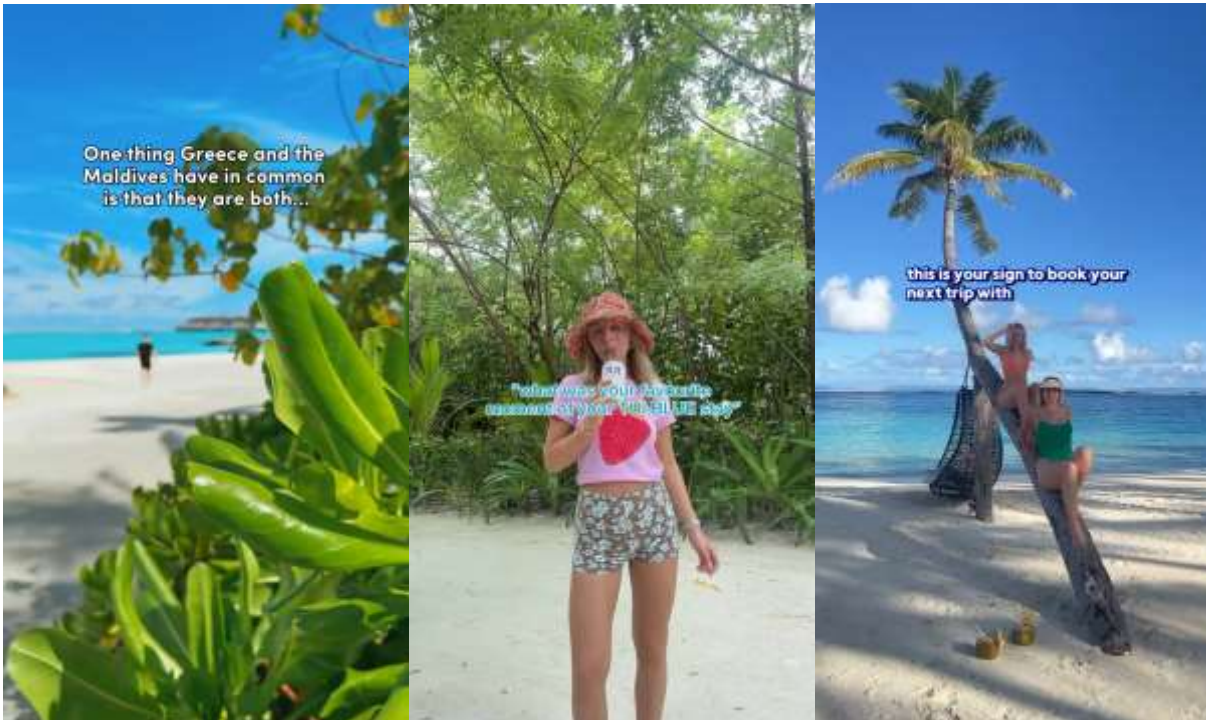


We took with her four sets of influencers to go
BTS with her
Stripped back doing what worked for each
channel

There was no huge production here

We extended channel usage, introducing
included in Davina's deliverables for the first
time

Tailored the content to the strengths & best
practices of each platform, whilst balancing the
authenticity of Davina's voice on each



EXCLUSIVE INTERVIEW

ENTERING HER 'SECOND SPRING' AS HER CHILDREN FLY THE NEST **DAVINA McCALL** ON FINDING SELF-WORTH, FEELING FREE TO SPEAK HER MIND AND SEIZING MIDLIFE WITH BOTH HANDS



Lying on a palm-fringed beach as the azure waters of the Indian Ocean sparkle in the sun, Davina McCall admits it's a hard job, solidifying in the Maldives.

"It was very difficult, obviously," she says, grinning. "My kids were like: 'What! You're going where? Without us!'"

Looking fabulous in a range of swimwear and sun dresses, the mother of three and former *Big Brother* presenter is modelling for those on the South Male Atoll.

Lucky, her partner, celebrity hair stylist Michael Douglas, was able to join her. "I was very lucky because my boyfriend also does my hair, so we got to go as a couple. We had an absolutely brilliant time," says Davina, who was on the paradise island in her role as brand ambassador for Tui.

Her children - Holly, 22, Tilly, 20, and 17-year-old Carter - were left behind to brood, although her mum is the only one remaining at the family home. ▶



'My aim is to give my children wings. But letting go of something, like your kids, is the birth of something else'

WalesOnline NottinghamshireLive BristolLive SurreyLive CoventryLive DerbyshireLive

New kind of holidaymaker wants to 'fly and flourish'

Davina McCall embraced island life in The Maldives creating personal itineraries for some fellow guests



Whilst many of us just want a 'fly and flop' holiday, research suggests the emergence of a new kind of traveller who wants to 'fly and flourish', using holiday time for cultural discovery and to become their 'best selves'.

- Media friendly imagery of Davina on set
- Simple research story aligned to overall story arc synonymous of the past two years
- By this time, she'd spent 3 years with us, and was connected to the brand and could talk about the breadth of experiences in a TUI blue resort.

Future learnings

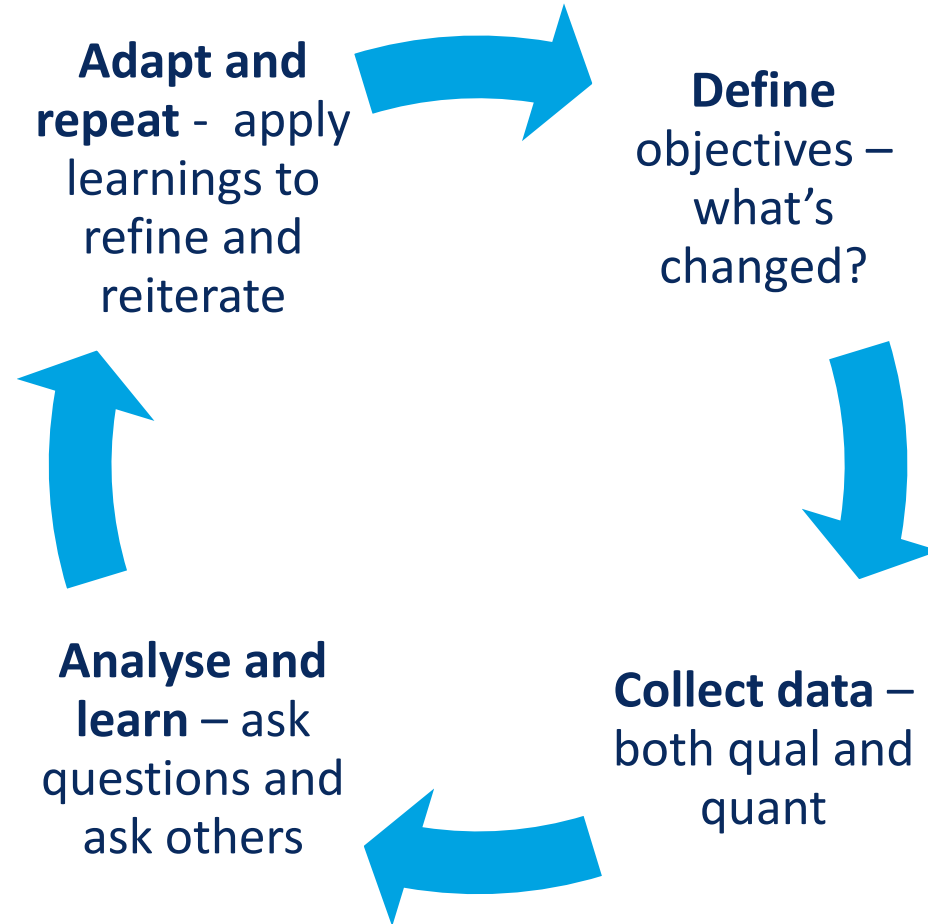


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SO HOW HAS THIS CAMPAIGN ADAPTED THE WAY WE PLAN ?



ADAPTATIVE CAMPAIGN CYCLE



A LEARNING CULTURE

- Use of talent
- Strong insight that feels connected to your brand
- Polished editorial content
- Integrated social/influencer
- Branded social that feels brand pure
- Adaptive reporting
- Stay close to marketing
- New tools



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SO

As you look at your current activity, are you truly using the insights from your measurements to drive strategic change, or are you just using the data to validate what you've already done? How can we take our next work beyond reporting results and instead use those learnings to continuously evolve and improve?





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THANK YOU

Amy Dowling – Head of Markets Communications TUI UK&I

