

Case Study – Witchery and Santa Monica Brand Partnership

Gate 7 brought together partners from across the industry to maximise the reach and ROI of this perfectly positioned brand partnership.

OVERVIEW

Gate 7 facilitated a brand partnership with Witchery, a leading women’s clothing store, with over 180 stores across Australia and New Zealand.

This partnership enabled Santa Monica Travel and Tourism to attract a highly relevant target market and share key messages, such as walkability, proximity to LAX airport and other major points of interest in Los Angeles, and the depth and diversity of the destination.

Beyond delivering a photo shoot and product line inspired by Santa Monica, Gate 7 also negotiated a destination guide to further engage Witchery customers and spark interest in the destination.

In order to deliver an end-to-end solution for Santa Monica Travel and Tourism, Gate 7 engaged travel trade and airline partners - Virgin Australia, Excite Holidays and Flight Centre. Campaign tactics were established to drive sales through these key partners and obtain further reporting to demonstrate ROI.

STRATEGY & KEY TACTICS

- Work with a large-scale brand partner to create a three month campaign to increase brand awareness amongst a highly relevant audience
- On-board airline and trade partners to maximise reach and deliver an end-to-end campaign, covering everything from the dreaming phase to conversion
- Create premiere Witchery destination guide, offering consumers’ insider tips and boosting product knowledge
- Generate content that is publishable across a number of outlets and channels, including social media, eDM and POS

OBJECTIVES

- Increase email databases of both partners
- Position Santa Monica as a stylish, aspirational destination to Australians and Kiwis
- Integrate media and trade marketing efforts to drive sales via travel trade partners and deliver clear ROI
- Increase consumer awareness of Santa Monica as the beachfront of Los Angeles



Case Study – Witchery and Santa Monica Brand Partnership (cont'd)

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KEY COMPONENTS

Aspirational destination content and stunning imagery shot in Santa Monica was used across multiple Witchery channels, including:

- 180+ retail stores nationwide and Witchery's website, which receives 23k unique visitors every day
- Online magazine - The Witchery Report
- Social media channels with a reach of 473,500
- eDMs to Witchery database – Over 1 million consumers
- Display advertising and banner ads
- Custom nail polish colour inspired by the destination

TRADE PARTNERSHIPS

Gate 7 layered the campaign via the following activities to further enhance its promotion and success:

- Flight Centre Expo Competition – win a Witchery shopping voucher
- Excite Holidays campaign and incentive – Witchery voucher awarded to top selling agents and sales managers
- Virgin Australia call to action on competition entry page resulting in visitation to Santa Monica landing page on www.virginaustraliaholidays.com.au and increased sales of Santa Monica properties

RESULTS

- Campaign won U.S. Travel Association: 2016 ESTO Destiny Award
- 7,558 new database members for Santa Monica
- 21,783 competition entrants
- 9% CTR to Virgin Australia Holidays Santa Monica page
- 2000+ unique visits to Virgin Australia Holidays Santa Monica page
- Sales results:
 - Virgin Australia Holidays pax up 208% YOY and room nights up 954% YOY
 - Excite Holidays room nights up 53% YOY and revenue up 95% YOY

TOTAL BUDGET: \$30,000

