

ICCA BEST MARKETING AWARD 2003

CAMPAIGN TITLE: MARKETING GREECE AS A PREMIER DESTINATION

BUDGET: € 1,500,000

Overview:

As a Tour Operator and Professional Conference Organizer, we have the responsibility for the promotion and upgrading the quality of incoming tourism in Greece.

The concept was to produce a series of brochures that reflect the speciality services of our Organization. To this end we have invested in issuing and promoting 3 editions of the Finest Hotels in the World – with the focus on Greece as well as 2 speciality editions.

The components are: -

The Finest Hotels of the World – The Best of Crete
The Finest Hotels of the World – The Best of the Greek Islands
The Finest Hotels of the World – The Greek Mainland
Elounda, the Elegant Resorts
The Preferred Greek Conference Centres

Websites:

The Finest Hotels of the World
The Greek Conference Centres

CD-ROM:

The Finest Hotels & Conference Centres in Greece

We issued the CD-ROM of The Finest Hotels & Conference Centres in Greece to extend our support for those Travel/Conference Organizers, who require a tool for their presentations. We regard that this promotion of Greece is a unique opportunity to show the entire world the ideal destination for holidays and meetings/incentives.

Our choices were based upon our diligent inspections and knowledge of our clientele's demands. Additionally, we avoided placing prices and other limiting factors, which would 'date' the brochures. We felt that they would be readily discarded if these were included. Therefore, the brochures would remain on their bookshelves for future reference for much longer than the seasonal types.

Through these quality editions, promoting hotels of a unique beauty and a quality that is guaranteed; the advantage will be not only ours, but also for Greece as one of the meritorious destinations in the world.

Objectives:

The objective of the campaign is to promote Greece and upgrade the quality of incoming tourism, thereby creating a greater demand, which in turn will result in a higher business turnover. In promoting these destinations, we are also promoting our services.

Target Market:

VIP's – People of high status and income, Heads of State, Foreign Embassies, Consultants, CEO's, International Travel Markets and Multinational Companies as well as the individual traveller seeking something different.

Evolution of the Campaign:

Generally, notable literature from a travel agent or organization dedicated to the promotion of quality services was found to be lacking. Literature available was for specific packages and not particularly for the demanding traveller seeking more individually tailored services.

We found, through feedback from our clients, that there was a demand for information contained within our sites to be available in a 'hardcopy' format.

Furthermore, to make the brochures and the CD-ROM available to a wider audience, we created a dedicated website where visitors to our sites could order their copies online.

Campaign Costs:

Graphic Design: €44,700

Printing: €807,600

Postage: €536,800

Distribution is via airmail, courier, web site or by personal contact.

Interdynamic Team - Roles & Responsibilities:

Jimmy Sofios: General Manager – Concept & Campaign Plan

Helen Sofiou: Editor - Graphics & Layout

George Keramitzoglou & Michalis Karalis: CD production - Design

Marion Eldridge & Giota Spiropoulou: Text Editors

Eva Panagopoulou: Responsible for the targeted market

Anna Christodoulaki & Maria Tzorakoleftheraki: Distribution of materials

Deep Blue

Maria Stylianaki: Graphic Design

Results of the Campaign:

The number of requests/bookings for individual travel and for conferences has increased by 60% in the first 6 months of the circulation of the materials. We expect an increase of 150% over the next 12-month period, if the current trends continue.

The Campaign has received worldwide recognition in the accolades achieved.

Project: The Finest Hotels of the World – The Best of the Greek Mainland.

Concept:

Interdynamic S.A. decided that they should promote their services in 'hard copy' format. The hotels included offer the variety of services these travellers expect and demand. All hotels included have a high standard varying from members of 'The Leading Hotels of the World' to private family-run hotels with traditional hospitality and have some exceptional features, historical or traditional, reflecting the local style.

From the initial concept to the actual production took 4 months.

Target Audience:

The upper class, demanding traveller of high income seeking exclusive personal services, tailor made to his requirements and is prepared to pay for the best.

Production Costs:

Graphic Design: € 10,300
Printing: € 184,000 - for 25,000 copies
Presentation Boxes: € 76,500 – for 5,000

The preparation of the brochure, selection of the hotels, the collection of the images and the writing of the texts for all the hotels, took three persons 4 months to the final pre-print edit.

Production Team Credits:

The Interdynamic Team
Mr Jimmy Sofios, General Manager – Concept & Marketing
Mr Kostas Kolovos, Sales Manager – Co-ordinator & Image Editor
Mrs Marion Eldridge, Sales Executive – Text Writer
Mrs Anna Christodoulaki, Distribution
Deep Blue - Mrs Maria Stylianaki, Graphic Designer

Distribution:

The Brochure was despatched in presentation boxes via courier and mail to Heads of Multinational companies and Banks around the world, royalty, leading politicians and well-known celebrities, who are more discerning and have a higher income bracket. It was also despatched to our clientele and as per request from people visiting our websites. In addition, it was sent to Tour Operators & Travel Agents to assist in their promotion of hotels in Crete.

Postage Costs: €110,000

Results:

We have been fortunate that the brochure has been well received and there has been a significant rise in bookings. It has also received 'An Honourable Mention' in the PATA Gold awards 2003 presented by Mr Peter De Jong, President of PATA, at the PATA Annual Conference in Bali, Indonesia.

Project: The Finest Hotels of the World – The Best of Crete.

Concept:

Interdynamic S.A. decided that they should promote their services in 'hard copy' format. The hotels offer the variety of services these travellers expect and demand. All hotels included have a high standard varying from members of 'The Leading Hotels of the World' to private family-run hotels with traditional hospitality and have some exceptional features, historical or traditional, reflecting the island style.

From the initial concept to the actual production took 4 months.

Target Audience:

The demanding traveller of a higher income seeking exclusive personal services, tailor made to his requirements and is prepared to pay for the best.

Production Costs:

Graphic Design: € 10,300

Printing: € 184,000 - for 25,000 copies

Presentation Boxes: € 76,500 – for 5,000

The preparation of the brochure, selection of the hotels, the collection of the images and the writing of the texts for all the hotels, took three persons 4 months to the final pre-print edit.

Production Team Credits:

The Interdynamic Team

Mr Jimmy Sofios, General Manager – Concept & Marketing

Mr Kostas Kolovos, Sales Manager – Co-ordinator & Image Editor

Mrs Marion Eldridge, Sales Executive – Text Writer

Deep Blue - Mrs Maria Stylianaki, Graphic Designer

Distribution:

The Brochure was despatched to Heads of Multinational companies and Banks around the world, royalty, leading politicians and well-known celebrities, who are more discerning and have a higher income bracket.

Postage Costs: €110,000

Results:

We have been fortunate that the brochure has been well received and has already been given the accolade of The Best Greek Brochure of the Year presented at Philoxenia, Thessaloniki by The Hellenic Association of Travel & Tourist Agencies - HATTA. The presentation was made by Mr Akis Tsohatzopoulos, Minister for Business Development of the Hellenic Government.

Project: The Finest Hotels of the World – The Best of the Greek Islands.

Concept:

Interdynamic S.A. decided that they should promote their services in 'hard copy' format. The hotels and resorts included offer the variety of services these travellers expect and demand. All hotels included have a high standard varying from members of 'The Leading Hotels of the World' to private family-run hotels with traditional hospitality and have some exceptional features, historical or traditional, reflecting the island style. Additionally, we avoided placing prices and other limiting factors, which would 'date' the brochure.

From the initial concept to the actual production took 4 months.

Target Audience:

The demanding traveller of a higher income seeking exclusive personal services, tailor made to his requirements and is prepared to pay for the best.

Production Costs:

Graphic Design: € 10,300
Printing: € 184,000 - for 25,000 copies
Presentation Boxes: € 76,500 – for 5,000

The preparation of the brochure, selection of the hotels, the collection of the images and the writing of the texts for all the hotels, took three persons 4 months to the final pre-print edit.

Production Team Credits:

The Interdynamic Team
Mr Jimmy Sofios, General Manager – Concept & Marketing
Mr Kostas Kolovos, Sales Manager – Co-ordinator & Image Editor
Mrs Marion Eldridge, Sales Executive – Text Writer

Deep Blue
Mrs Maria Stylianaki, Graphic Designer

Distribution:

The Brochure was despatched to Heads of Multinational companies and Banks around the world, royalty, leading politicians and well-known celebrities, who are more discerning and have a higher income bracket.
Postage Costs: €110,000

Results:

We have been fortunate that the brochure has been well received and has increased the interest in these island resorts.

Project: Elounda, the Elegant Resorts.

Concept:

Interdynamic S.A. decided that they should promote their services in 'hard copy' format. The hotels included offer the kind of services these travellers expect and demand. All hotels included have a high standard with members of 'The Leading Hotels of the World', 'Relais & Chateaux', 'Small Luxury Hotels' and other major affiliations. Additionally, we avoided placing prices and other limiting factors, which would 'date' the brochure.

From the initial concept to the actual production took 4 months.

Target Audience:

Targeted to the elite of travellers encompassing royalty, statesmen and celebrities, who demand much more exclusive locations and quality services.

Production Costs:

Graphic Design: € 3,000

Printing: € 70,600 - for 20,000 copies.

The preparation of the brochure, selecting the hotels, collecting the images and writing the texts for the hotels took three persons 4 months to the final pre-print edit.

Production Team Credits:

The Interdynamic Team

Mr Jimmy Sofios, General Manager – Concept & Marketing

Mr Kostas Kolovos, Sales Manager – Co-ordinator & Image Editor

Mrs Marion Eldridge, Sales Executive – Text Writer

Deep Blue - Mrs Maria Stylianaki, Graphic Designer

Distribution:

The brochure was despatched to high profile personages in presentation boxes via courier and by mail to our clientele as requested from people visiting the brochure dedicated website and other websites of our Organization.

Postage Costs: €88,000

Results:

We have been fortunate that the brochure has been well received and has increased the interest in these exclusive resorts.

Project: The Preferred Greek Conference Centres.

Concept:

Interdynamic S.A. DMC/PCO decided that they should promote their services in 'hard copy' format. Through research and from various client enquiries, we found that many companies were unaware that there are hundreds of Convention Centres fully equipped and able to meet their requirements in Greece.

The brochure is aimed to enlighten and inform of the possibilities available and give a sample of the general services each location has to offer.

From the initial concept to the actual production took 9 months.

Target Audience:

This brochure is targeted to Conference Planners around the world to enable them to consider the locations and services offered in Greece.

Production Costs:

Graphic Design: €11,800

Printing: €215,000 - for 15,000 copies – using the latest in high quality printing techniques.

The preparation of the brochure, selecting the hotels, collecting the images and the writing of the texts for the Centres took three persons 9 months to the final pre-print edit.

Production Team Credits:

The Interdynamic Team

Mr Jimmy Sofios, General Manager – Concept & Marketing

Mr Kostas Kolovos, Sales Manager – Co-ordinator & Image Editor

Mrs Marion Eldridge, Sales Executive – Text Writer

Mrs Anna Christodoulaki, Distribution

Deep Blue - Mrs Maria Stylianaki, Graphic Designer

Distribution:

The brochure is despatched to major companies and Conference Planners around the world as well as to selected Tour Operators & Travel Agents to assist in their promotion of convention centres in Greece.

Postage Costs: €118,800

Results:

We have been fortunate that the brochure has been well received. A significant increase in enquiries has taken place for conferences and conventions in Greece.

**Website: The Finest Hotels of the World**

Web Address: www.finesthotels.net

Site Online: 06.05.2002

Company:

Established on the Internet for over seven years and in the travel industry for over thirty years, Interdynamic S.A. is constantly adding new sites on the World Wide Web.

Content:

The hotels included are the best we have to offer.

Promotion & Access: via Banners on our other sites and all search engines such as Google, MSN etc.

Target Audience:

The target audience of this site are the discerning travellers that are looking for 'the best of the best' in the world.

Production Team Credits:

Project Director: George Keramitzoglou

Production Team: Pavlo Kalogiannidis, Kostas Dimitriou, Nikos Gasuras, Michael Karalis, Fay Frantzeskaki & Ioanna Bilanaki.

Site Management:

This is a new site and is constantly being updated, regular weekly maintenance.

Production Costs:

The Interdynamic S. A. Organisation has a permanent production team - @web, a subsidiary, in its employment; therefore, specific production costs do not apply.

WEBSITE – GREEK CONFERENCE CENTRES

Title: Conference Centres in Greece.

Web Address: www.greekconference.com

Site Online: 07.05.2002

Content:

The conference centres with the extended facilities, capacities available at each location in Greece and a full description of the services we provide.

Promotion & Access: via Banners on our other sites and all search engines such as Google, MSN etc.

Target Audience:

This site is for conference organizers and planners and event managers seeking venues, exhibition areas etc. who need information about our Destination Management Services and venues in Greece.

Production Team Credits:

Project Director: George Keramitzoglou

Production Team: Nikos Gasuras, Kostas Dimitriou, Michael Karalis, Fay Frantzeskaki & Ioanna Bilanaki.

Site Management:

This is a new site and is constantly being updated, regular weekly maintenance.

Production Costs:

The Interdynamic S. A. Organisation has a permanent production team - @web, a subsidiary, in its employment; therefore, specific production costs do not apply.

CD-ROM: The Finest Hotels & Conference Centres in Greece.

Concept:

Interdynamic S.A. decided that they should promote their services in 'electronic' format. All hotels included have a high standard varying from members of 'The Leading Hotels of the World' to private family-run hotels with traditional hospitality and have some exceptional features, historical or traditional reflecting the island style.

In addition, including the conference centres within this CD facilitates presentations for future conference venue plans by PCO's. Thereby allowing the decision makers a complete profile of the venue and the accommodation offered.

From the initial concept to the actual production took 5 months.

Target Audience:

The aim of this CD-ROM is to provide a valuable business tool for Tour Operators, Travel Agents and Company Conference Planners, who may not always be 'live online' on the Internet. In this way, they are able to allow clients to view the locations on any computer available, anywhere.

Production Costs:

The Interdynamic S. A. Organisation has a permanent production team - @web, a subsidiary, in its employment; therefore, specific production costs do not apply. Additional Production Costs: € 9,000 for CD writing & printing.

Production Team Credits:

Project Developers: Jake Trichakis & George Keramitzoglou
Marketing Director: Anna Christodoulaki
Editors: Marion Eldridge & Ioanna Bilanaki
Programming Directors: Kostas Dimitriou & Mihalios Karalis
Art Director: Fay Frantzeskaki

Distribution:

10,000 copies of the CD-ROM are being distributed to Tour Operators, Travel Agencies, Conference Planners and Associations of which we are members around the world. 5,000 copies have been sent to major developing companies globally. The CD is also being used as a promotional tool at the various Travel Trade exhibitions we attend. Another 10,000 copies are being sent to individual clients of our organization.

Results:

To date the general feedback has been positive and many have said that it is a very helpful tool for business. This CD-ROM will be a 'living tool' as we will be updating the information on a regular basis, adding new or upgraded hotels as they appear.