

# CASE STUDY

## COOK ISLANDS SHIPWRECKED PROMOTION



### VIRAL MARKETING / SOCIAL NETWORKING CAMPAIGN

#### THE BRIEF

- Leverage off popular appeal of the Channel 4 Shipwrecked television series
- Promote Shipwrecked and its film location (the Cook Islands)
- Educate consumers on the Cook Islands & experiences available
- Increase sales to the Cook Islands through a targeted viral campaign aimed at consumers with disposable income (DINKS) / front line travel agents

#### TACTICS

- Creation and development of a dedicated Cook Islands (Shipwrecked themed) viral game – 2 versions (1 for trade / 1 for consumers)
- 1. Incentivize trade and consumers with opportunities to win a holiday as well as instant win prizes (£25 STA vouchers)
- 2. Work in partnership with Air New Zealand to ensure strong branding and links given to the sole UK-Cook Islands carrier
- 3. Promote the diversity of the individual islands which make up the Cook Islands
- 4. Do all of this through a fun viral game which involved consumers / trade selecting their vessels, plotting their course throughout the Cook Islands (and learning about each island as they went), encouraging them to return to re-plot courses (with email reminders) and if they got shipwrecked they won.
- Dedicated HTML emails were created (variety of versions) for distribution to a series of different targeted / segmented databases
- Channel 4 online activity to promote the campaign as well as separate Cook Island Black Pearl competitions

#### RESULTS

- Total Reach: 2.20 million
- Total Impacts: 410,000
- Total Engagement: 96,926
- Total Competition Entrants: 74,584 (21,858 of which came from people who had forwarded to their friends through referral viral means) – data capture for future Cook Islands use
- Total Game Plays: 47,492
- Total Value: £155,000

[www.get-shipwrecked.co.uk](http://www.get-shipwrecked.co.uk)

