

“HERE COMES THE SUN” WITH GNTO’S NEW CAMPAIGN

MARKETING OBJECTIVE

While most people are gearing up for the cold days to come, bringing out the sweaters and only dreaming about the beach, **Greece is the ideal destination for your last warm-weather holiday** before heading back to reality.

That was the story the Greek National Tourism Organization was eager to communicate to **travelers from across the US, the UK and Germany**.

SOLUTION

To build off the success of the first campaign wave, ThinkDigital, GNTO & Visit Greece partnered once again with Daily Secret in order to extend Greece’s tourism season through an engaging **“It’s still summer in Greece”** campaign.

The **multi-platform marketing program** was centered around custom content to **introduce, engage, inspire and delight** potential travelers to Greece during the post summer season.

Through a series of **Secret emails & display banners** users were encouraged to enter the available **sweepstakes**, download a **travel guide** for free and, if lucky, win an exclusive **goody-bag** full of greek summer treats.



RESULTS

ENGAGEMENT

24%
EMAIL OPEN RATE

39,9%
CONVERSION RATE
ON DAILY SECRET LANDING PAGE

1.354
DOWNLOADED TRAVEL GUIDES

THE QUOTE

“ Popular tourist destinations like Greece aim to attract not only tourists but also make good friends via personalized communication. Visit Greece is building its communication strategy always keeping this notion in mind. The perfect platform to contact our friends all over the world and make them part of our storytelling about Greece, is called Email Marketing!

Angela Varela,
Head of Marketing Dept., GNTO