

LOGITRAVEL CASE STUDY

VIDEO MARKETING TO AMAZE

amara
ingeniería de
marketing

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MARKETING CHALLENGE

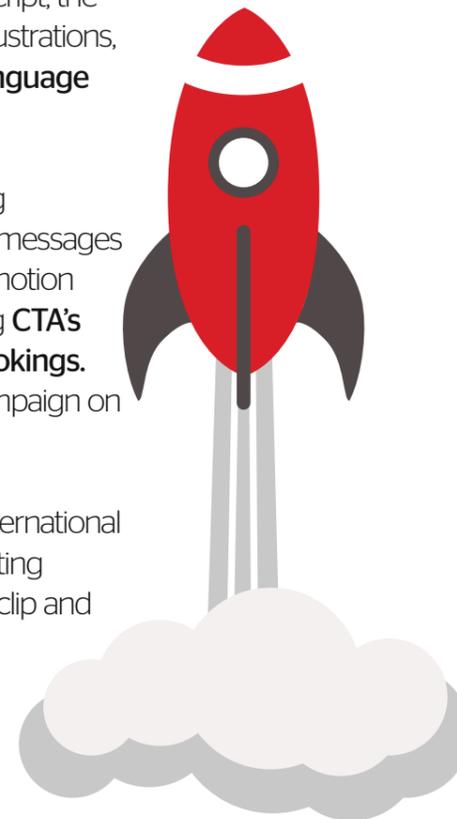
Increase brand awareness and sales conversions in the web Logitravel.com by implementing a content marketing strategy.

AMARA'S SOLUTION

We design a **content marketing** strategy in coordination with Logitravel's inbound marketing department, comprising of more than fifty impacting and **inspiring video clips** that tell motivating and **emotional stories that connects and attracts users** in an inspirational phase, consequently bringing visitors to the website and increasing vacation package bookings. For each of these videos clips, a script, the storyboard, all the graphics and illustrations, the animation, music and **Multilanguage** voice-over was created.

Two-minute video clips combining inspirational and evocative brand messages through the use of transactional motion graphics animations incorporating **CTA's** (Call to Actions) **to encourage bookings**. These clips are then used in a campaign on YouTube.

Twenty second spots aimed at international televisions, consisting of an impacting summary of the aforementioned clip and with a single CTA.



[Learn more](#)



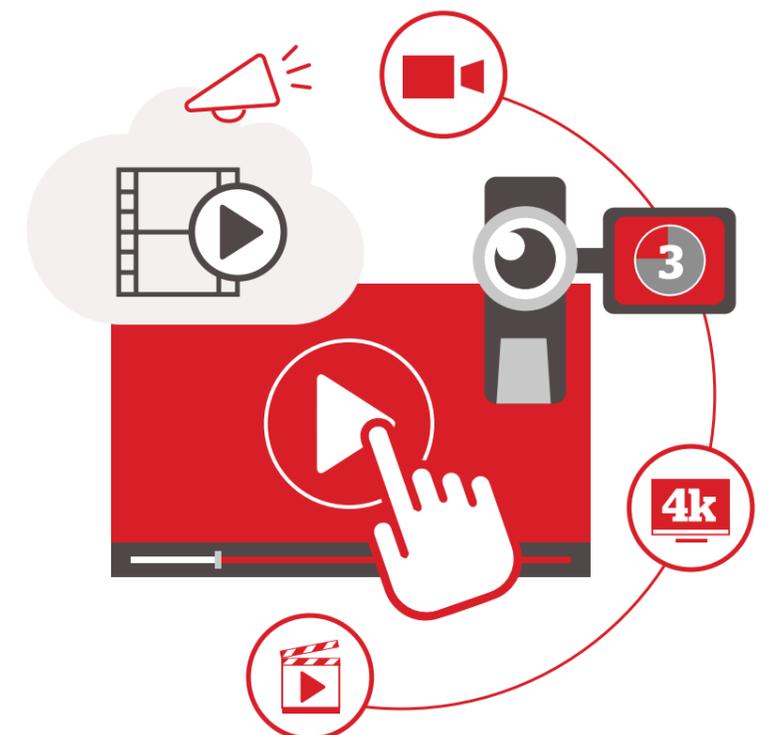
LOGITRAVEL

Logitravel.com is an online travel agency (OTA) specialized in selling cruises, vacation packages and coastal hotels.

Currently it is present in Spain, Italy, Portugal, Germany, France, UK, Finland and Brazil. In 2014 it achieved a turnover of 514 million euros and registered a total of 62 million unique visitors and 2.5 million passengers bought their holidays through their web.

WHY DID THE CLIENT SELECT US?

The client selected us for our knowledge of the **tourist industry**, our team's creative capabilities and our experience in managing content marketing projects.



OUR SUCCESSFUL VIDEOS

RESULTS

- +2 million views on YouTube in less than three months.
- 20% growth in vacation package bookings through the website.
- 50% increase in requests for co-marketing actions compared to the previous year.

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¿DO YOU WANT
TO IMPROVE YOUR
RESULTS? CHOOSE
VIDEO MARKETING

**VISIT US AND WE WILL FIND
OUT TOGETHER WHAT WE
CAN ACHIEVE.**

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