

STA TRAVEL

STA Travel

Stimulating engagement and driving WAP traffic

Media objectives

STA Travel is an specialist in student, budget and independent travel; they offer a unique range of flights, accommodation, adventures and expeditions in 90 countries

STA wanted to position themselves as the foremost travel brand for young people

- Driving awareness of their competitively priced adventure holidays and travel blogs

Raise awareness of and drive traffic to STA's WAP sites

Stimulate consideration to purchase from STA

The Blyk Solution

2 part SMS dialogue with a free WAP link

- To stimulate interest, interaction and response

A bespoke WAP page to give more details to interested members

Sent in the last week of October

- Early on in the Student year

Stimulating interest in the run up to Xmas

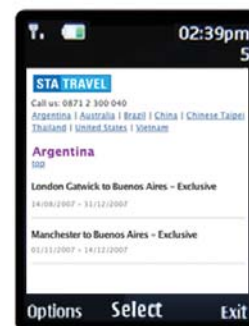
Total response 56%



YES >
43%



Click Through >
21%



Results

56% of Blyk members responded to the cast

- 43% then went onto see what STA had to offer
- 21% clicked through to the STA WAP site

Insights

Campaign engaged key STA target groups

More likely to respond to the initial SMS:

- Over 21s (Index 138)
- University educated (Index 117)
- Last minute travellers (Index 138)

Also additional appeal to those that prefer to plan their holidays further ahead (Index 134)