

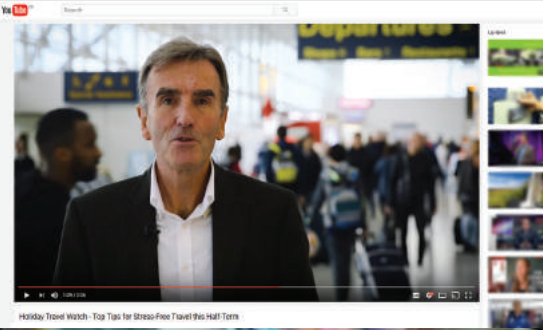


Holiday Travel Watch: Full Media Management



Having worked with Frank Brehany, Managing Director of Holiday Travel Watch on numerous radio interview sessions before, 4mediarelations were asked to take on the travel watchdog's full media management for the 2016.

4mediarelations' main aim for Holiday Travel Watch was to enhance Frank's media profile and make him a 'go-to' spokesperson for media outlets across the country.



The Campaign

By utilising Frank's already stellar knowledge of the holidaying and travel industry, 4mediarelations set-up a number of radio days throughout the year aimed at targetting the specific hot-spots within the industry that would maximise Frank's exposure.

Alongside these 6 proactive radio days, there were 5 reactive sessions, which were initiated by both the media team's analysis of news agendas as well as incoming requests for Frank's opinions on ongoing travel issues.

4mediarelations also took on Frank's annual travel survey, produced three short-form videos and provided radio stations with a holiday bundle to give away via competitions.

Finally, a 'white paper' was produced for the second time, based on HTW's ongoing research to provide an in-depth analysis of the changing attitudes and behaviours of British holiday-goers in 2016.

Coverage

Throughout the year, Frank made nearly 150 appearances on a vast range of TV and radio outlets, which included: Sky News TV and radio, This Morning, TalkRADIO, BBC Radio Scotland, BBC Radio Ulster, BBC Radio Wales and Downtown Radio alongside nearly every regional BBC radio station in the UK.

Frank's incoming requests from the media increased by 22% year-on-year.

Summary of Success

Audience Reach: 979,258,841

Total Items of Coverage: 149

Comment Requests: 22% increase

Radio Days: 6 proactive/5 reactive

Plus: 3 x videos/White Paper/Radio Competitions/Annual Travel Research Survey

