

MAILER:

Hawaii.com

OBJECTIVE:

Hawaii.com faced the challenge of promoting their Hawaii Food & Wine Festival giveaway and increasing online sign-ups of qualified travel prospects.

SOLUTION:

eTargetMedia planned and implemented a strategic email marketing campaign for Hawaii.com that targeted female travelers, ages 45 and up who have shown an interest in gourmet travel opportunities. eTargetMedia strategically selected the American Travelers file and geo-targeted specific DMA locations that have a high interest in gourmet cuisine and culinary travel. The locations included Los Angeles, San Francisco, San Diego, San Jose, Sacramento, Houston, Dallas, San Antonio, Austin, Seattle, Orlando, Chicago, New York City, Phoenix, and Philadelphia. The creative was designed to promote Hawaii.com's "Win a Trip to the Hawaii Food & Wine Festival" giveaway and featured everything that was included in the prize package as well as a strong call to action to motivate travelers to enter to win.

OUTCOME:

The email marketing campaign exceeded the main objective which was to drive sign-ups and acquisitions for new qualified travel prospects who were interested in the opportunity of winning a free trip to Hawaii. The campaign also delivered increased brand awareness as well as increased web traffic. This was an overall successful acquisition based email list rental campaign.



Win a Trip to the Hawaii Food & Wine Festival

One lucky winner will win a dream vacation for two to Hawaii to eat and drink Hawaiian style at the Hawaii Food & Wine Festival. Airfare and accommodations are also included. Enter now for your chance to win!

This prize package includes:

- Round-trip domestic airfare for two to Oahu, Hawaii on Hawaiian Airlines
- 4-nights in a luxurious Oceanfront room with breakfast for two daily at the Four Seasons Resort Oahu at Ko Olina
- A pair of General Admission tickets to three Hawaii Food & Wine Festival Signature Events:
 - *Spice Market* at THE MODERN HONOLULU on November 2
 - *7-Eleven Presents Steamy Bowls* at Hyatt Regency Waikiki Beach Resort and Spa on November 3
 - *Taste of the Seasons* at Ko Olina Resort on November 4

ENTER TO WIN





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