

Efficient ferry communication in a digital media landscape

@FourTravel News

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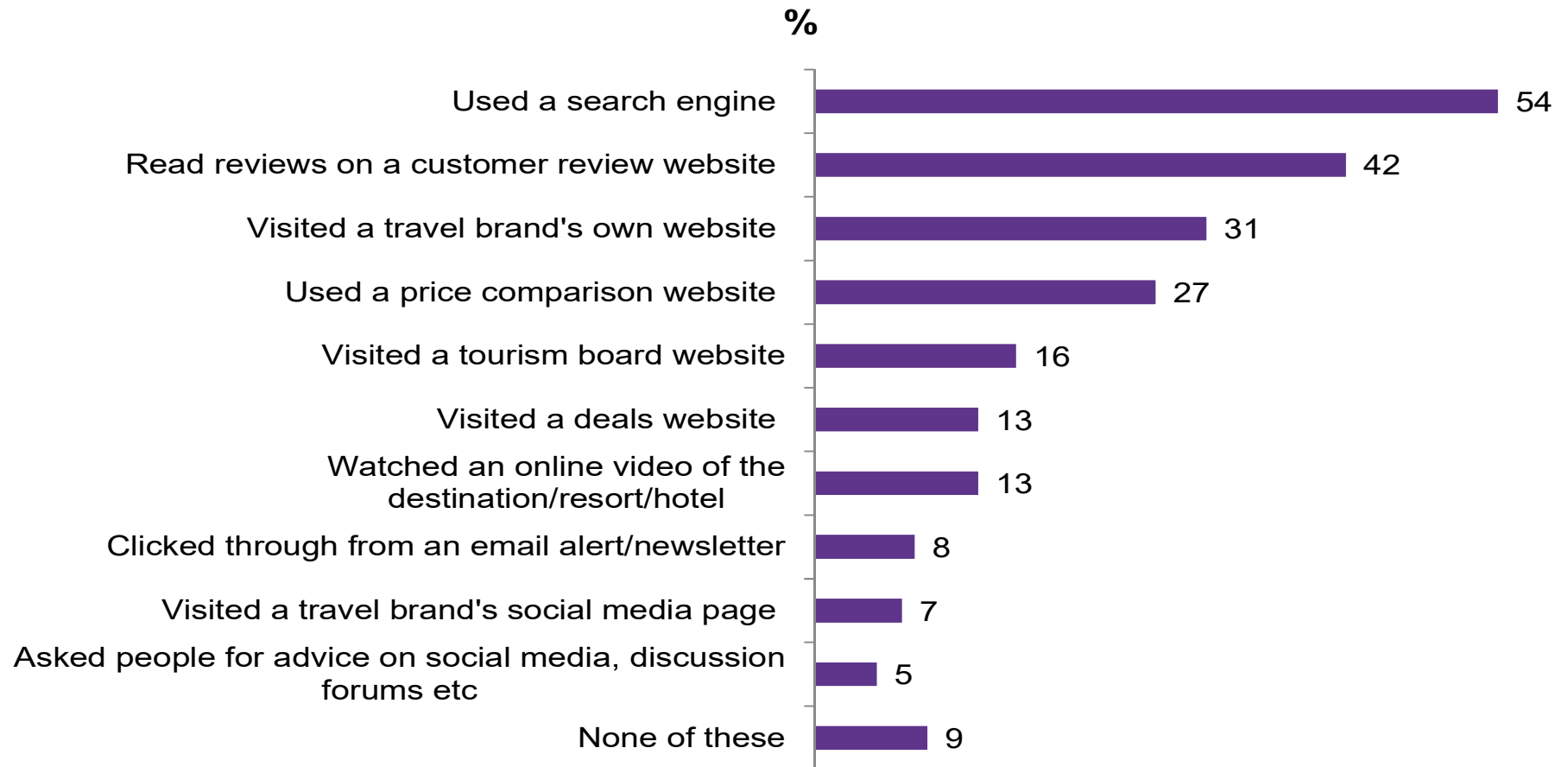
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What is efficient communication?



Efficient communication is the ability to deliver a clear message in the shortest amount of time

The research and booking process



Source: TGI, 'holidays booked in past twelve months'

The research and booking process

Younger travellers



- Research less online** 52% of 25–34 year olds and 61% of 16-24 year olds researched online
- Seek advice** 17% 24-34 talked to an agent in person or by phone, 27% of 16-24 year olds spoke to agents
- Book online** Only 10% of 25-34 year olds book through a travel agent; 85% online eg OTA booking.com

Older travellers



- Research more online** 70% of over 55s and 28% of 45-54 year olds researched online
- Less discussion** Only 4% of over 55% spoke to agents by phone, 11% in person
- More likely to book with agents** 19% booked through agents or on phone, 12% phone and online through agents

Source: Travel Weekly TNS Research August 2016

And now asking rather than typing questions

Google Voice Search Queries =
Up >35x Since 2008 & >7x Since 2010, per Google Trends

Google Trends imply queries associated with voice-related commands have risen >35x since 2008 after launch of iPhone & Google Voice Search

Google Trends, Worldwide, 2008 – 2016



@KPCB

Source: Google Trends
Note: Assumes forward-based queries are not searches given lack of relevance for keyword-based search. Aggregate growth values determined using growth in Google Trends for three queries listed above.

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The rapid increase of voice search is changing SEO. This means we need to create tourism content which answers shorter verbal queries rather than written queries

And social media influences early travel decisions

SOCIAL MEDIA IS USED MORE IN THE BEGINNING OF THE TRAVEL PURCHASE PATH



13%
OF ONLINE TRAVEL BOOKERS USED SOCIAL MEDIA IN THEIR TRAVEL RESEARCH PROCESS



Data source: comScore Survey, SOCIALWHEN. WHEN DID YOU PERFORM THE FOLLOWING ACTIVITIES USING SOCIAL MEDIA FOR YOUR RECENTLY BOOKED TRIP?, Among UK Online Travel Buyers Who Used Social Media (n=108)

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Become publishers in a digital landscape



5.1 billion searches a day in Google

4 billion searches a day in YouTube

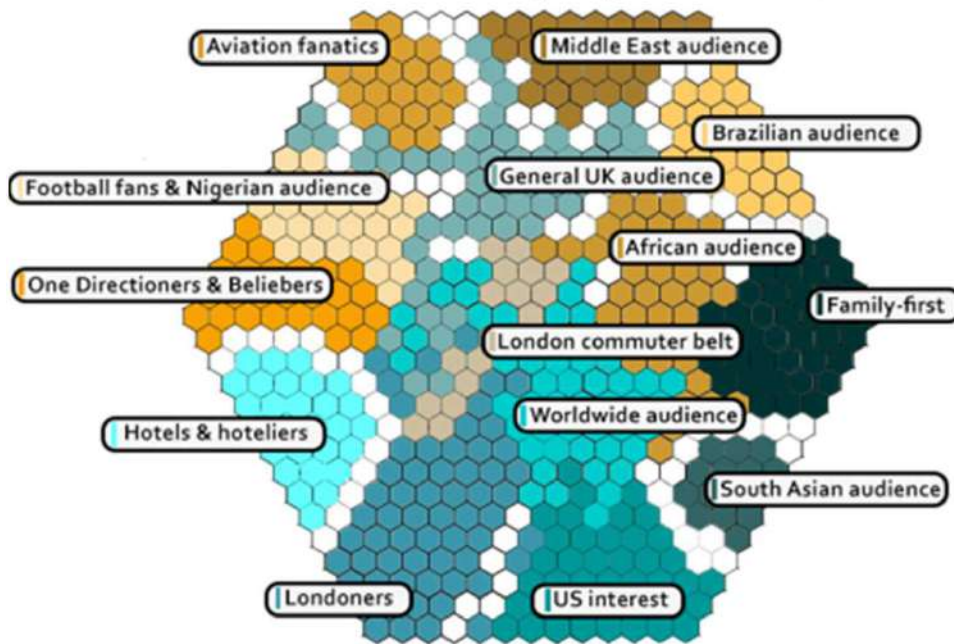
Audiences now want to create as well as share



Gen Z Culture Creators. More than 25% post original video weekly

Have the tools to understand your audience

- *Using a tool called Mapper360, we can drill into any digital platform and understand its audiences*
- *For example, we analysed 966,000 followers of the British Airways' Twitter account and identified 14 tribes*
- *Our unique methodology means we can then dive into each of these tribes to understand their preferences, interests and influencers*



Tribes of interest identified in 966,000 British Airways Twitter followers

Family First
42,000

So what does that mean for brands



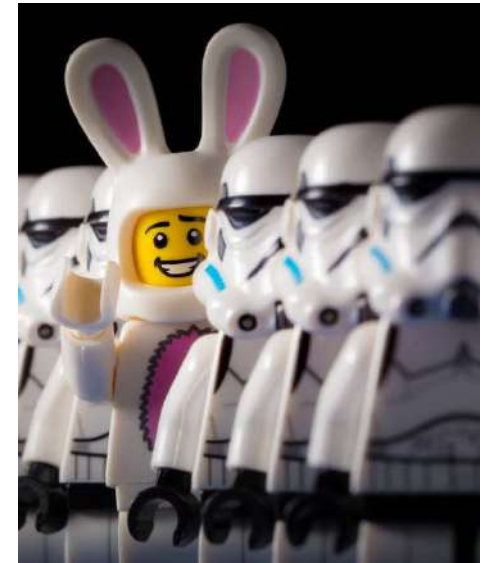
Be human, be helpful, be gone.



Understand and be a part of consumer moments in an authentic way.



Work harder to gain trust. Work with trusted sources (ie influencers).



Be there in the right context, and be relevant.

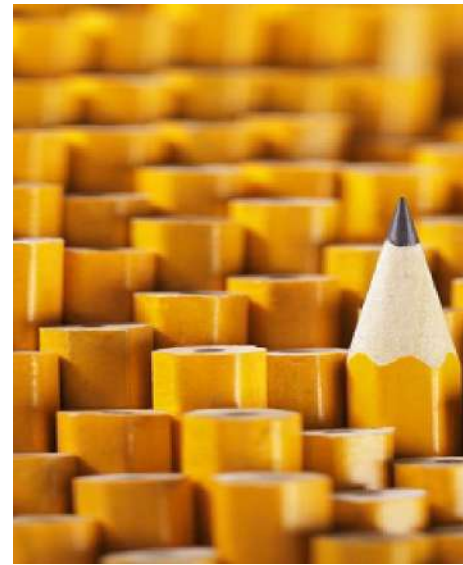
Working with influencers helps cut through



Ad blockers
become irrelevant.



Genuine,
authentic,
experiential
endorsement.



Standout content
to feed the content
marketing
machine.



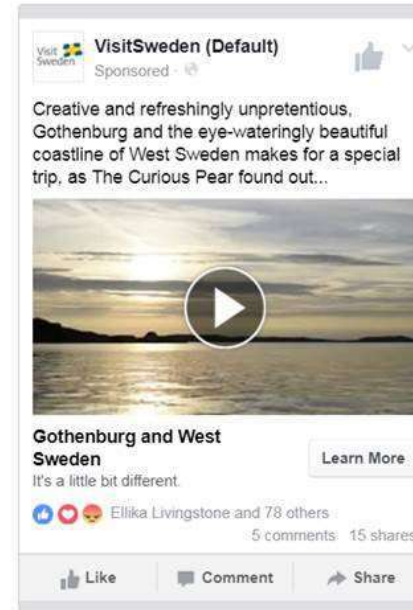
People trust them.

How can this work?



Commissioned influencers to create content for native and social advertising campaigns

- Challenging traditional marketing conventions
- Creating ways to harness digital consumer shift
- Moving from traditional print to influencer content within native and social campaigns
- Criteria included reach, engagement, brand tone and style and quality of content.



Almost 1 million views for 1 video

To conclude..



Be human, be helpful, be gone