

## Expedia Travel That Matters #ExpediaPhilippines



We worked with Expedia to produce content for a Corporate Social Responsibility campaign to encourage tourists to return to The Philippines and support the local economy. We spent two weeks on location in The Philippines researching stories and producing blog posts, photography and video for use on the TravelThatMatters campaign site and also on our own channels.

Both live social media and long form content (photography, video and blog posts) were produced on location for immediate sharing as part of the Expedia Travel That Matters campaign. Post trip further content was produced and continues to be produced that promotes the destination both on Expedia's blog, microsite and YouTube and on our own channels.

This is a good example of a campaign creating content for both clients sites and campaigns and also to run on our own sites. We worked with Expedia and on the ground handlers to organise the itinerary. On the ground we worked independently to secure interviews, set up photo opportunities, set up video shoots, shoot, write, edit, produce and upload content.

### Campaign outputs

1. Live social coverage Facebook, Twitter and Instagram during trip
2. Selection of images for social sharing and other promotional use
3. Video Collection on Expedia YouTube Channel includes
  - o 11 video interviews with locals – Why come to The Philippines? (30 second)
  - o 4 feature videos (3-5 mins) - destinations, discoveries & adventure activities
4. Series of 8 posts for Expedia for use on their Travel That Matters site. 4 published to date.
  - o Festivals are More Fun in The Philippines
  - o Chilling out in The Philippines
  - o Wild and Wonderful Philippines
  - o Adventure Islands – The Philippines
5. Series of posts to be published on our own site, The Family Adventure Project, ongoing
  - o The Philippines – Travel That Matters
  - o Philippines in our Top 15 for 2015
6. Videos hosted on our own site and embedded in our own content & shared on social