

Client:



Agency:

ZenithOptimedia

Campaign Objectives:

- Increase weekend (non business) occupancy.
- Encourage readers to go on more UK weekend breaks.
- Establish Premier Inn as the number one leisure choice for affordable, consistent, family accommodation in the UK.



Target Audience:

ABC1 Adults 30-64

Campaign Dates:

March 16th 2008

TMoS Campaign:

Living For The Weekend

- 16-page A4 guide was polybagged with The Mail on Sunday. The guide featured over 80 British break ideas, advising on a host of activities and destinations located within close proximity to a Premier Inn. Key USPs of all Premier Inns, booking details and 2 for 1 offers were detailed.
- The guide benefited from editorial endorsement and being presented as a Mail on Sunday partnership promotion.
- A teaser ad ran within the newspaper's travel section directing readers to the guide.
- A microsite ran for four weeks and hosted a competition to win a two-night break at a Premier Inn of the visitor's choice.
- Traffic drivers ran across Travelmail and Mailonline to direct visitors to the competition.

TMoS Works:

- The microsite generated 8,690 unique users and 11,523 page impressions.
- Over the four week period of the promotion there were over 12,132 entries to the competition.

