

CASE STUDY

Client: Expedia UK

Campaign: [Unknown Tourism](#)

Markets: UK

Services: Creative Campaign development and Strategic Outreach



The objectives:

Expedia approached Verve Search asking us to create a campaign that would:

1. Achieve top-tier, authoritative, editorially valid links that increase site authority.
2. Deliver LinkScore results of over 1500 points.
3. Support and increase brand recognition efforts through coverage, social and print.

What we did:

We're all used to looking at a guidebook to find out more about a country before we visit, but how often do we stop and think about the things we can't see there anymore? How many people actually know that the Moa was once endemic to New Zealand, or that the Dodo was from Mauritius? This lack of consumer knowledge would create a starting-point for journalists to talk about two trending topics – ecotourism and fantastical beasts – in the context of the topic that was important to Expedia – exotic destinations.

We would tell the story emotively via the simple format, quality of the illustrations and by the posters alluding to, rather than directly tackling, the issue of loss.

This would position Expedia positively in discussions around sustainable tourism, whilst also incentivising travel itself by showing how exotic these distant lands are.



The results:

- We created a **beautiful series of fictional travel posters** commemorating some of the animals we've lost and are in danger of forgetting.
- **96 linking root domains** from some of the biggest authority sites including; [The Guardian](#), [Travel & Leisure](#), [Washington Post](#), [Business Insider](#), [Huffington Post](#), [BBC Science](#), [Mental Floss](#), [Popular Science](#)



- **Over 210,000 campaign views**
- The campaign has **supported and increased brand recognition** efforts through offline coverage, social and print, featuring offline in **Washington Post, Observer and Politiken**

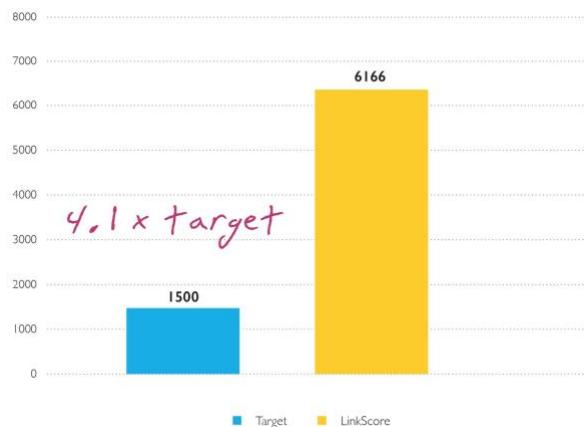



- The campaign was **shared over 90k times** from some major accounts.

- Two online petitions were set up by conservation enthusiasts which resulted in **1,314 signatures thanking Expedia UK** for raising awareness of endangered species.
- A first for a Verve Search, a mini replica set of posters were created for users of **The Sims computer game** – which was really exciting to see!



- Linkscore of **6166**



What the client said:

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Verve Search's bold and innovative approach has proven to be a huge success for us time and time again. They regularly exceeded our expectations not only with their creative campaigns and production but also with their forward thinking. They continue to get links from some of the most high-profile sites in the Nordics and we couldn't be happier with the results!

Anna Stower, SEO Manager.

Expedia Inc.

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