

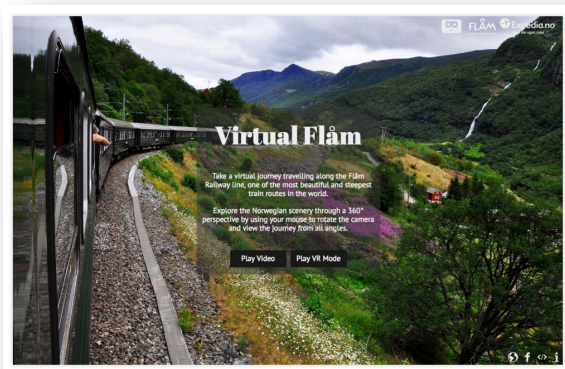
CASE STUDY

Client: Expedia Norway

Campaign: [Virtual Flåm](#)

Markets: Norway

Services: SEO, Creative Campaign development and Strategic Outreach



The objectives:

Expedia Norway 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 900 points.
3. Support and increase brand recognition efforts through coverage, social and print.

What we did:

Flåm is one of the steepest railways in Europe and was described by Lonely Planet Traveler magazine as the “world’s most incredible train journey of 2014”. We wanted to create a campaign that enabled people from all over the world to visit this beautiful part of the world from the comfort of their own homes using cutting edge technology!

Using 360° virtual reality technology users would be able to immerse themselves in the beautiful surroundings; learning about the various landmarks and points of interest as they continue on their journey.

Once the piece was built, we would target travel sections of large media sites in Norway, the Nordics and world-wide.

We knew the campaign needed to work well on mobile, embedded within news coverage, as well as full screen desktop. Many of the 360 solutions, such as GoPro’s, required downloading plugins and apps on mobile. We took a two-step approach. The main piece utilised YouTube in the backend, but responsively overlaid navigation and extra information. We were flexible though. We worked with publications to make it as easy for them to cover and share the piece. For example, we sent The Telegraph an uncompressed version of the video so that they could load it in to their own video platform. By doing this, they were willing to share and promote it across all their platforms – securing 180k views.

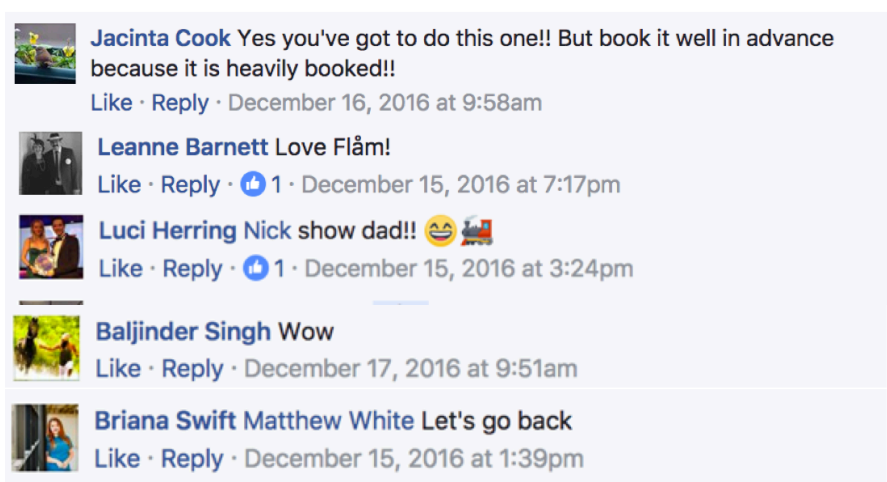
The results:



- We created an **innovative, collaborative creative campaign** with quality in focus
- **209 linking root domains** from some of the biggest authority sites in Norway including; [Visit Norway](#), [Dagbladet](#), [Aftenposten](#), [BT](#), [Side 2](#), [The Local Norway](#), [Adweek](#), [Yahoo](#), [Daily Mail Online](#), [Travel & Leisure](#), [Lonely Planet](#), [The Telegraph](#)



- **1,711,034 campaign views** (given the size of the Norwegian population this number is HUGE!)
- **3,767 shares** on social media through the coverage it gained; as well as through the campaign page itself (Twitter data counted until they implemented tracking changes).
- Virtual reality, as a tourism device, is an often talked about, but rarely realised vision of the future of tourism. It's something that, only a few months before our campaign, Expedia themselves had said would [be central to the buying process](#) by 2035. We brought that reality to life in 2016. The campaign inspired people to return, or discover, the destination:





What the client said:

“

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.

”