

VILLA PLUS

'Being Part of the Community' - 2017

Background

- In recent years the holiday market has changed with disrupter brands encouraging the British public to book and organise their own holidays, harming the traditional the role of the travel agent.
- As a small brand in a challenging market, Villa Plus need to continually think differently and stand out from its competitors. The primary aims of the campaign were the increase awareness of Villa Plus and drive consideration for using them in the future.

Idea

- Villa Plus wanted to engage with hard-working, affluent parents who value their family time more than anything else.
- The brand identified upmarket partnership opportunities that would effectively incorporate its brand into shared family experiences – Picturehouse cinemas, with their affluent audience and community feel, were the perfect fit!
- Villa Plus became the first brand partner of Picturehouse's Family Ticket, offering adult tickets for kids prices – a brilliant fit with the brand's promise of 'always adding extra'.

Plan

- Ensuring it was part of the whole Picturehouse experience, Villa Plus followed the customer journey by integrating its brand into multiple touchpoints including blogs, newsletters, email, social media, digital banners, in foyer and on-screen activity.
- The partnership launched in January during peak holiday booking time and cinema's prestigious Awards Season. On screen activity ran across a range of Q1 titles including *Coco*, *Black Panther* and *The Shape of Water*, ensuring ABC1 parents were reached both on family trips out with the kids and quiet date nights without them.



Campaign Details

Sector	Travel
Target Audience	ABC1 adults with children
Package	Picturehouse Family Ticket Partnership
Creative Agencies	Space City Productions
Media Agency	VCCP Media
Duration	30"

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Recognition

+600% increase in recognition of Villa Plus (exposed vs. non-exposed)

Positivity

+1133% increase in having a positive opinion towards Villa Plus (exposed vs. non-exposed)

Consideration

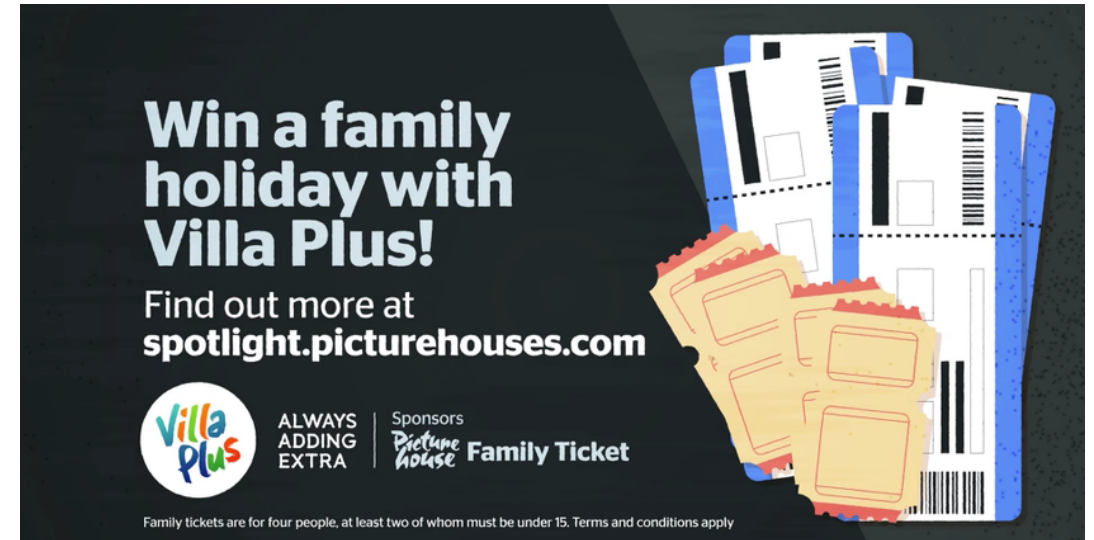
+327% increase in consideration for booking a Villa Plus holiday (exposed vs. non-exposed)

Results

- The Picturehouse Family Ticket Partnership delivered exceptional results for Villa Plus with cinema effectively driving brand awareness, positivity and consideration.
- Furthermore, the partnership helped drive increased website traffic over the campaign period. In eight of the 14 communities traffic increased by over 15%, with some areas seeing traffic increase by over 30%.



"Villa Plus loved the family tickets mechanic. The results exceeded expectations and we are now considering this as the beginning of a long-term relationship between our brands"

Daryl Binelli, Marketing Communications Manager, Villa Plus



Win a family holiday with Villa Plus!

Find out more at spotlight.picturehouses.com

 ALWAYS ADDING EXTRA | Sponsors  Family Ticket

Family tickets are for four people, at least two of whom must be under 15. Terms and conditions apply

