

KEY FACTS

Client: The Mere Resort
Date: December 2014
Campaign: The Mere
Target Market: Affluent passengers

Queues merge
from the left

The ideal Christmas presence: Mere Resort gains customers and social uplift

THE DETAILS

Leading up to Christmas, The Mere Golf Resort & Spa wanted to increase their exposure and drive sales as a premium destination, ideal for short breaks, longer stays and private functions. They partnered with Eye Airports to reach affluent passengers through key digital sites.

RESULTS

By engaging passengers with relevant, clear messaging at a key time of year across selected D6 screens, The Mere were able to record a hugely successful campaign. **They received new customers as a direct result of the advertising and an increased engagement through social media**, helping boost brand awareness and profile, even beyond the current campaign.

TESTIMONIAL

Gaynor Black, Commercial Director of The Mere Golf Resort & Spa, said: "We were delighted with the exposure and brand recall received from our media with Eye Airports, particularly around the Christmas period. Existing clients... saw the brand and how amazing the creative presence was. Importantly, our commercial office recorded new sales converting as a result of the airport presence. We also tracked increased Twitter engagement from customers with photographed evidence of the media. We are delighted with the exposure and The Mere will most certainly be working with Eye Airports going forward as part of the marketing artillery for brand awareness."



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