



Team Crinkle Cut

2018 Team One Summer Intern Project

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Campaign Scope

The Challenge

“The market has become increasingly crowded and the growth of peripheral competitors like Airbnb has shifted the landscape immensely. To ensure the future success of the brand, it’s crucial that Expedia remains relevant and differentiated in consumers’ minds.”

The Ask

Create a global brand positioning, messaging platform, and always-on campaign for the Expedia brand.

The Objective

Reposition Expedia in a way that differentiates the brand from competitors.

Increase awareness, actions, and brand loyalty through highly targeted messaging and placements.

Executive Summary

The travel industry is crowded. As the world becomes more globalized, online travel agencies (OTAs) have rushed to fill every available niche and flooded the market with a plethora of online travel options. Most OTAs have a hard time differentiating themselves. Their sites have become saturated and user experience often drops to the wayside in favor of the latest trend or the best deal. Repositioning Expedia to orient itself around convenience, simplicity, and trustworthiness for travelers will allow the brand to continue to stand out amongst the competition.

Gen X Families (Hustling Households) and **Millennials (Cultural Explorers)** are busier than ever and they do not have time to compare options and filter through confusing menus on OTA sites. Not only that, but consumers across both categories plan their travel differently, making it even more difficult to cater to everyone's needs. Expedia has a unique opportunity to capture these consumers by providing them with a service that is distinctively customer-centric and focused on streamlining the travel planning process no matter how they book. They will offer their own flavor of easy that is adaptable to anyone's needs, wherever they plan to travel.

In order to reposition as the leader in ease and convenience, Expedia will need to use a number of media channels. The initial push will be in early January and kick off with commercial spots that focus on meeting the needs of both Hustling Households and Cultural Explorers by highlighting how Expedia will alleviate their travel woes. This flight will be accompanied by efforts in print and paid social that will last through March and be replaced by sustain campaigns in search, programmatic, and OTT that last throughout the summer. After the summer months, another heavy-up in broadcast, print and paid social/display will be used to prepare for the holiday travel season. Launching Expedia's new brand positioning across these platforms will change public perception of the brand as a leader in convenience so that every consumer can plan their next trip quickly and easily.

Industry Insights

What's Going On?

OTAs are expected to do more and their services have become more complex

OTAs provide similar offerings and price their flights within \$10 of one another

The #1 word Gen X families would use to describe themselves is “busy”

Why It Matters

Expedia offerings must be adaptable to allow for different preferences

Expedia needs to differentiate itself in ways other than price

Expedia should focus on ease of use and convenience

Competitive Environment

	CUSTOMER SERVICE	EASE OF USE	MOBILE APP	CANCELLATION/ CHANGE POLICIES	PRICE GUARANTEE	PRODUCT SELECTION/BUNDLING
EXPEDIA	Price match guarantee for those that book; Services are undifferentiated from competitors	Indexes highest for ease; Multitude of offerings creates cluttered interface.	Accessible offline; Exclusive mobile discounts	Cancel without fees until cancellation period ends; Airline cancellations become a credit to use towards next purchase	Within 24 hours user receives the difference in full plus a \$50 credit	Wide-range of offerings for products and services
PRICELINE	Lack of customer service; no-change, no-refund, no-cancellation policy	Uncluttered layout; Highlights main offerings	Exclusive mobile discounts	None	Receive the difference in full within 24 hours	Deals are not always as advertised; Car rental services have poor reviews
BOOKING	High customer satisfaction; Invests resources in training and development.	Easy to find products and services; undifferentiated from competitors	Seamless app to .com booking	Depends on partner you book from	Matches the lower price found	Goes in the product range sold by bookings
AIRBNB	Reliance on hosts means reputation and service out of corporate control	Easy to use, straightforward and visually appealing layout	All-inclusive app	Depends on the host user rents from	n/a	Highly saturated vacation market; Activities and restaurants included
TRIPADVISOR	Suffered fraudulent reviews and have not addressed customer complaints	Potentially confusing layout and not easy to navigate	Developed .com interface to match app	n/a	n/a	Have no booking system on website; Does have plethora of reviews
KAYAK	No dedicated customer service department	Easy visual layout; Very solid mobile user experience	Accessible offline; Exclusive mobile discounts	Depends on the partner booked from (Redirects to booking.com)	n/a	Metasearch

Perception Mapping



Finding a unique value that Expedia can provide is essential to differentiate the brand from competitors. The gold circle represents a white space in the travel industry that Expedia is positioned to take advantage of.

Targeting

A combination of demographic, psychographic, and behavioral targeting was used to create a comprehensive view of two high-opportunity segments.

The first layer of targeting, user qualifier, applies to both segments. The requirements ensure that one has both the monetary means to travel and interest and purchase intent.

From there, Hustling Households and Cultural Explorers segment by stage of life and travel motivation. This combination paints a clear picture of where the consumer is in life and why they travel. This will be useful to place targeted ads and craft messages surrounding their unique travel motivations.

User Qualifier	Hustling Household	Cultural Explorer
<ul style="list-style-type: none">Household Income: \$75k+Intent to Purchase International, Domestic, or Cruise Travel: Very Likely	<ul style="list-style-type: none">Age 35-491+ Children Age 0-17 Currently Living at HomeSpending Time With My Family Is My Top Priority	<ul style="list-style-type: none">Age 21-39Want to Explore and Learn About New ThingsOn Vacations, I Prefer Traveling to Places I've Never Been



Hustling Household

MRI US Target Size: 7,773,000

Personality

Involved
Hardworking
Compassionate

Travel Budget



Interests

Family activities
Community events

Travel frequency



Travel intent

Family time
Relaxation

Time Spent Planning



Booking habits

Seeking convenience
Interested in tours
Heavy researchers
Values reviews
Early bookers

Media



Cultural Explorer

MRI US Target Size: 5,114,000

Personality

Motivated
Curious
Adventurous
Passionate

Travel Budget



Interests

Culture, art, history
Friendships
Social media

Travel Frequency



Travel intent

Worldly curiosity
Wanderlust
Cultural experiences

Time Spent Planning



Booking habits

Customizable
Budget-oriented
Impressionable

Media



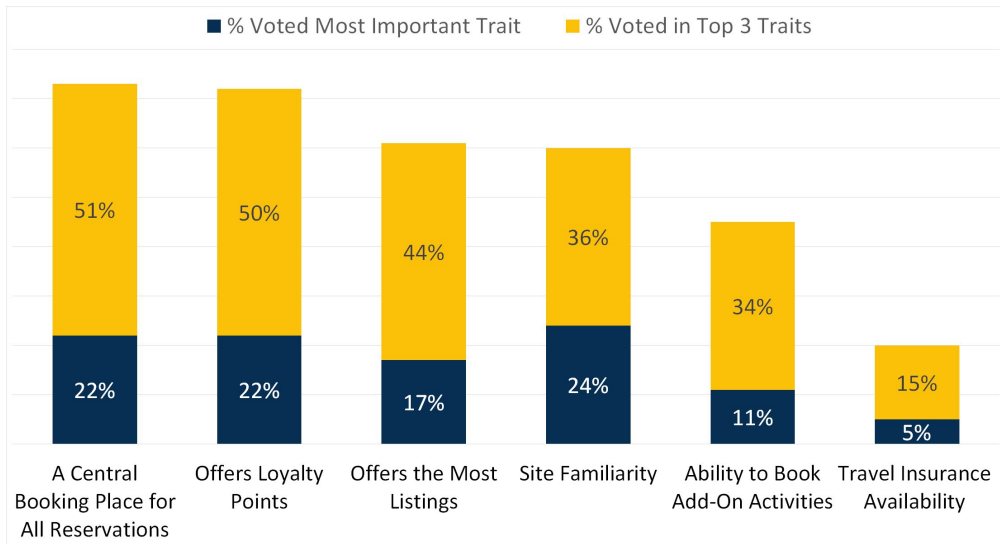
Brand Positioning Statement

The online booking industry has become increasingly saturated as new players continue to enter the space. Between hotels, airfare, activities, and car rentals, many OTAs have the same product offerings. As a result, consumers are finding online booking to be stressful. In a space where it can be easy to blend in, it is essential to focus on the Expedia difference.

While consumers can find travel accommodations and deals through a multitude of OTAs, the difference is that **Expedia makes travel easy**. The Expedia flavor of easy makes it simple to access the things that you need. People want to be in charge of their travel, and whether consumers are looking to design fully customized trips or select pre-packaged vacations, Expedia makes it easy to book your way. From exceptional customer service, centralized itineraries, and flexible planning options, Expedia gives consumers peace of mind knowing they can trust that Expedia will handle the heavy lifting to help them build their ideal vacation.



Consumers' Desired OTA Traits



Expedia Makes Travel Easy was crafted from what consumers want out of an OTA compounded with Expedia's core competencies and unique value proposition.

Mintel's study (top) examined the top 3 traits consumers look for from online booking platforms. The key takeaway being that consumers are seeking a convenient, holistic, and ultimately, easy experience.

OTA Consumer Perception Indices

	EXPEDIA	PRICELINE	TRAVELOCITY	KAYAK	TRIPADVISOR
EASE OF USE	131	94	114	80	106
FAMILIAR	134	100	112	82	107
FAIR PRICES	132	121	112	82	80
TRUSTED	131	94	113	72	123
FAST	133	101	109	96	85
SHOWS ALL RELEVANT OPTIONS	124	94	106	99	101
GOOD CUSTOMER SERVICE	133	98	108	80	107
ONE OF MY PREFERRED SITES	157	81	117	78	114
CANCELLATION/REFUND POLICIES	124	101	111	87	89

This aligns with Mintel's study on consumers' perceptions of Expedia's core competencies (bottom). **Expedia Makes Travel Easy** combines what Expedia does best with what travelers are specifically looking for from their travel booking experience. It looks past the offerings, which are similar across all platforms, and highlights a specific value proposition that differs from other OTAs and travel sites in the space.

Globalization

The world used to get its information on a drip feed. Like a leaky faucet, information would trickle into people's homes through nightly news broadcasts and the daily newspaper. With the invention of the worldwide web, this drip feed has turned into a torrent as information poured into people's smartphones and made information readily accessible at any place in time. But, this creates a problem. Fake news, information overload, and confusing layouts made it difficult for people to access the right information at the right time. This is truly a global, cultural tension— many around the world are struggling to find the truth in this age of information overload.

The travel industry is no different. Dozens of sites claim to offer the same deals and do not work to differentiate their offerings. Would-be travelers find themselves bouncing back and forth from site to site trying to find the best deal while getting more confused and skeptical as to who is telling the truth. International travel only muddies the water further as many travelers are unfamiliar and unprepared with the customs and procedures of other countries.

As an OTA, Expedia's job is to make it simple for consumers to access the information that they need for a perfect journey. Making the process simple, straightforward, and trustworthy is essential, no matter where in the world a consumer is from or traveling to. Expedia, as a global brand, can alleviate the stresses of people across the planet.



Objectives

The campaign will consist of three strategic objectives: awareness, action, and loyalty. Prior to heavy travel periods, tailored messaging and specific platforms will be used to move Hustling Households and Cultural Explorers through the travel booking process.

The first objective centers around generating awareness and brand favorability as consumers begin to think about their trip. The planning process begins on average, 3-6 months before the vacation. Around this time, a heavy-up of broadcast, print, and video display ads will generate large reach and keep Expedia top-of-mind as people look for travel inspiration and begin to plan.

As consumers move into the planning stage, more specific messaging will be used to create purchase intent. Heavily targeted, conversion-driving media units, such as display ads, will help drive traffic to the site and encourage consumers to book with Expedia.

Lastly, it is essential Expedia fosters brand loyalty and repeat purchase. Retargeting will be used to re-engage people who have already booked a vacation and offer them specific add-on-advantage deals, customized to their upcoming trip.

Generate Awareness

- Net Reach
- Impressions
- Ad Recall
- Brand Awareness
- Brand Favorability

Create Purchase Intent

- Clicks
- Delivered Traffic
- Action Rate
- Conversions by Product

Foster Brand Loyalty

- Repeat Purchase
- Engagement

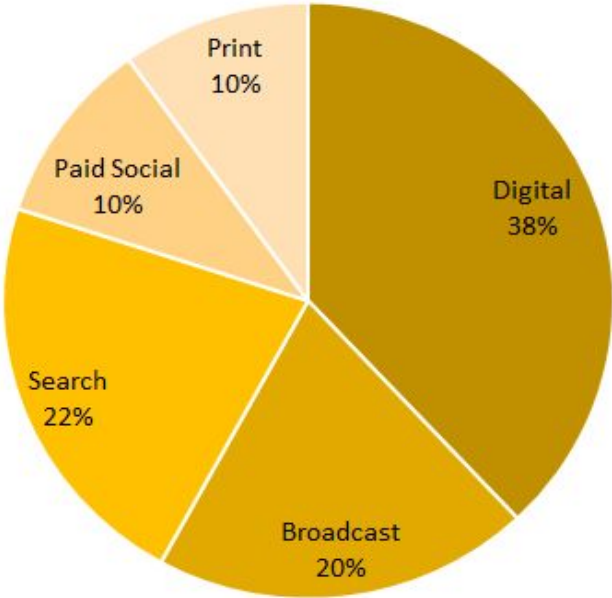
Media Mix Recommendations

The always-on campaign is broken up into 3 flights, summer planning, holiday planning, and sustained efforts. On average, the planning process begins 3 to 6 months before the trip. Each flight will correspond with that time-frame to allow Expedia to be there throughout the entire planning process.

The campaign will go live on January 1st, kicking off the summer travel planning period. The majority of the budget will be spent here, as summer is the heaviest travel time for both Hustling Households and Cultural Explorers. From June to August, general brand messaging will be used to keep Expedia top of mind. Beginning in September, efforts will heavy-up and messaging will become more specific as people begin to book their holiday travel.

Throughout all three flights, a variety of channels, including digital, social, search, broadcast, and print will be used to drive awareness and conversions. Expedia will meet both Hustling Households and Cultural Explorers where they are with relevant and highly targeted messaging.

Total Campaign Spend by Channel



Campaign Flighting



Digital

Hustling Households and Cultural Explorers are digital natives, spending an average of 49.2 hours per week online. Digital platforms generate huge potential for reach and awareness as well as conversions. The ability to specifically target makes digital a good fit to speak to each groups' specific travel motivations and needs.

PROGRAMMATIC

Targeting: Hustling Households, Cultural Explorers, Retargeting

Timing: Continuous with heavy-up during summer and holiday planning flights

Format: Increased video ads early in flights to drive awareness. Increased banner ads during key booking times to drive conversions

Buy: Private Marketplace Deal for content alignment with specific travel targeted sites and Open Exchange Buy

Justification: Programmatic will find the right people at the right time and deliver the right message. The PMP deal will allow Expedia to place ads on a number of travel specific sites, ensuring we're finding people when they're already in the travel mindset.

BUZZFEED

Targeting: Cultural Explorers (ComScore Index: 152)

Timing: Summer planning flight

Format: Build your perfect vacation quiz with BuzzFeed social media support

Justification: While conducting interviews, we found that people turned to BuzzFeed as a discovery planning tool. A partnership with BuzzFeed will meet Cultural Explorers where they are, in a native format that they enjoy. The custom content quiz crafts a unique and personalized vacation package that can click out to Expedia to be booked and further customized on the spot. The blend of inspiration, customization, and bundling provide the ease that Cultural Explorers are looking for.

THRILLIST

Targeting: Cultural Explorers (ComScore Index: 206)

Timing: Summer planning flight

Format: Sponsored and Branded Articles with Thrillist Social Media Support

Justification: Thrillist content aligns well with consumers already in the travel mindset. Cultural Explorers turn to Thrillist to get travel advice with 97% of readers intending to act on a recommendation from the site. Partnering with Thrillist will allow Expedia to capture Cultural Explorers already looking to travel. It is a non-intrusive and native way to move them further along the booking process by giving a direct, convenient, and easy link to book what they're reading about.

Paid Social

For younger generations, social media has a strong effect on purchasing decisions. 27% of Millennials have posted potential trips on social media. Paid social is a natural fit as both Hustling Households and Cultural Explorers look to social media for travel inspiration and recommendations.

FACEBOOK

Targeting: Hustling Households (MRI Index: 127), Cultural Explorers (MRI Index: 136), Retargeting

Timing: Continuous with heavy-up efforts during summer planning flight and holiday planning flight

Justification: Facebook has over 1 billion active users, allowing large reach and scale to increase brand awareness. In addition, the custom audiences will allow Expedia to hypertarget potential users with relevant ads to generate actions.

INSTAGRAM

Targeting: Cultural Explorers (Index: 203)

Timing: Continuous with heavy-up during summer planning flight and holiday planning flight

Justification: A combination of Instagram ads and influencer sponsorships will be used to inspire travel, increase brand awareness, and generate actions. Cultural Explorers often turn to influencers for advice and inspiration. Posts from their accounts will increase credibility, while paid ads will be clickable to generate conversions.

PINTEREST

Targeting: Hustling Households (ComScore Index: 201)

Timing: Early summer planning flight (January-February), Early holiday planning flight (September-October)

Justification: Pinterest is an inspiration tool. Promoted Expedia pins will be used at the beginning of each planning flight aligning with the time that people are researching travel locations and ideas. Promoted pins are clickable to Expedia.com, allowing Hustling Households an easy way to turn their dream boards into real plans.

Search

Travel represents a huge section of the e-commerce and digital travel sales are set to surpass \$676 billion this year. Search is where OTAs do battle with one another; Priceline Group spent \$3.5 Billion just on Google AdWords in 2016. Expedia needs to make a statement on this very important channel.

Expedia will bring the new brand positioning into the search campaigns as well. This involves using new keywords and creating campaigns that are based around “easy travel” or “price guarantees” or “travel bundling”. We will also bid higher on keywords like “hassle-free” and “add-on”.


Search budget will be split across Google Ads and Bing Ads with majority going to Google; we plan to allocate 80% to Google and 20% to Bing.

No Turbulence Here | Plan Your Trip With Expedia

Ad www.expedia.com

Our easy-to-use interface makes it easy to plan your family's next vacation.
Expedia Price Guarantee · Bundle For More Savings

Flights	Car Rentals
Hotels	Things To Do

 Got Question? Call our 24/7 Support

Consider It Done | Travel Worry-Free With Expedia

Ad www.expedia.com

Expedia gives you the tools to make your next vacation plans fun & easy!

Book Flights + Hotels	Round-Trip Tickets
Bundle & Save	Search Cheap Flights

Print

Affluents are heavy consumers of magazines. According to MRI, Hustling Households are 127% more likely to use travel magazines for vacation inspiration and advice. Print ads garner attention and have the ability to increase credibility. Print insertions early in the two planning flights will increase brand awareness moving into heavy booking periods.

CONDE NAST TRAVELER	Targeting: Hustling Households (MRI Index: 154*) Justification: Conde Nast Traveler fits well as Hustling Households turn to CN Traveler for vacation inspiration and ideas.
DEPARTURES	Targeting: Hustling Hustling Households (MRI Index: 299), Cultural Explorers (MRI Index: 132) Justification: Departures has an affluent reader base that fits well with Hustling Households. People often turn to their city guides and travel advice during the planning process.
FOOD AND WINE	Targeting: Hustling Households (MRI Index: 165), Cultural Explorers (MRI Index: 162*) Justification: Food and Wine's large reach and relevant content aligns well with Hustling Households.
REAL SIMPLE	Targeting: Hustling Households (MRI Index: 214), Cultural Explorers (MRI Index: 144*) Justification: Real Simple is dedicated to making readers' lives easier. Expedia's positioning matches well and can offer the convenience that Real Simple readers are looking for.
TRAVEL AND LEISURE	Targeting: Hustling Households (MRI Index: 242), Cultural Explorers (MRI Index: 148*) Justification: The World's Best and Where to Go issues are highly anticipated. People turn to Travel and Leisure for all of the must-do things to do on vacation.

Broadcast

Both Hustling Households and Cultural Explorers look to TV to help plan their travels (MRI Index: 120/154). TV spots have large reach and high impact. The ability to tell a story makes the medium engaging and can lend itself to high ad and brand recall.

LINEAR

Timing: Summer planning flight, Holiday planning flight

Recommended Channels:

- Bravo (MRI Index HH: 148, CE: 137)
- E! (MRI Index HH: 128, CE: 163)
- ESPN (MRI Index HH: 134, CE: 118)
- Freeform (MRI Index HH: 127, CE: 122)
- Home and Garden (MRI Index HH: 163, CE: 123)
- Nick Jr. (MRI Index HH: 193, CE: 123)
- Travel Channel (MRI Index HH: 104, CE: 98)

Justification: According to a marketing charts study, linear TV still accounts for 62% of Millennials' video viewing time. Linear TV spots will allow Expedia to reach consumers around key sporting events, relevant TV shows, large premieres, and audience relevant shows.

ADVANCED TV

Targeting: Cultural Explorers

Timing: Summer planning flight, holiday planning flight

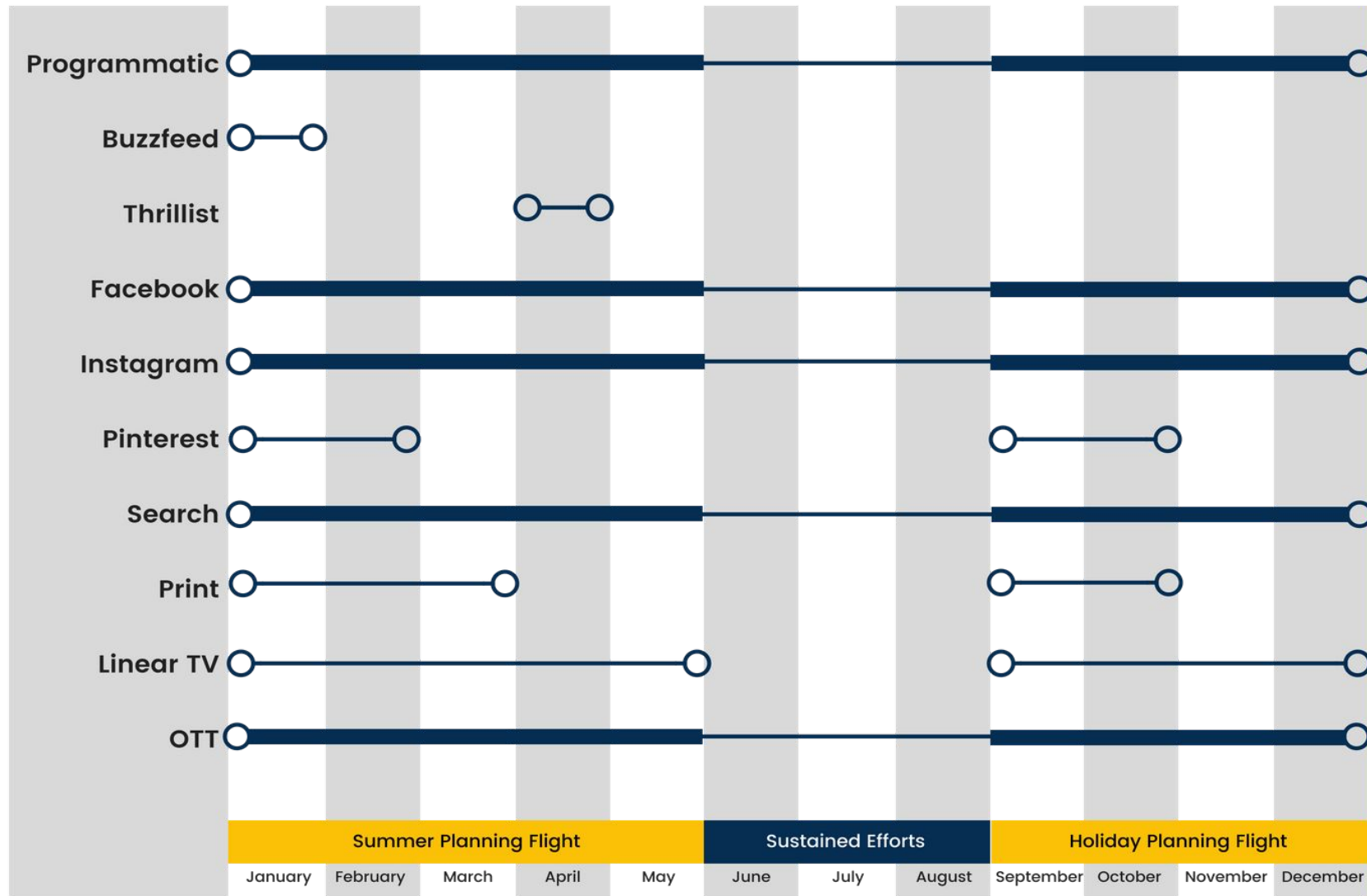
Justification: Many millennials are cord-cutters or cord-nevers. Cultural Explorers opt to stream their shows through Hulu, Sling TV, Roku, and Amazon. Over the top, programmatic, and connected TV are all ways to connect with this hard to reach audience. These streaming platforms allow for precise targeting with first and third party data, retargeting efforts, and comprehensive reporting. In addition, new technology and partners will allow for tracking across screens to better understand Expedia users' journey through the booking process.

Budget: \$10,001,069

Program	Average Rate	Cost
Digital		
Programmatic PMP	\$25 CPM	\$2,262,000
Programmatic Open Exchange	\$18 CPM	\$738,000
Buzzfeed	---	\$500,000
Thrillist	---	\$300,000
Paid Social		
Facebook	\$7.94 CPM	528,000
Instagram	\$5 CPM	352,000
Pinterest	\$4 CPM	\$120,000
Search		
Google	\$1.53 CPC	\$1,760,000
Bing	\$1.53 CPC	\$440,000

Program	Average Rate	Freq.	Cost
Print			
Conde Nast Traveler	\$139,189 (Page)	1 Insertion	\$139,189
Departures	\$129,600 (Page)	1 Insertion	\$129,600
Food And Wine	\$125,800 (Page)	1 Insertion	\$125,800
Real Simple	\$311,400 (C2P1)	1 Insertion	\$311,400
Travel and Leisure	\$144,415 (Page)	2 Insertions	\$288,830
Broadcast			
Linear	\$40,250 TRP	25 TRPs	\$1,006,250
OTT	\$32 CPM	---	\$1,000,000

Flowchart



*thick line denotes heavy-up from always-on efforts

OBJECTIVES

Communicate the convenience, ease, and assurance Expedia can bring into planning and travel.

ISSUE

OTAs have trouble differentiating from each other and offer similar things, while online booking is becoming increasingly complicated and confusing.

INSIGHT

While OTAs might seem the same, there's an Expedia difference in being a convenient, one-stop shop.

CHALLENGES

Have Hustling Households and Cultural Explorers see how Expedia can ease their travel planning process.

tone

Helpful, knowledgeable, light-hearted.

Adaptable Format Video Spots



Hustling Household

A mom is in her living room planning the family trip on Expedia when her baby in the other room starts crying. She leaves to take care of her baby, when her other two children sneak in. They take the laptop and continue booking the trip, noting special things their parents have preference too. They run off when they hear their mom return. The mom picks up the laptop, only to find that the family trip has been fully booked. The family is seen laughing at an amusement park. Expedia, so easy that even your kids could plan it.



Cultural Explorer

A millennial sees a glamorous picture of Machu Picchu on his social media feed and decides to book a trip for three on Expedia to the same place. He and two friends stand by the door all packed up and ready to head out. One of them asks “Where did you book the hotel?” but is told “I thought you booked it.” The three look at each other in shock and the millennial takes out his phone to open the Expedia app. With the added bonus of Add-On Advantage, he hurriedly books a hotel.

Banner Ads

Family vacation?

Consider it planned.

 Expedia

Book now!



 Less time booking, more time bonding.

Plan your next family vacation with Expedia.



No turbulence here.

Plan your next trip with Expedia.

 [BOOK NOW!](#)

Banners for the Hustling Household:
Top, left, middle-left



Easier than packing.

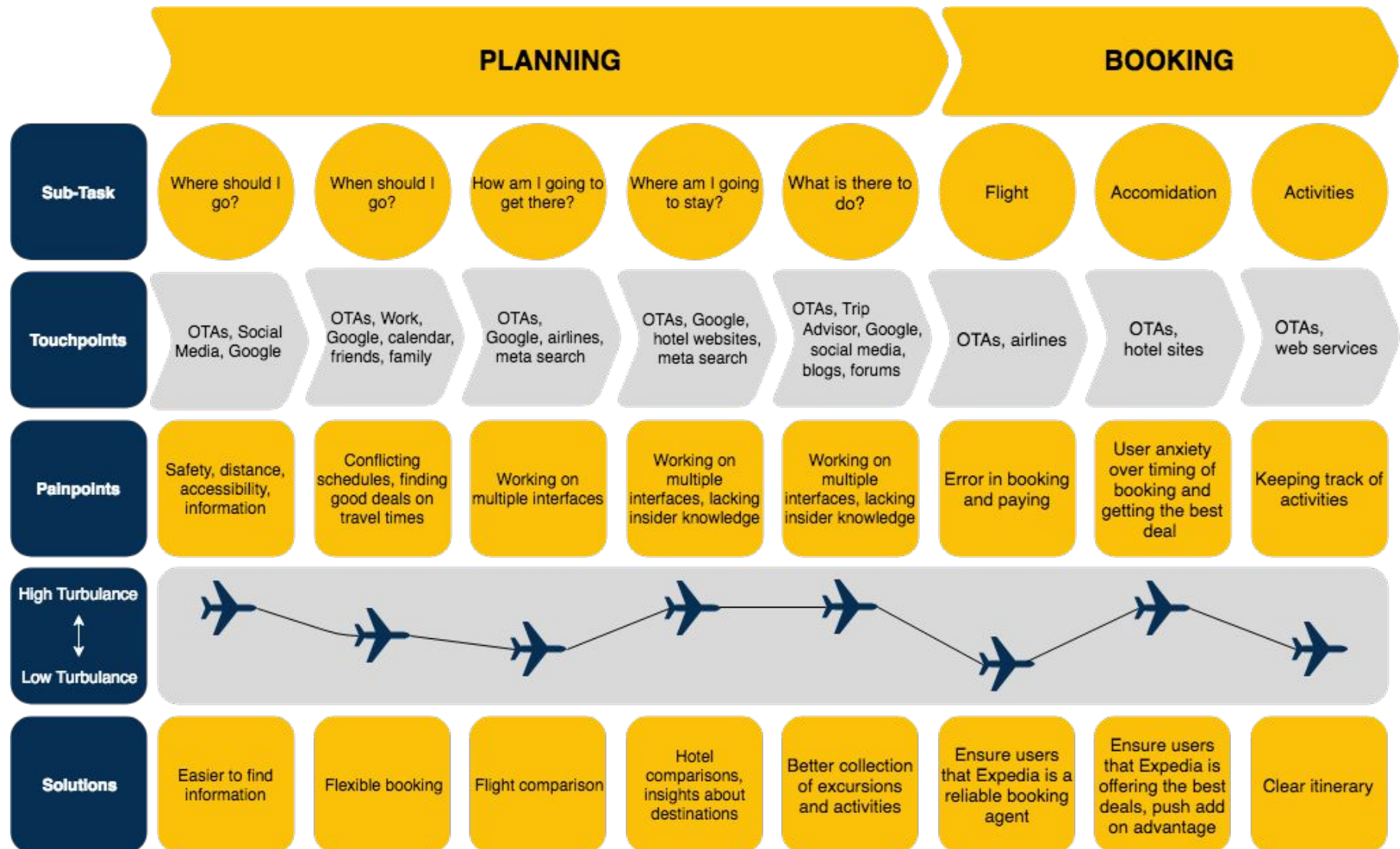
Book your adventure with Expedia.



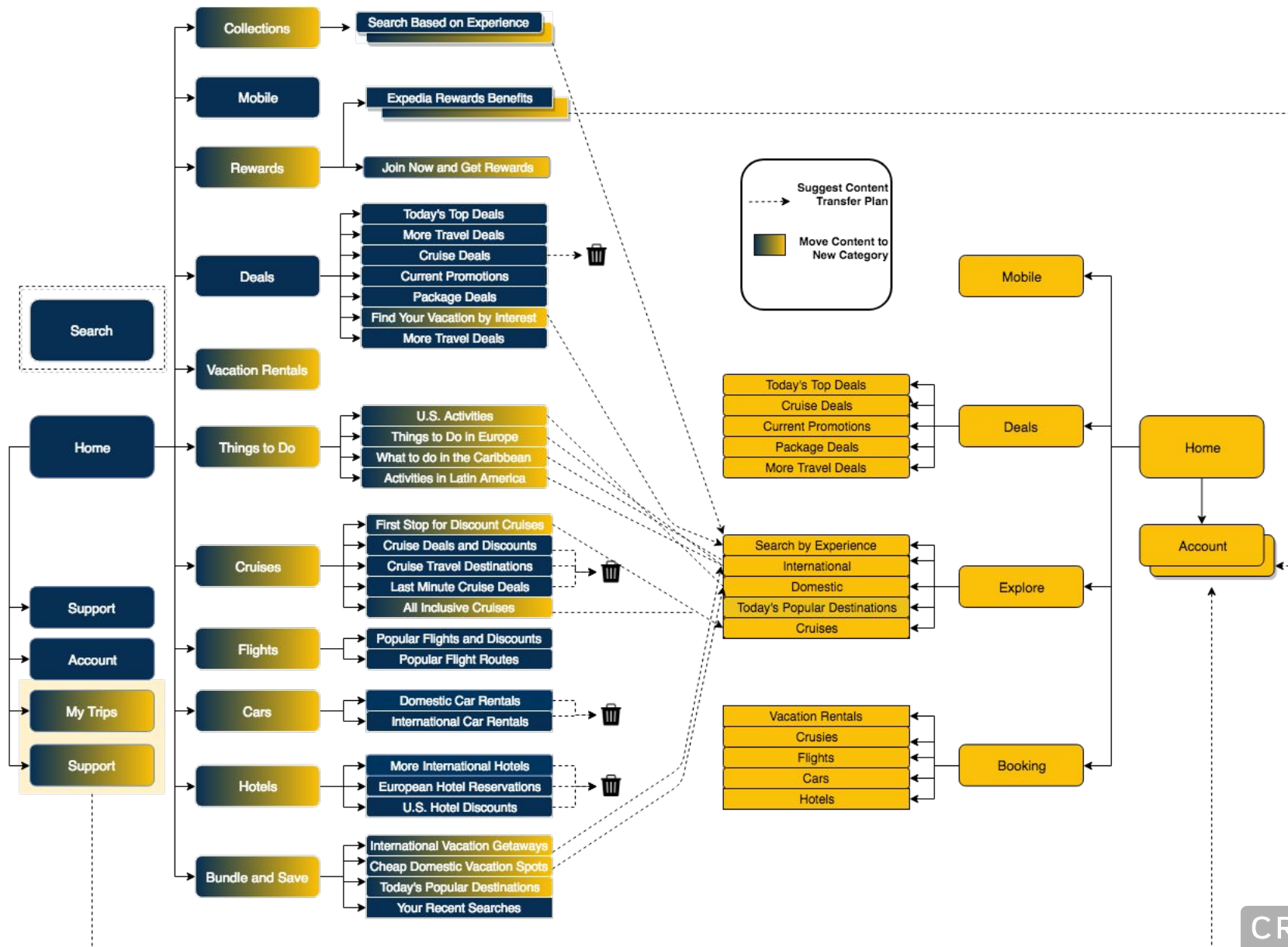
Banner for the Cultural Explorer:
Middle-right

UX: Customer Journey Map

"I don't even scroll down to the bottom of the homepage on Expedia. If this feature is only used by 1% of the audience, do you really even need it there at all?"



UX: Comparative Sitemap



Website Redesign Mockup

The mockup features a yellow top navigation bar with the Expedia logo and links for Booking, Explore, Deals, Mobile, Account, Support, and Languages. Below this is a dark blue search bar with icons for Flights, Hotels, Bundle and Save (highlighted), Cars, Cruises, Things to Do, and Vacation Rentals. Under the Bundle and Save icon are sub-options: Flight + Hotel, Flight + Hotel + Car, Flight + Car, and Hotel + Car. The search form includes fields for Origin (London, England, UK (LHR-Heathrow)), Destination (Vancouver, British Columbia, Canada), Departing (07/31/2018), Returning (08/01/2018), and Travelers (2 Adults, 1 Child, 1 Room). There is a checkbox for "I only need a hotel for part of my stay", a link for "Advanced options", a "Preferred class" dropdown set to "Economy/Coach", and a link for "Airline age rules". A yellow "Search" button is present, along with a promotional message: "Save up to \$583 Book Flight + Hotel at the same time*". The background of the page is a collage of colorful surfboards with various designs.

Campaign Summary

Budget: \$10,001,069

Time: January 1, 2019 – December 31, 2019

Flights: Summer Planning, Sustain, Holiday Planning

Positioning: Expedia Makes Travel Easy.

Targets: Hustling Households, Cultural Explorers

Thank you!



