



Hidden

Launch Strategy



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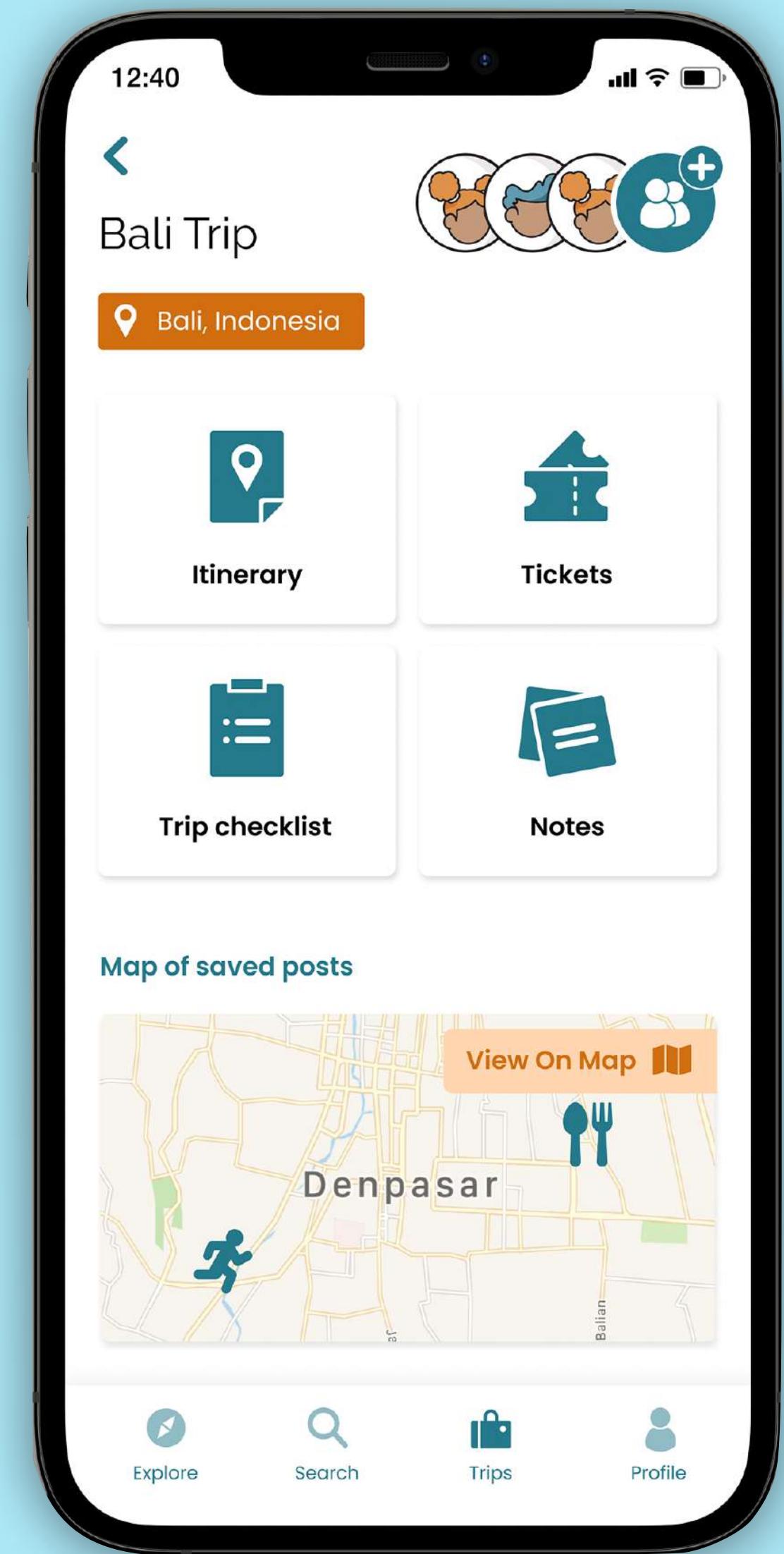
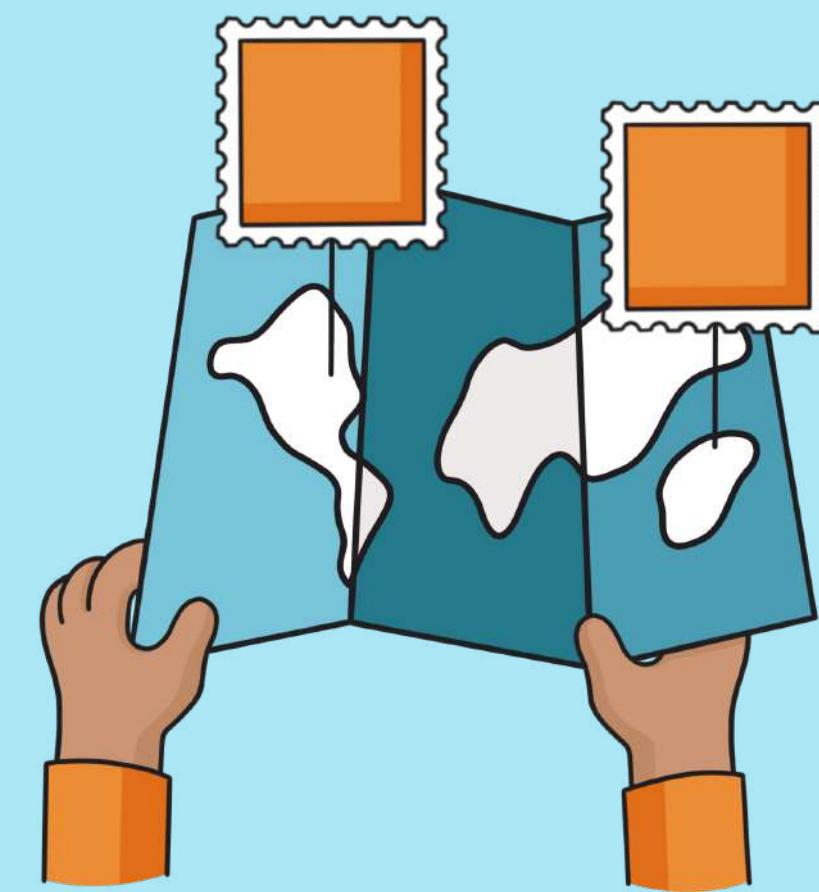


Overview

The purpose of a launch strategy is to provide an overview of how Hidden will reach its desired target market – on the run up to the launch, the launch itself and after launch.

This covers touchpoints such as;

- Social media
- Promotional video
- Promotional website
- App store access
- Events
- Merchandising



Online Presence

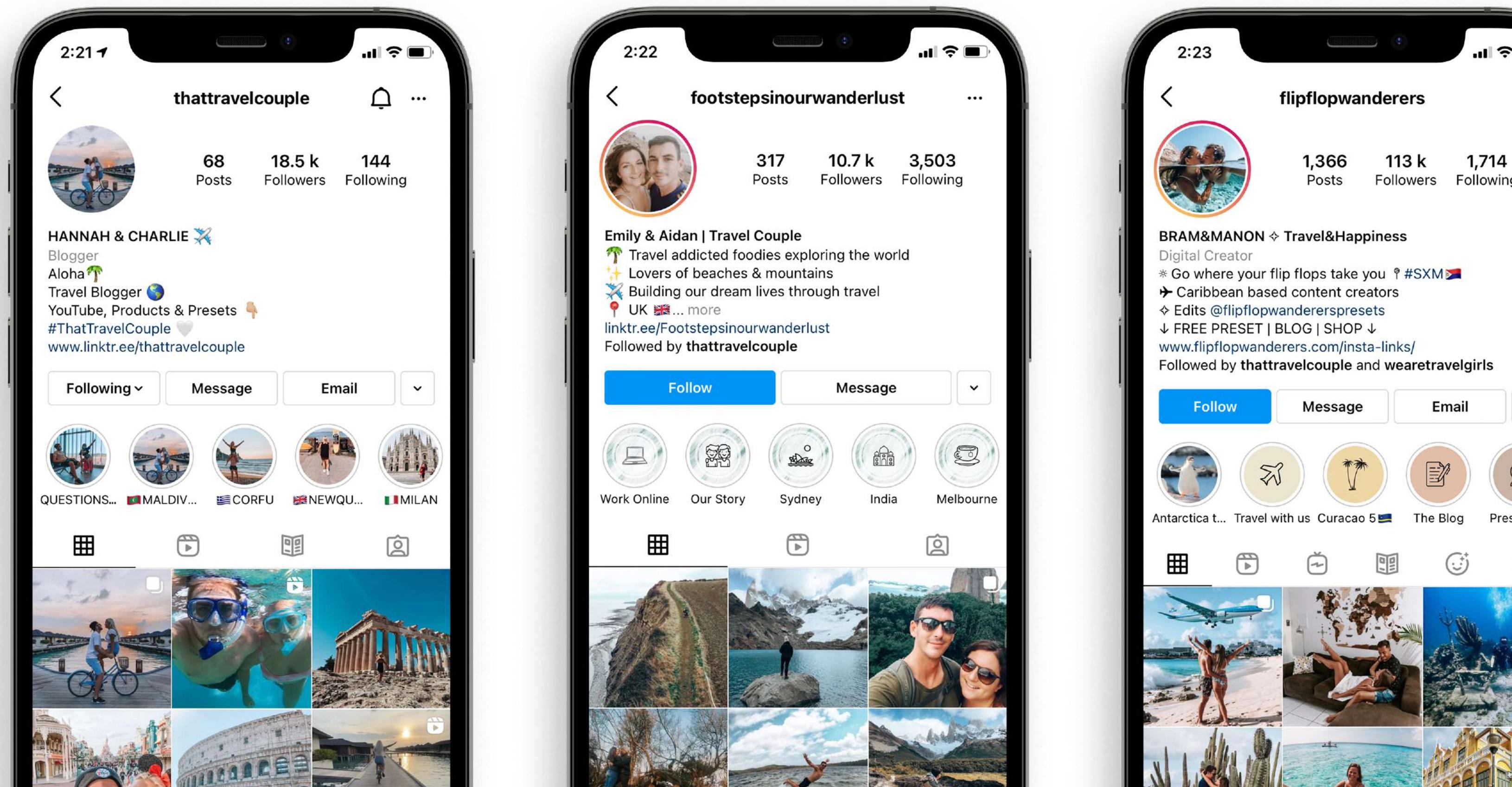
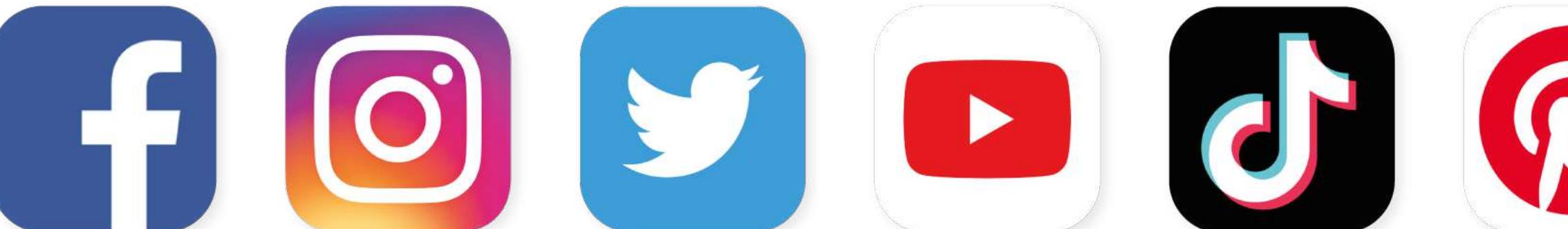
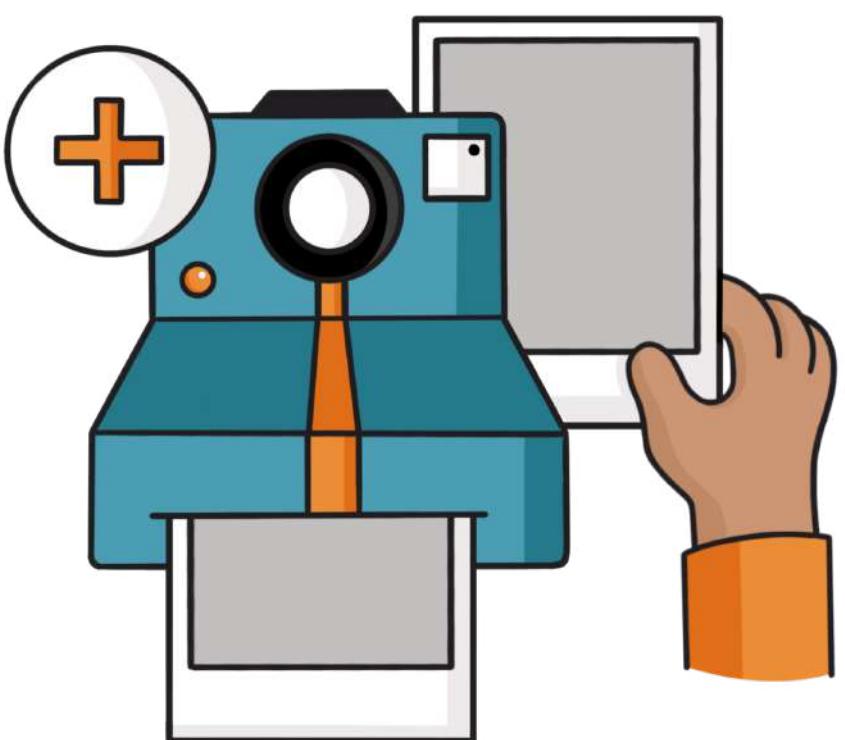


Social Media

Social media is successfully used to establish an audience throughout the pre-launch of a product/service. It allows followers to stay up to date with product process and generates excitement around the launch.

I believe Instagram is the most suitable social media platform for Hidden because it allows you to share visual content. There is already a huge travel industry established on Instagram for this reason, therefore promoting Hidden through Instagram targets the right people.

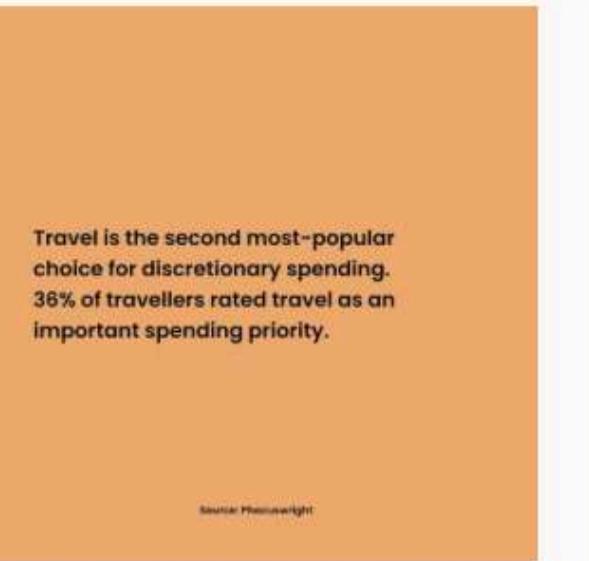
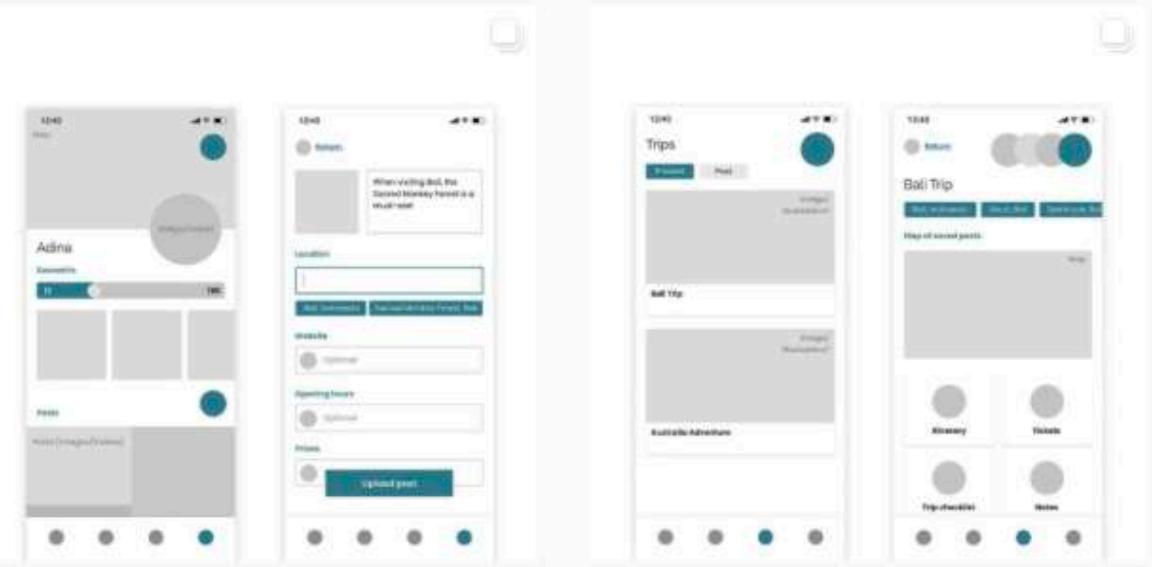
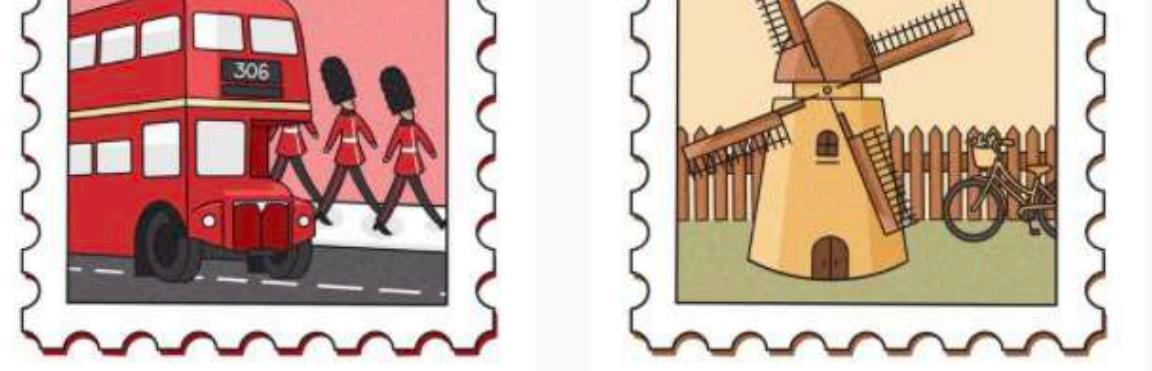
I also think collaboration with social media influencers on Instagram, specifically travel influencers, could increase Hidden's downloads dramatically.



Instagram

As part of the launch lead up, Hidden has a very active Instagram account, found at [@hiddentravel.co](https://www.instagram.com/hiddentravel.co). I am posting often in order to gain true followers who will be interested in downloading Hidden as soon as it launches. So far I have shared posts about the app illustrations, travel imagery, fun facts and user interface designs. I have also created GIFs, which are accessible to all Instagram users by searching 'hiddentravelco'.

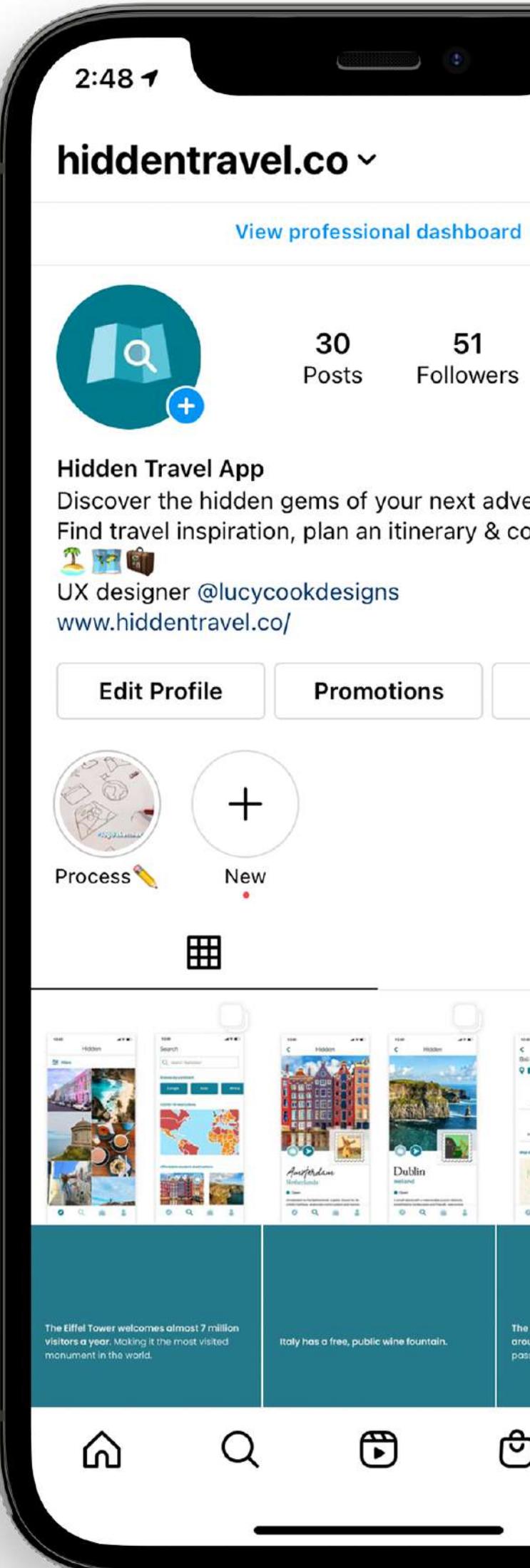
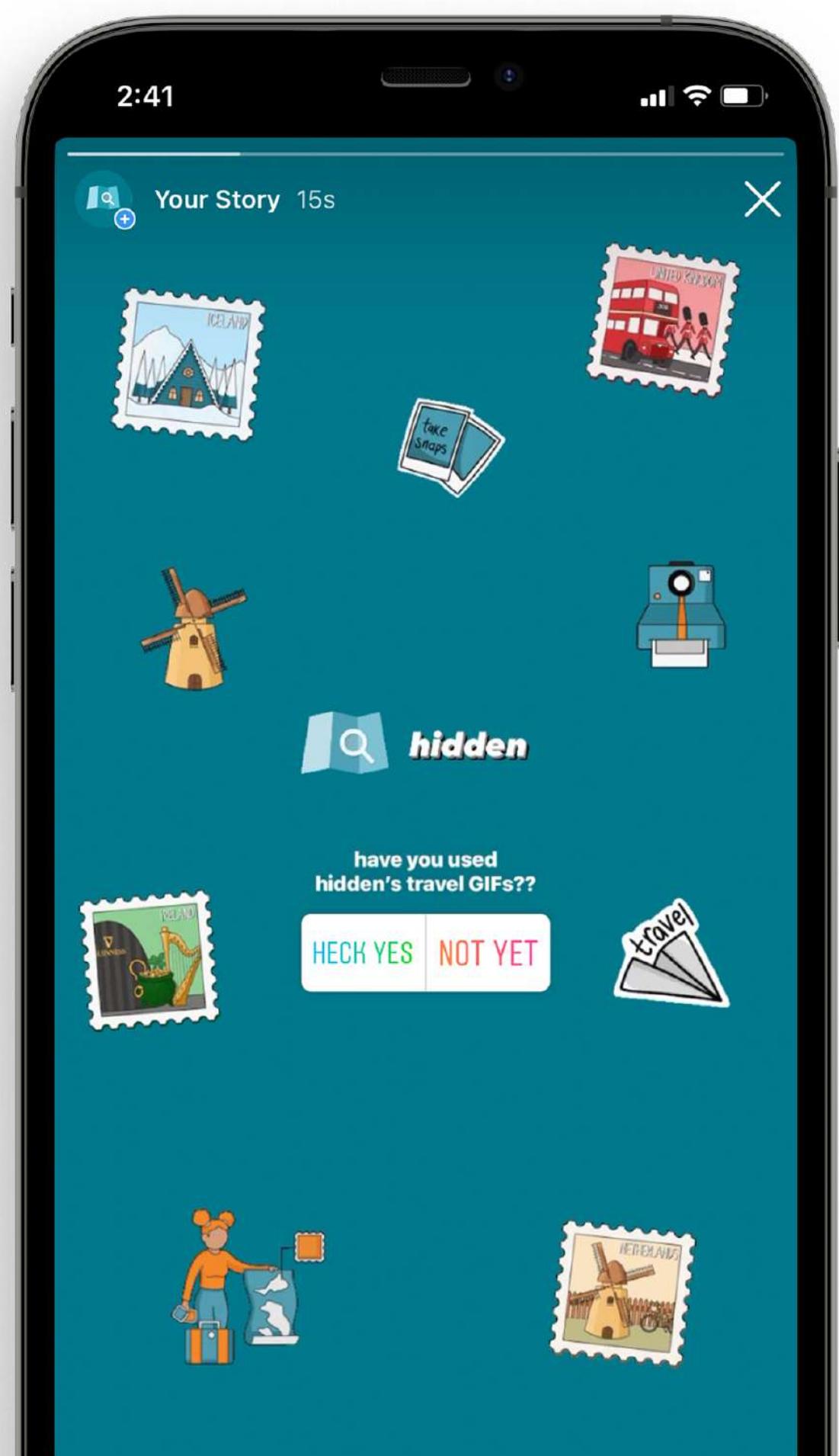
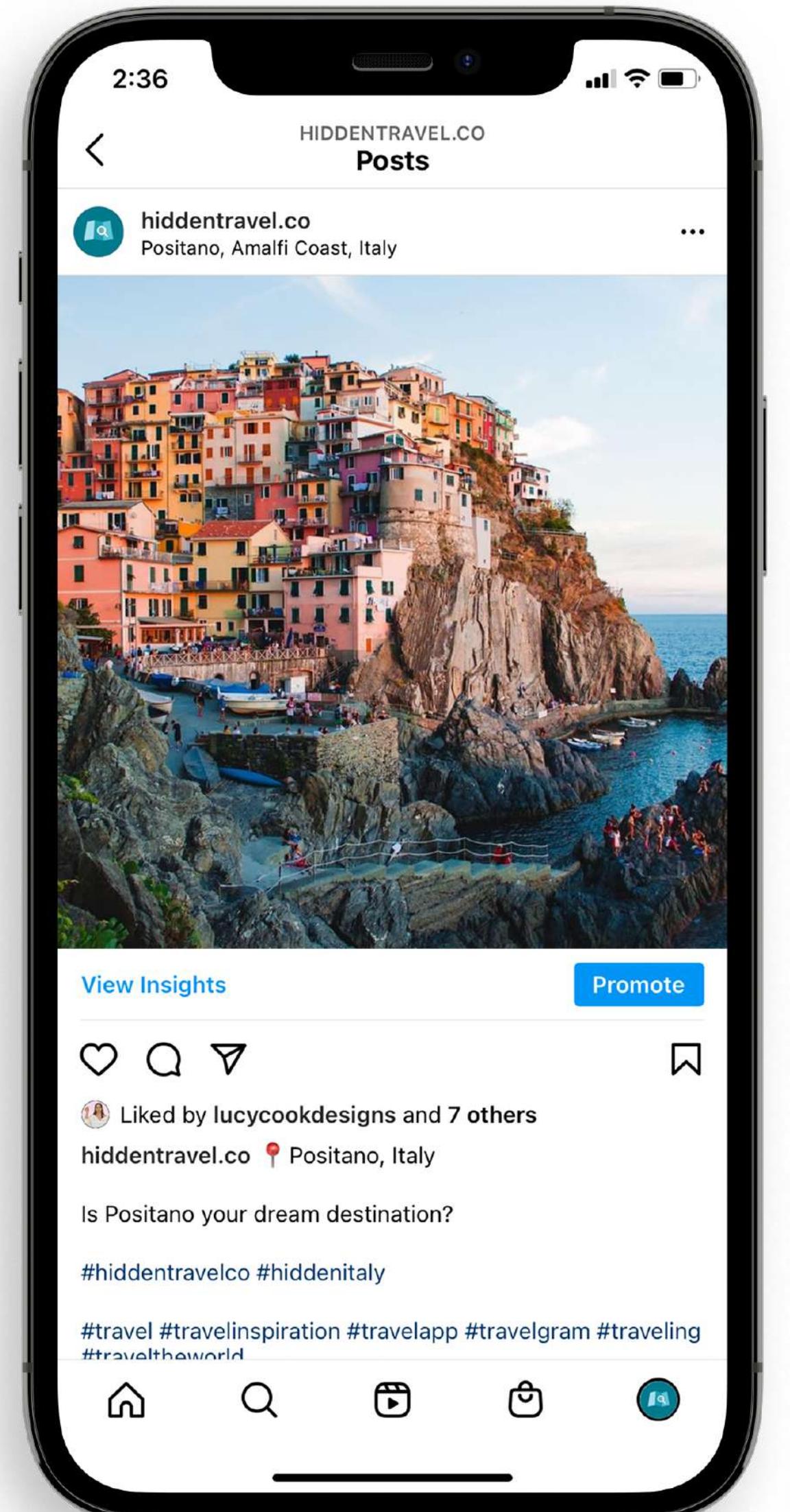
I have organised a feed plan to keep on track of future uploads, ensuring I stay engaged with users often.



Instagram

It's important to consider the written content of my posts and stories, ensuring it matches Hidden's tone of voice and is engaging with followers. This is achieved through asking questions, sharing polls, FAQs and more. This communication allows Hidden's followers to have a voice and any feedback would be greatly appreciated.

It is also useful to use hashtags such as **#hiddentravelco** or more specifically **#hiddenitaly**, **#hiddenireland**, **#hiddeniceland** etc. when sharing posts so that followers can find destination specific posts and the success stories of other Hidden users.



YouTube

I think it would be useful for Hidden to have a YouTube account too. Closer to the launch, it will share Hidden's promotional video and perhaps walk-throughs of the app interface. Post launch it will showcase Hidden's success stories, sharing videos and vlogs from Hidden users which have found the app to be extremely useful for their travel planning process, they can talk through how they planned their trip using the Hidden app.

Again further collaboration with social media influencers could be achieved through YouTube.



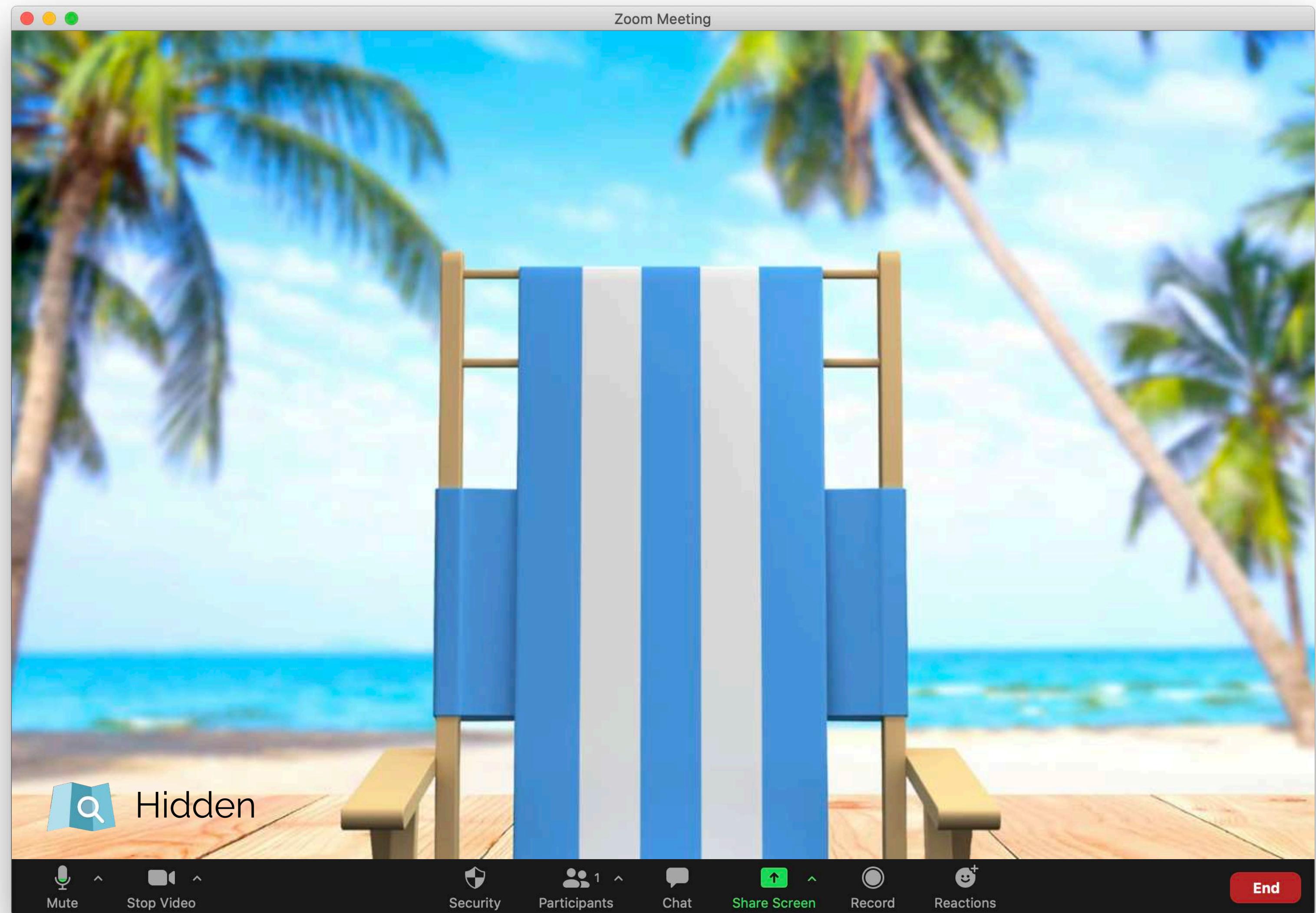
A screenshot of a YouTube channel page titled 'Hiddentravelco'. The channel has 100k subscribers. The main video thumbnail is titled 'Introducing Hidden | Travel Inspiration & Planning App' and has 77K views. The channel features sections like 'Get Inspired', 'Plan & Share', and 'Collect Souvenirs'. The sidebar includes links to Home, Trending, Subscriptions, Library, History, Watch later, and Liked videos. It also lists 'MORE FROM YOUTUBE' categories: YouTube Premium, Movies & shows, Gaming, Live, Fashion & beauty, Learning, and Sport.

Zoom

At the moment, travel is restricted due to the global pandemic. Therefore I am looking at ways in which I can introduce Hidden to people who are currently unaware it exists.

Zoom is a platform many of us use regularly in order to stay in contact with family, friends, work colleagues and more. And I am sure many people have tried out the Zoom features that allows you to change your virtual background and add filters to your face.

I think it would be really fun to create travel related virtual backgrounds and filters that could be used by Zoom users as this will get people talking about travel and subsequently Hidden!



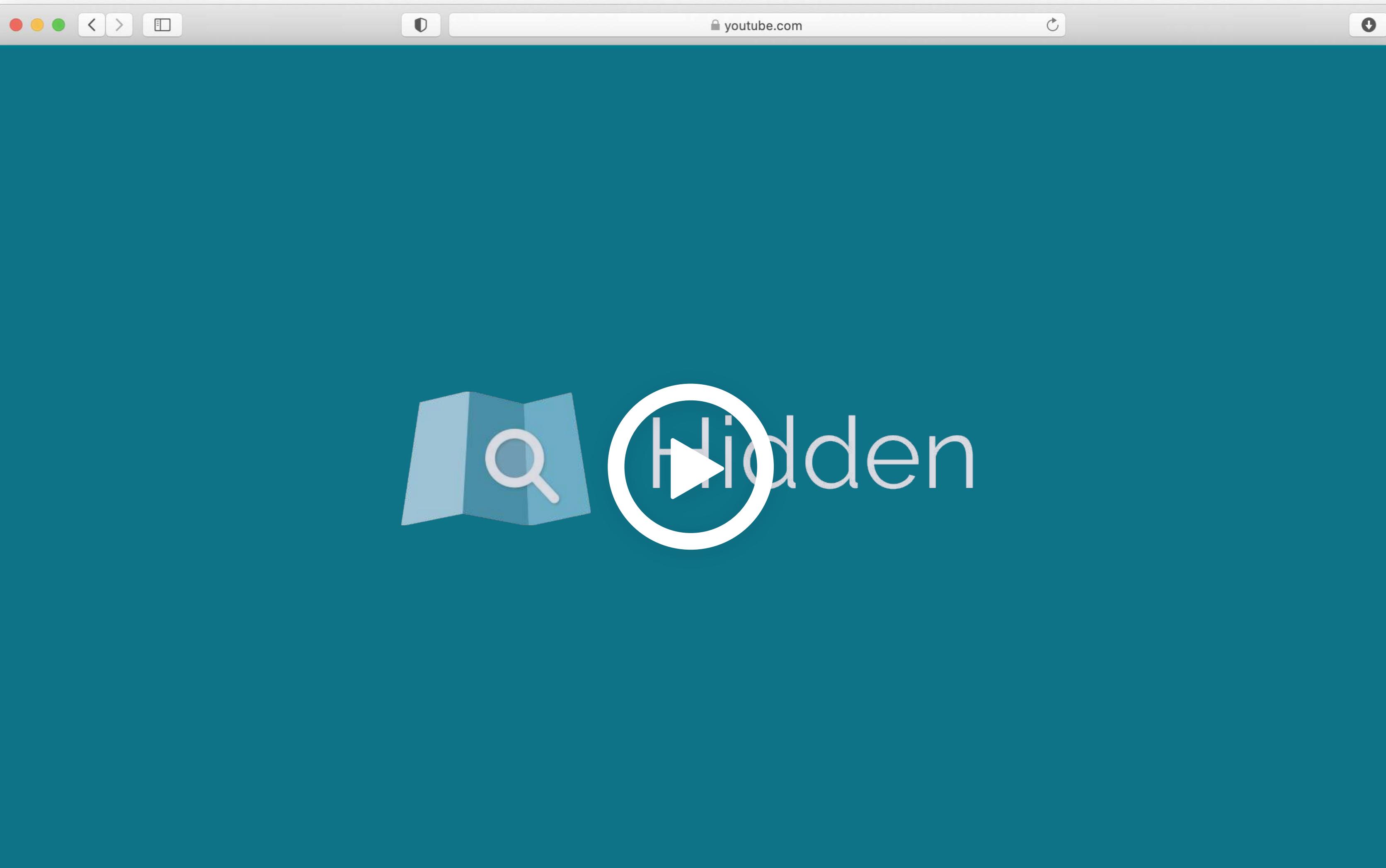
Promotional Video

As briefly explained, Hidden will launch with a short but informative and exciting promotional video. Outlining the main features;

- Get inspired with images and videos from around the world.
- Plan and share your trip folder with co-travellers.
- Collect souvenirs from each destination you visit.

It will also show glimpses of the app's user interface. The goal is to create those travel jitters so that viewers feel the urge to join Hidden.

It will be shared on both social media channels and well as the promotional website.



Promotional Website

Hidden has a promotional website. It provides information about Hidden, the features it has to offer, the promotional video and the ability to download the travel checklist.

In future I would like Hidden to be accessible on the web as well as an app because depending on the user's preference, they can then choose to travel plan on their desktop or mobile. I believe this will make Hidden a more desirable platform but for now www.hiddentravel.co presents as a promotional website.

www.hiddentravel.co

The screenshot shows the homepage of the Hidden travel website. At the top, there's a header with the word "Hidden" and a search icon. Below the header, a main title reads "Feel Like A Resident Rather Than A Tourist". A sub-section titled "Explore Hidden" encourages users to "Turn your travel wishes into a reality!". There are three main sections: "Get Inspired" (showing hands holding a map with postage stamps), "Plan & Share" (showing a hand writing on a clipboard), and "Itinerary" (showing two smartphones displaying travel plans for Bali and Iceland). At the bottom, there's a footer section with a map and a phone icon.

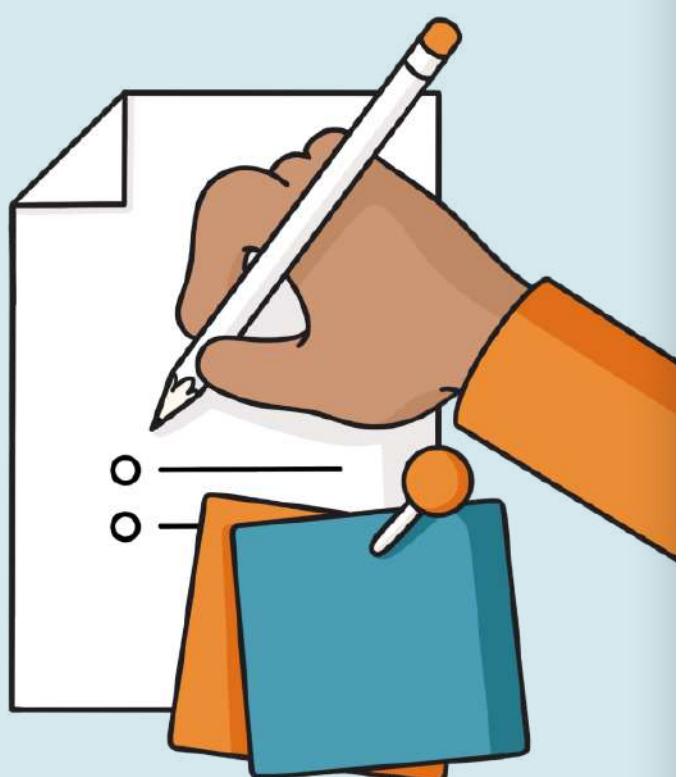
This screenshot shows the "A Postcard From" and "Trending Destinations" sections of the website. The "Postcard" section features a grid of 12 travel-related images, each accompanied by a postage stamp. The "Trending Destinations" section lists six travel goals with corresponding images: "Explore Positano", "Travel Bali", "Visit The Bahamas", "Tour New York", "Discover Iceland", and "Roam in Dubai". Each destination has a brief description and a "View Details" button. At the bottom, there's a call-to-action for the "Travel Checklist" with fields for name and email, and a link to download it.

Travel Checklist

The travel checklist is a lead magnet used to gauge the number of people interested in Hidden, while helping them with their travel planning before the app is launched.

It outlines the main factors you must consider before jetting off on your holiday, keeping Hidden's travellers organised.

It is available to download through Hidden's promotional website in PDF format, easy to print off at home.



Hidden

- **Book flights, stays, excursions and activities.** Make sure to hold onto all confirmation emails and tickets, it's a good idea to keep physical and digital copies.
- **Do research about your destination.** Take note of important information such as currency exchange rates, timezone differences, tipping norms, appropriate clothing, offensive hand gestures and cultural/legal customs.
- **Consider transport to the airport.** If taking your own car book into the airport car park.
- **Book transport from the airport to your stay.** Whether that be by bus, car hire, taxi, train.
- **Buy travel insurance for emergency care or to cover loss or damage of personal items.** Make sure it covers you for any activities you are likely to do such as extreme or water sports.

If you're traveling within the European Economic Area and Switzerland you can get a free European Health Insurance Card, for free or reduced emergency care. You still need travel insurance to cover loss or damage to personal items.
- **Check passport validity.** For some countries your passport must be valid for 6 months after the date you travel. Remember that renewals may take a couple months, and even expedited requests can take weeks.

Sign your passport on the page opposite your information page. An unsigned passport is not valid.

Make sure the emergency contact details in your passport is filled in, incase of an accident.

Take a photo or photocopy of the information page of your passport and store it securely, so you can access it if your valuables/phone are lost or stolen. Take another means of identification (preferably with a photograph).

- **Check visa requirements for the country your travelling to.** Visa times vary from the same day to a few weeks.
- **Check if travel vaccinations are required at least 8 weeks before your trip at a travel clinic.** If you get vaccinated, bring your International Certificate of Vaccinations ("yellow card") on your trip.
- **If you're going to be driving abroad,** make sure your license is current/valid and be aware of the driving laws in the countries you are visiting.
- **Check whether your credit card charges a foreign transaction fee.** It's always a good idea to sign up to different card options that don't charge a fee like American Express or Revolut.
- **Check expiry dates on your credit or debit card(s).** You can call your bank whether you need to inform them of your travel plans. It's always a good idea to bring multiple cards in case one goes missing.
- **Check with your service provider to make sure your phone will work abroad.** You may need to buy local eSIM card.
- **Update your calendar and create an automatic emoji reminder.** Make sure any appointments or commitments are rescheduled to reflect your travel date. It's also important to create an "out of office" email so that people know that you will be out of town.
- **Give a copy of your itinerary and contact numbers to your friends.** So they can contact in case of an emergency.
- **Make sure your home and pets are cared for by family and neighbours.** Alternatively remember to book your pet to stay at kennels that they feel comfortable in for the duration of your trip.
- **Save money and energy** by remembering to unplug electronics at home.
- **Pack electronic adapters and converters.** Don't forget to pack a power adapter and charger for long haul flights.
- **Download in-flight entertainment** such as movies, music and games.

App Store Access

Hidden will be available to download by both iOS users on the Apple app store and Android users on the Google Play store. It is important to be accessible on as many possible devices as this will lead to a higher number of downloads.

On both stores Hidden will be free to download for every user.

It can be found in the Travel category on both stores. However, because there are numerous travel apps on the market I will have to carefully consider the app description, ensuring I include keywords that will push Hidden up the search results. As well as that using inviting and informative visual images too.



Offline Presence



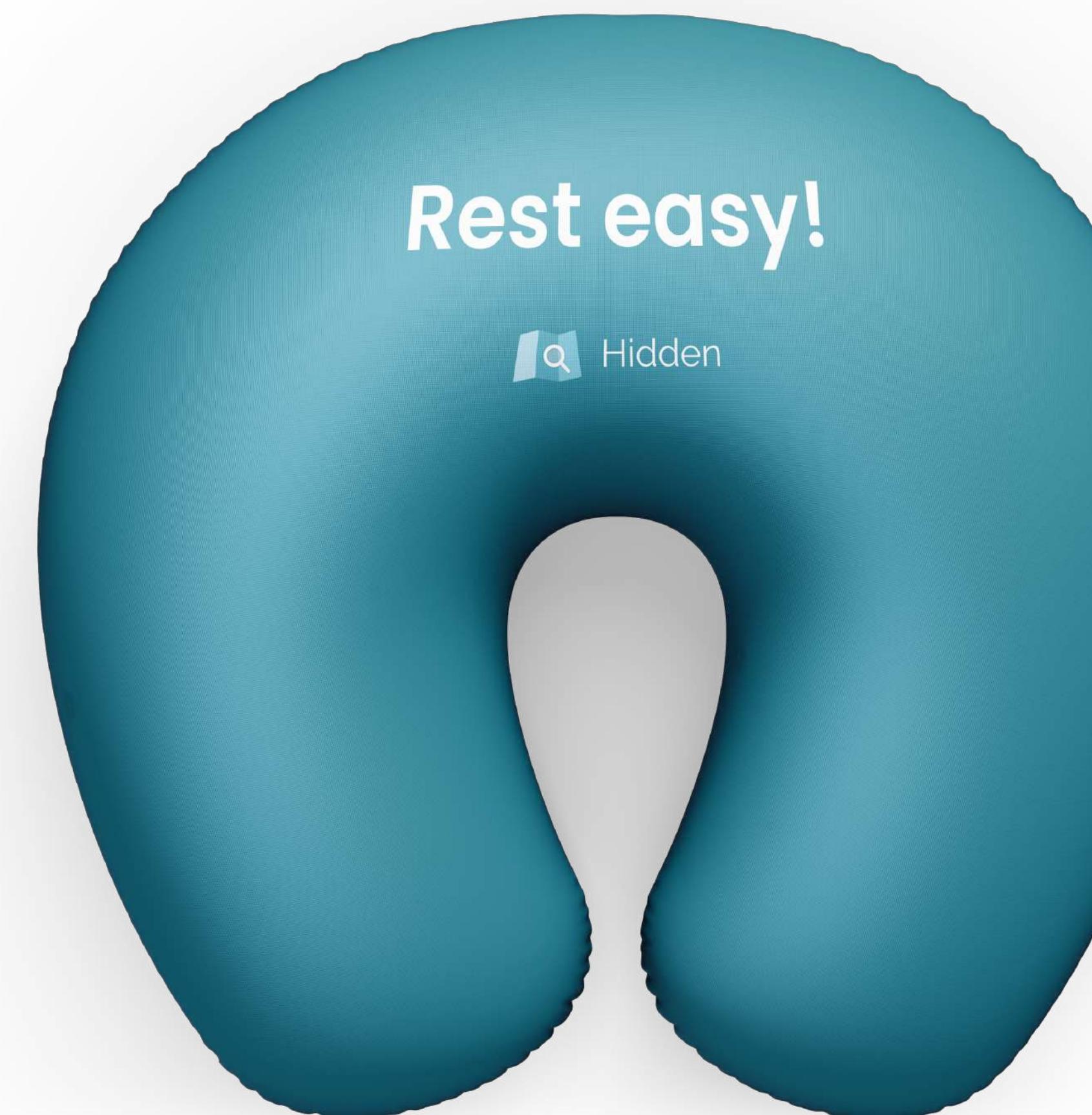
Travel Essentials Pack

I would love to provide a 'Travel essentials pack' to Hidden users who are about to jet off on their adventure.

The 'Travel essentials pack' would include the likes of;

- Eye masks
- Neck pillows
- Travel adapters
- Plastic liquids bag
- Travel size bottles
- Face masks

It would be available to purchase in the Hidden app and sent straight to their door in time for their trip.



Tourist Information Stands

I think it would be really useful to have a tourist information stand in the arrivals side of airports. It would be run by Hidden travel experts, helping those tourists that have just landed, find activities, attractions and eateries on their holiday. Tourists can be provided with promotional materials such as flyers and perhaps even the 'souvenir pack' (explained next).

The stand will display a QR code that once scanned will direct new users to the App Store to download Hidden or existing Hidden users to the relevant destination page within the Hidden app so they can find out more.

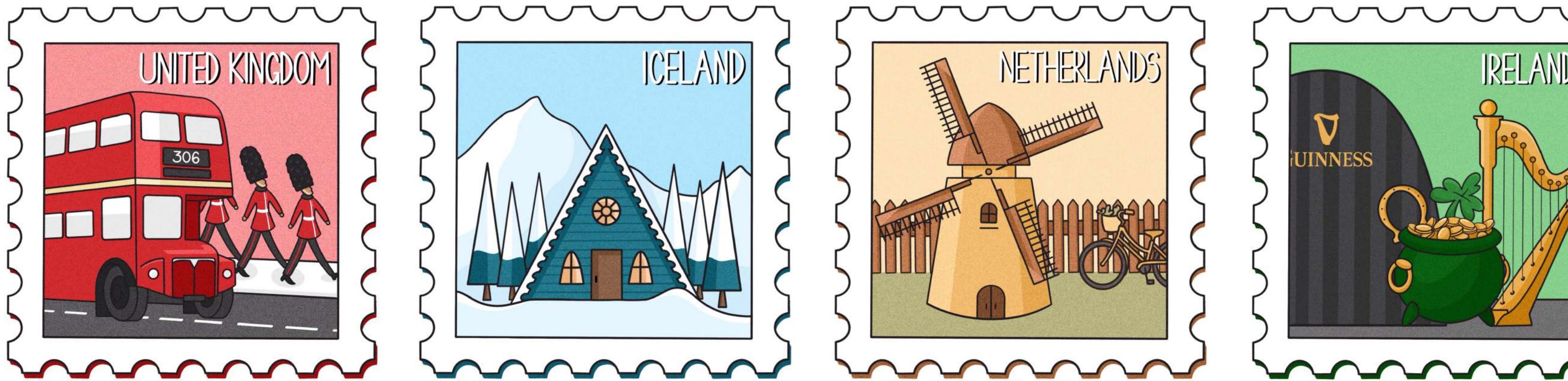


Souvenir Pack

Hidden's gamification allows users to collect "souvenirs" from each destination they visit. These "souvenirs" are available to view digitally on their profile page.

However there is also the ability for user's to collect physical souvenirs by purchasing the 'souvenir pack'. This pack will include their souvenir stickers, a Hidden map and postcards.

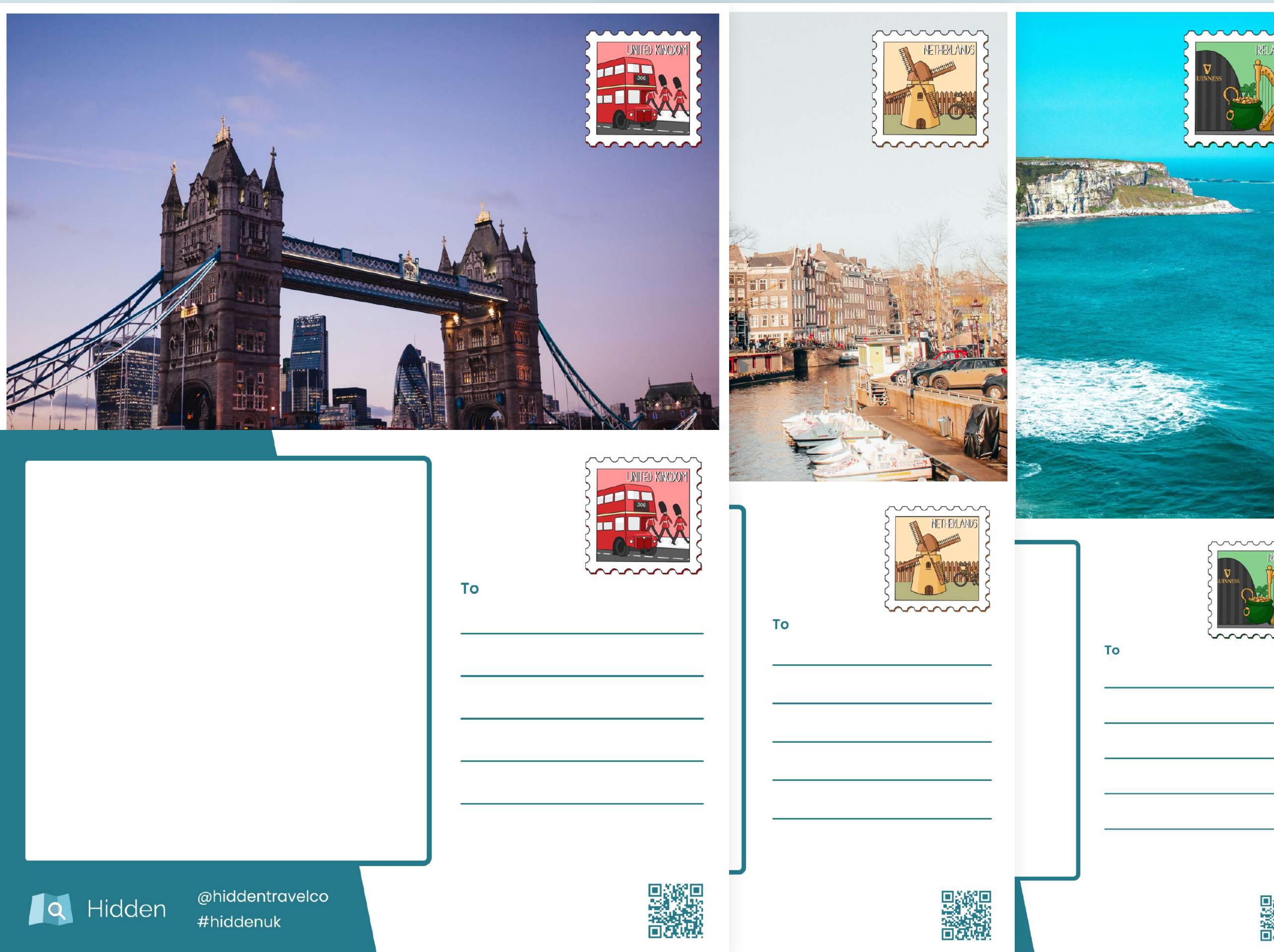
Those who purchase the 'souvenir pack' will be able to stick their souvenir stickers to the Hidden map in the relevant locations, similar to a scratch off map. So that they can be forever reminded of their travels.



Souvenir Pack

Another collectable item in the 'souvenir pack' are Hidden's postcards. Similar to the souvenir stickers, for each destination you visit you will also receive a postcard. Allowing users to share their travels with family and friends, and subsequently promoting Hidden by word of mouth.

The front of each postcard shows a high quality image with the relevant Hidden souvenir stamp in the corner. While the back allows for space to write the recipients address and a personal message. It also uses a QR code that once scanned will direct new users to the App Store to download Hidden or existing Hidden users to the relevant destination page within the Hidden app so they can find out more.



Merchandising

Separate to the 'Travel essentials pack' and 'Souvenir pack', Hidden could offer a number of merchandise items, available to purchase through the Hidden app to be delivered straight to their door or sold in local souvenir shops in different destinations.

These merchandise items would include;

- Hidden passport holders
- Luggage tags
- T-shirts or fleeces (depending on the destination weather)
- Souvenir badges
- Selfie sticks

