

## Case: One-page campaign site for “HappyTours4You”

The travel agency “HappyTours4You” offers small group travel for young adults aged 21-35. Their trips focus on sustainable travel practices, allowing travelers to explore countries authentically while supporting local communities. Also, they provide social and fun experiences and covers various destinations worldwide, emphasizing adventure, culture, and meeting like-minded people.

They need a campaign site for one of their destinations: The party town of Magaluf is in the southwest corner of the sunny island of Mallorca. It has around 4000 citizens. Young people from all over Europe happily travel to the city to experience the legendary nightlife. In Magaluf, there is an approximately one-kilometer-long street filled with up to 100 different bars and discotheques, which runs parallel to the sandy beach.

The site must be a one-page campaign site. A one-page campaign website is a website that contains all its content on a single landing page. These sites are often designed to provide succinct and direct information about a product, service, or idea, making them effective for specific purposes. They’re mobile-friendly and budget-friendly. As a multimedia designer, you should focus on optimized scrolling and aesthetics!

The market director from “HappyTours4You” suggests that the following content should be presented to the site visitors:

1. **Captivating Visuals:** Use high-quality image of Magaluf to grab visitors’ attention.
2. **Clear Value Proposition:** Clearly state what makes “HappyTours4You” travel agency unique.
3. **Engaging Content Sections:**
  - **Featured Destination:** Short introduction to Magaluf.
  - **Testimonials:** Share positive experiences from young travelers who recently visited Magaluf.
  - **Budget-Friendly Options:** Showcase affordable travel packages.
  - **Travel Tips:** Provide practical advice for young travelers (e.g., planning, safety precautions and more).
  - **Call-to-Action (CTA):** Place a prominent CTA button encouraging visitors to sign up for newsletters.
4. **Contact information:** Information about how to contact the agency.

### **Use scenario #1: Young adult**

Marion, a young female student at the age of 23, is googling for a place to go on her summer holiday. She plans on going to a warm place down south with a few of her friends. She sees a result on Google saying, “Enjoy a great week together with your friends in Magaluf, Spain with Happy-Tours4you”. It is a place she does not know about and chooses to investigate it further. When she enters the site, she is met with information and beautiful pictures about the place. She notes that several people who have visited the place in the past are very satisfied. She is happy to see that the travel agency provides good advice and guidance on safety and tips for packing. She signs up to the newsletter and receives an email in which HappeTours4you ask for her consent.

### **Use scenario #2: Marketing assistant handles newsletters subscription emails**

Simon, a marketing assistant, is responsible for the agency’s email campaigns. When a visitor submits her/his name and email address, the information is sent to Simon’s email. On Fridays, Simon reads his emails, and copy the newsletter subscription emails to an Excel spreadsheet, exports them to a comma separated text file and imports it into MailChimp<sup>1</sup>. From here, Simon uses MailChimp to create, send and analyze the agency’s email marketing campaigns.

### **Use scenario #3: Marketing director wants to update campaign content**

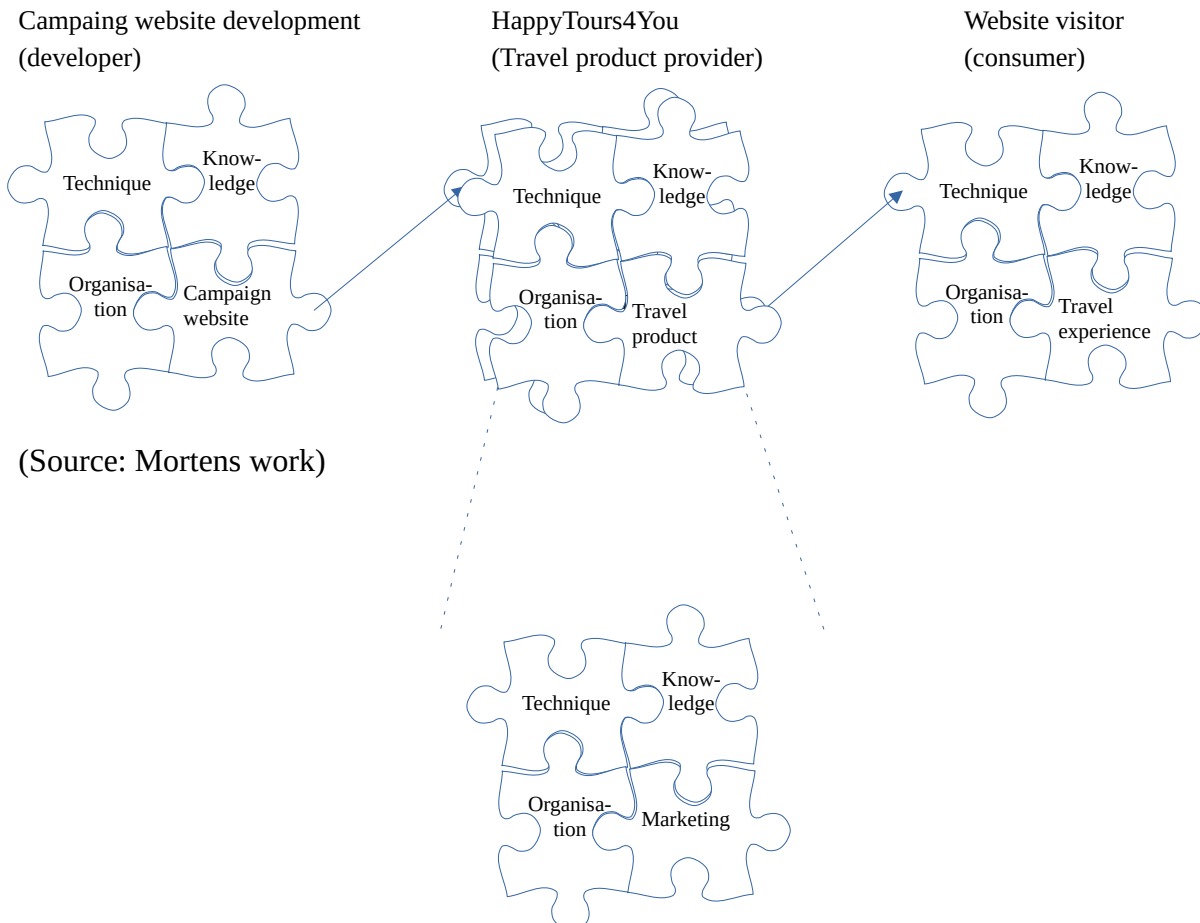
Simon, a marketing assistant, is responsible for the maintenance of the agency’s campaign website. The agency has a maintenance contract with the developer. The marketing director has announced changes to some of the campaign website content and informs Simon. Simon sends his request for the update to the developer, who acknowledges with an email to Simon after making the change.

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1 Mailchimp is a marketing automation and email marketing platform.

## A technology perspective

The product i.e. the campaign website, will be included as a tool in HappyTours4You technology system and as a marketing resource for the marketing department. For the consumer, the campaign website becomes a resource to fulfill consumer needs for travel experiences.



Figur 1: HappyTours4You marketing department

**IMPORTANT!**

*This case is written by your teacher for training purposes and for its exemplary value.*

*When you want your website visitors to subscribe to a newsletter in Denmark, several laws and regulations come into play:*

*Danish Marketing Practices Act: This act requires that you obtain explicit consent from users before sending them electronic marketing communications, including newsletters. Consent must be clear, informed, and freely given. You must also provide an easy way for users to withdraw their consent at any time.*

*General Data Protection Regulation (GDPR): As part of the EU, Denmark adheres to GDPR, which mandates that you inform users about how their personal data will be processed and stored.*

*Other regulations may apply in your country/part of the world.*