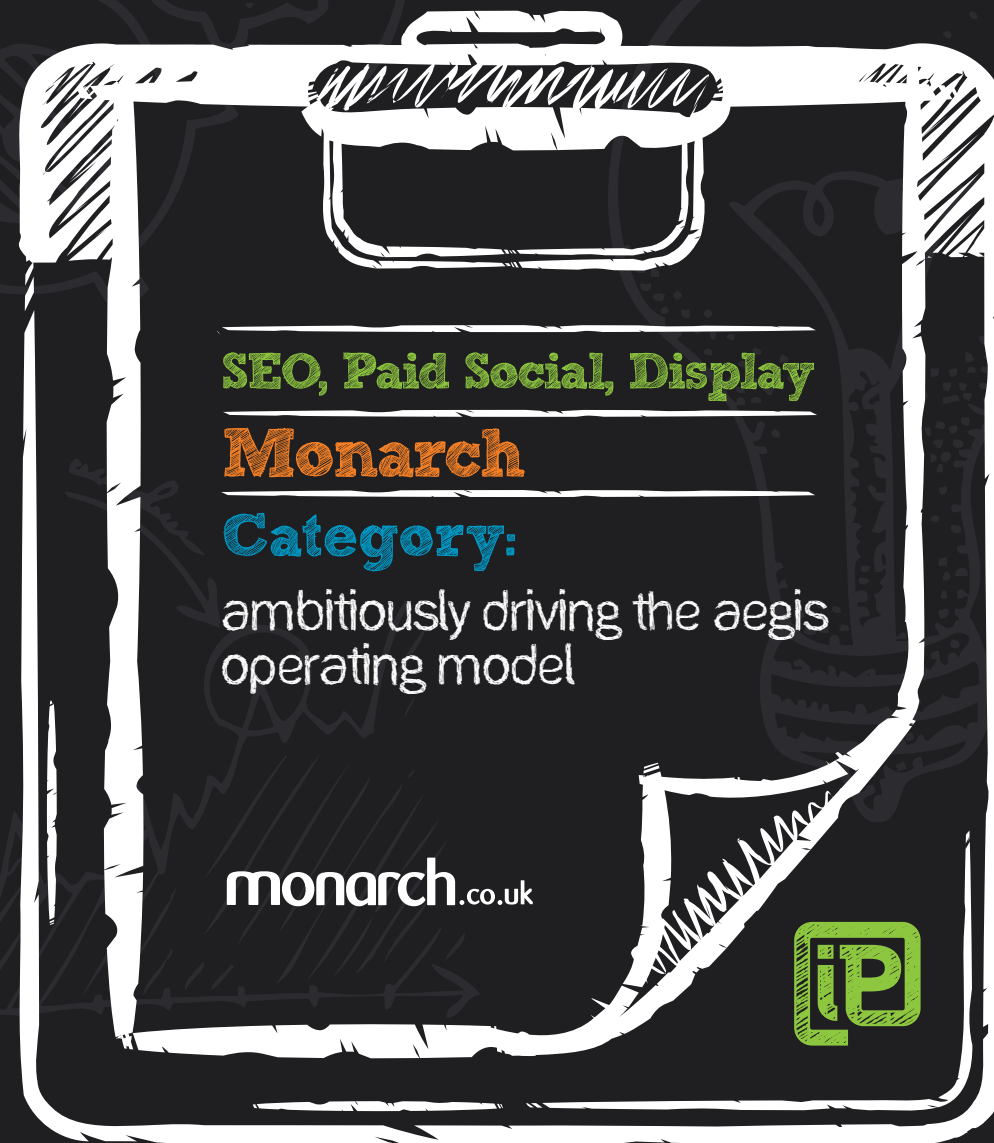


2012 iPG Awards UK SUBMISSION



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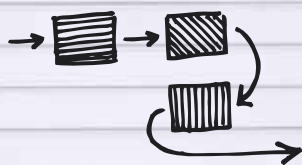
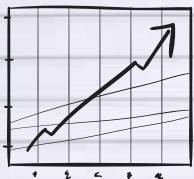
“ I was impressed by the level of integration that iProspect achieved and I truly felt that this was a well orchestrated campaign. ”

Ian Chambers, Head of Retail & Online, Monarch

The Challenge

BRIEF:

To drive awareness that Monarch flew to certain ski routes, and drive traffic to the Monarch Ski page.



The Strategy

A mixture of offline and online Integration

Telegraph ROPO



Display Banners



Twitter Community



The Results

26,016

Unique Page visits

1,891

Facebook fans

1,531

Twitter Followers