

Deal Closure & Execution

- The destination was live on Yahoo lifestyle for 6 months.
- A special team was creative for the execution for this project.
- Management of illustrators; their travel and work coordination was outsourced to a creative agency.
- We created four itineraries were created basis the preferences and the viability.
- The section on Yahoo went live after almost 45 days of group work.
- This section was promoted all across Yahoo, partner sites, social media pages.
- MP tourism promoted this content on their social media handles as well.



Final Results

- 4 Artists x 4 Itineraries = Total 32 Illustrated Travelogues were created and uploaded on the section.
- 80 creative variations of creatives across the platform were developed.
- 245 million ad impressions across the campaign was delivered.
- 140% & 110% clicks & page view were delivered respectively on the committed plan.

