



OUTDOOR BROADCAST  
NETWORK

# Case Study

## Sunwing Vacations: Wild Wednesday & Vacation Specials Campaign

### *Campaign Objective:*

To increase sales and brand awareness of Sunwing Vacation “hot deals”. OBN was used as additional media support to current media buy (Radio, Newsprint & Outdoor)

### *Program Details:*

**Wild Wednesday** - Each Tuesday morning, Sunwing provides OBN with a Daily Special travel package called “Wild Wednesday” which airs on all OBN screens from 6 pm Tuesday until 10 pm Wednesday. This campaign is a continuum of a web site program. The discounted vacation package is easily adapted to an OBN/Sunwing template ad.

**Vacation Specials** - Throughout the week, Sunwing also provides OBN with a variety of vacation packages to advertise, easily adapted to a Sunwing 10 second spot Template ad. These packages are rotated and updated throughout the day, which provided Sunwing the ability to stop running certain vacations upon selling out by simply notifying OBN.

*Campaign Timing:* Ongoing (first airdate December 2003)

*Media Purchased:* LED Video 10 second Spot, OBN LED Video Network (4 locations)

*Creative Executions:* multiple

### *Summary:*

This was a great media addition to Sunwing’s current promotion, easy to adapt and run on the OBN network.

*“With OBN, we could feature a dynamic trailer rather than a static image” says Fred Azouz, director of marketing for Sunwing Vacations. “We could showcase our brands in this exceptional setting and have the flexibility to change products on a daily basis, if not more frequently. It’s been outstanding. We can change our ads as often as we like, without having to worry about redesign, printing fees or any of the other tasks and costs associated with print based out-of-home media.”*

