

Costa Brava Tourism – #InPyrenees



Working with the Tourist board for Visit Costa Brava & Girona we made a 10 day visit to Barcelona and the Pyrenees in February 2014 to visit the city and five Catalan ski resorts and create some “Stories of Snow.” Using live social media, instavideos and blog posts we created a season of content to inform and inspire families to consider winter sports action and opportunities in Catalonia.

Following live social media coverage during the trip, long form content was produced which remains hosted on our blog and YouTube channels and continues to be shared by ourselves and the Costa Brava Tourist Board through social and search, providing lasting promotional benefit.

This is a good example of a campaign run mostly on our own site. Costa Brava Tourism organised the itinerary and we worked independently to secure interviews, photo opportunities, set up video shoots, write, edit and produce content both on location and back at base afterwards.

Campaign outputs

1. Live social coverage Facebook, Twitter and Instagram #InPyrenees during trip
2. Selection of images for social sharing and other promotional use
3. Video Collection on YouTube includes
 - o 12 micro-videos (15-30 second) used for social sharing
 - o 6 longer videos (2-5 mins) featuring activities, resorts and action
4. #InPyrenees Blog Posts on The Family Adventure Project, including feature posts:
 - o 5 Fab Family Friendly Catalan Ski Resorts
 - o Family Nordic Skiing in Catalonia
 - o Val de Nuria – a playground for families
 - o Night Skiing in La Masella
 - o Piste Basher Excursion
 - o Trip Preview Post