

Japanese Adventures - August 2014



We worked with Intercontinental Hotels Group and Japan Experience to produce content aimed at demystifying Japan, positioning it as a viable, interesting and accessible choice for families looking for a different kind of travel experience.

We spent four weeks on location in Japan, on a road trip visiting different IHG hotels, cities, towns and attractions, researching stories to produce blog posts, poetry, photography and video that was shared on our own blog and social media.

Both live social media and long form content (photography, video and blog posts) were produced on location for immediate sharing. Post trip further content was produced and continues to be produced that promotes the destination through our channels, providing long term search benefit.

This is a good example of a campaign with pre, during and post trip content creation using a wide range of media and producing a variety of creative outputs.

Campaign outputs

1. Live social coverage Facebook, Twitter and Instagram during trip
2. Selection of images for social sharing and other promotional use
3. Japanese Adventures Video Collection hosted on the children's YouTube Channel
 - o 12 edited video fronted by the kids, shot & edited on location
4. Video Collection on our own YouTube Channel
 - o 12 varied videos featuring destinations, discoveries & activities
5. Video Documentary on a topical issue
6. Series of posts published on our own site, The Family Adventure Project, ongoing.
 - o Currently 10 posts on variety of themes including Top 25, Road Trip Tips
 - o Also featuring some individual attractions
7. Series of posts on the IHG Rewards Club website featuring our Japanese Adventures
 - o Who wants to be a millionaire?
 - o A Taste of Japan in London
 - o A Most Rewarding Summer of Japanese Adventures
8. An e-book and printed version 'Japan in Haiku' - Japanese Travel Haiku and Photography