

REPRESENTATION PLUS

The client brief on approaching Representation Plus to run their first dedicated UK office was to raise Samoa's profile as an exciting and desirable tourist destination. As Samoa's UK Office Representation Plus are providing public relations and marketing campaigns to ensure maximum brand exposure by highlighting Samoa's rich cultural heritage, whilst building awareness of the wide variety of island experiences available. Our dynamic and focused team handles every aspect of Samoa's PR needs and delivers creative public & media relations campaigns. Shortly after appointment we helped Samoa overcome the Tsunami and put the Islands back on the tourist map.

CAMPAIGN COMPONENTS

- Market Strategy and Annual Plan
- Brand Positioning
- Press/Media Buying
- Travel Industry Training in person and online
- Product Development and Sales Calls
- Roadshows, Workshops and Tradeshows
- PR Campaign including Press Pack, Press releases, Press Interviews, Press Trips

Website: www.samoa.travel



The Treasured Islands of the South Pacific



National Niche Press Advert



Trade Supplement



BGTW Bookmark



Training Sessions with Travel Agents and Tour Operators



First training website for agents www.sellsamoa.com



Samoa at World Travel Market



National and Trade Coverage from press trips



Product Manager's Fam Trip



Samoa took part in PATA



Joint Campaigns



Rugby 7's Samoa Agent Day Out



Competitions



Press Release

