



Application for PATA Gold Awards 2023 Marketing Campaign

State and City Global
Award Code: MG

‘THE TRANSITION TO NORMALCY’ Marketing Campaign
Pack Up for Kerala

Submitted by Kerala Tourism
Government of Kerala, India



Background

Navigating the post-pandemic world

- 2020 and 2021 were difficult years, with people experiencing personal losses.
- There was also a sense of excitement at the thought of regaining normalcy.
- Customers' feelings, expectations and thoughts had changed since 2020-21.
- Tourism was set to recover with vaccinations and open borders.
- Domestic visitors were driving tourism growth with outbound tourism difficult due to visa restrictions.
- Foreign tourist arrival to Kerala during the year 2021 fell by 82.25% over the previous year, while domestic tourist arrival increased by 51.09%.



Synopsis

The Campaign: Pack Up for Kerala

- Conceptualised for an audience transitioning to normalcy, post COVID
- Targeted domestic tourists within the country.
- Campaign covered Print, Radio, OOH, Digital Videos and Banners (Web Portals), Social Media Channels



Objectives

- Create a campaign for the '*Summer of 2022*' that will tap the pent-up desire of people to get back to their old life, including vacations with family and friends.
- Market Kerala as a destination that where one can unwind in a range of natural settings - hill stations, beaches, backwaters and more.
- Target young travellers as research indicated that they were likely to travel more as they indulged in 'revenge' tourism to make up for the lockdown days.



Target Markets

- Key domestic source markets: Across India, mainly the states of Tamil Nadu, Karnataka, Andhra Pradesh Maharashtra, Gujarat, Punjab, Uttar Pradesh, New Delhi, West Bengal and Rajasthan.
- Target segments: Urban families, young couples, single youngsters



Evolution of programme

- The economic and social impact of the pandemic persisted in 2022.
- Travellers who had to stay indoors during the pandemic were therefore seeking to travel more freely and consistently.
- The experience of the past two years had triggered the demand for vacations in wide, open spaces and this desire was unchanged.
- Post the isolation of the COVID years, people sought company and families/couples/friends were likely to travel together.
- Holiday makers were looking for adventure and action to compensate for inactivity of the recent past.



Concept Development

The pandemic was a time of losses - of jobs, relationships and lifestyles. There was regret on missing out on life for over two years. There was also a realisation that one must make the most of every moment with friends and family, for time once lost never comes back. Thus the theme 'Make up for Lost Time' was created.

Many had also not been on a vacation for two consecutive summers. This led to the thought that Kerala was the right destination for the first post-COVID summer holiday. With its wide open spaces and abundance of activities in natural settings, it offered the chance to re-bond with loved ones during a fun vacation.



Campaign Idea

The campaign idea, **Make up for lost time, pack up for Kerala**, was simple and direct. Yet, it eloquently conveyed the sentiments of people during the transition to normalcy. There was regret about the immediate past and a determination to live life to the fullest - and to do so immediately. The line also exhorted everyone to regain their fun and freedom in one of India's best known destinations.



Campaign Treatment – TV Commercials

The campaign had three videos focusing on specific target segments. The narrative was about the sudden realisation of growing distances between loved ones and the urgent yearning to bridge it with a holiday. The videos had a father realising that he had missed seeing his daughter grow up, a couple breaking out of their home which had turned into a workplace and friends trying to renew the excitement of their friendship respectively. All of them take off for a vacation in Kerala, where they bond over adventure, experiences and sheer fun in diverse terrains.

The characters and situations used in the videos were convincing and realistic. The actual USPs of Kerala were shown in rapid succession with a frenetic feel, leaving the viewer with the impression that there was so much to do and enjoy in Kerala. It also showcased the state as an exciting destination.



Campaign Treatment - Print Ads

The print ads, with their breezy, summer feel, covered all that Kerala had to offer in terms of landscapes (beaches, hills, forests and backwaters) as well as a bouquet of activities including surfing, trekking, plantation visits and safaris. The mixed media illustrations and photography treatment lent a poster feel and helped it break out of the clutter.



Promotional Elements & Distribution



Pack up for Kerala Ads

keralaturism.org

CATCH UP WITH
NATURE
PACK UP FOR
KERALA



WhatsApp 'Pack' and explore Kerala

Catch up with the best green, the earth between the bright blue... Pack up for the hill stations, beaches, backwaters and temples of Kerala.

kerala
Tamil Nadu
God's Own Country

keralaturism.org

MAKE UP FOR
LOST TIME
PACK UP FOR
KERALA



WhatsApp 'Pack' and explore Kerala

Make up for those missed family moments, the wild beauty, the brighter 19%... Pack up for the backwaters, beaches, hill stations and temples of Kerala.

kerala
Tamil Nadu
God's Own Country

keralaturism.org

GEAR UP FOR
GOOD TIMES
PACK UP FOR
KERALA



WhatsApp 'Pack' and explore Kerala

Gear up for the beauty, temples and backwaters... Pack up for the beaches, backwaters, hill stations and temples of Kerala.

kerala
Tamil Nadu
God's Own Country

Print



Outlook



Travel & Leisure





TIME



THE CARAVAN



Dailies



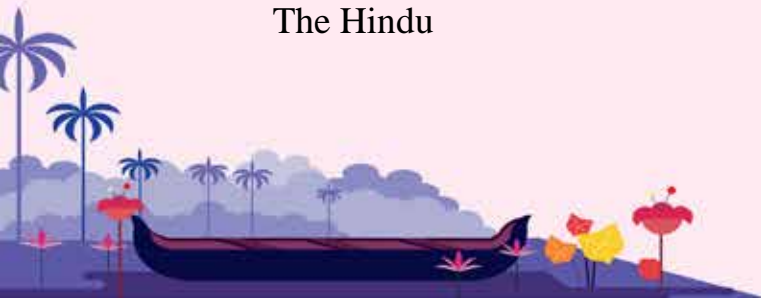
The Hindu



Times of India



Hindustan Times





Deccan Chronicle



Dinathanthi



Lokmat



Navabharat Times

The image shows a page from the Navabharat Times newspaper. The top section contains several news articles in Hindi. The main headline reads "LNJP में आधुनिक मशीन से फ्री में होगा कैंसर का महंगा इलाज" (Cancer treatment will be free using modern machines in LNJP). Below the news, there is a large advertisement for Kerala tourism. The ad features the text "CATCH UP WITH NATURE PACK UP FOR KERALA" and an image of a couple walking on a beach. To the left of the ad, there is a small article titled "राजकीय विधायक आकाश शर्मा को भी 'सी' ना?" (Is Rajya Sabha MP Akash Sharma also 'C'?).

Vijay Karnataka

The image shows a page from the Vijay Karnataka newspaper. The top section contains news articles in Kannada. The main headline reads "ಧಾರಿ ಸಾಲದ ಸಂಕಯೋಗ ವಿಫಲವಾದ ದೂಷಣೆ!" (Accusation of failure in loan utilization!). Below the news, there is a large advertisement for Kerala tourism. The ad features the text "GET UP FOR GOOD TIMES PACK UP FOR KERALA" and an image of a couple walking on a beach. To the left of the ad, there is a small advertisement for a product, possibly a beverage, with the text "ಸಾಕಷ್ಟು ಪ್ರತಿರೋಧಕ ಶಕ್ತಿ ಹೊಂದಿರುವ ಕೆಲವು ಉತ್ತಮ ಉದಾಹರಣೆಗಳು" (Some good examples with sufficient resistance).

Rajasthan Patrika

The image shows a page from the Rajasthan Patrika newspaper. The top section contains news articles in Hindi. The main headline reads "जयपुर की लामवाही में हुई छान की मील" (The meeting of the Lamwahis in Jaipur). Below the news, there is a large advertisement for Kerala tourism. The ad features the text "CATCH UP WITH NATURE PACK UP FOR KERALA" and an image of a couple walking on a beach. To the left of the ad, there is a small advertisement for a product, possibly a beverage, with the text "संयुक्त प्रयासों के माध्यम से" (Through joint efforts).



Videos - Youtube

Pack up for Kerala - Family

https://www.youtube.com/watch?v=dxlmcPB_qKk&pp=ygURcGFja3VwIGZvciBrZXJhbGE%3D



Family Goals | Pack Up For Kerala

Kerala Tourism ©
322K subscribers

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1K Share Download Save

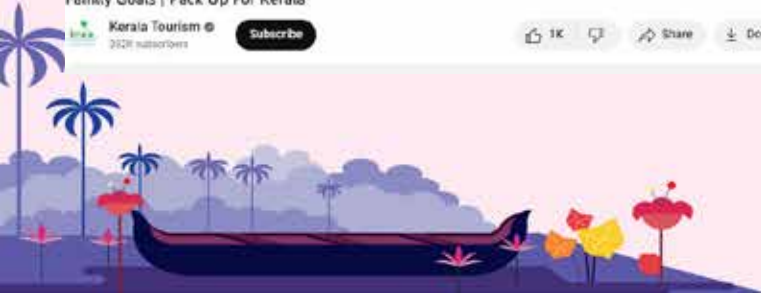


Family Goals | Pack Up For Kerala

Kerala Tourism ©
322K subscribers

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1K Share Download Save




Pack up for Kerala - Couple

<https://www.youtube.com/watch?v=2SiVXc2liwU&pp=ygURcGFja3VwIGZvcjBrZXJhbGE%3D>



Pack Up For Kerala | Kerala Tourism

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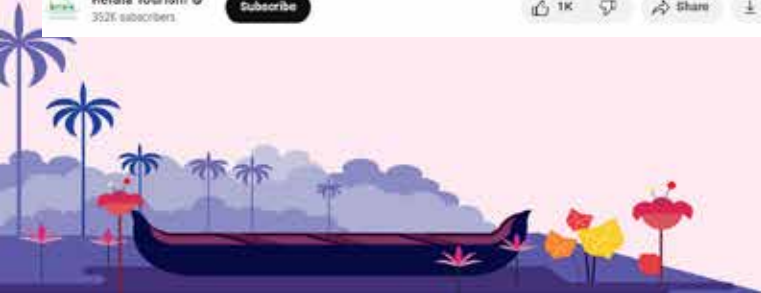
Share



Download



Save



Pack up for Kerala - Friends

<https://www.youtube.com/watch?v=bIudqQe83dU&pp=ygURcGFja3VwIGZvciBrZXJhbGE%3D>



Friendship Goals | Pack Up For Kerala


Kerala Tourism  332K subscribers

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 886   Share  Download  Save ...



Friendship Goals | Pack Up For Kerala

Kerala Tourism  332K subscribers

Subscribe

 886   Share  Download  Save ...



Campaign Video Links

- Video Views – 5.4M

1. Film 1 – Friendship Goals

<https://www.youtube.com/watch?v=bIudqQe83dU&pp=ygURcGFja3VwIGZvciBrZXJhbGE%3D>

2. Film 2 – Couple - Goals

<https://www.youtube.com/watch?v=2SiVXc2liwU&pp=ygURcGFja3VwIGZvciBrZXJhbGE%3D>

3. Film 3 – Family Goals

https://www.youtube.com/watch?v=dxlmcPB_qKk&pp=ygURcGFja3VwIGZvciBrZXJhbGE%3D



Media Distribution Mix

Daily Publications

- The Hindu
- Dinathanthi
- Deccan Chronicle
- Eenadu
- Hindustan Times
- Navabharat Times
- The Telegraph
- ABP
- The Tribune
- Times of India
- Vijaykarnataka
- Lokmat
- Gujarat Samachar
- Dainik Jagran
- Dainik Bhaskar
- Rajasthan Patrika
- Ajit



Print Titles

Travel Publication

- CondeNast Traveller
- Outlook Traveller
- Travel & Leisure
- National Geographic Traveller

General Interest

- India Today
- Outlook
- The Week
- Open
- Time India
- Frontline
- Caravan

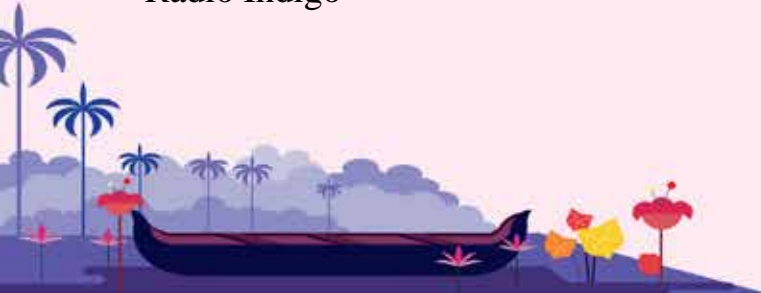
Regional Magazines

- Abhiyan
- Chitrlekha
- Meri Saheli
- Grihalekshmi
- Ghar Shringaar
- Grihsobha



Radio List

- Radio Mirchi
- Red FM/ Suryan FM
- Big FM
- My FM
- Radio City
- Hello FM
- Fever FM
- Radio Indigo



Digital Web-portals

English News

- Scroll
- Quint
- Print
- Times of India
- The Hindu
- Hindustan Times
- New Indian Express
- NDTV
- CNN
- BBC
- India Today
- Zee News
- DNA + WION
- News 18

Finance News

- Moneycontrol
- Livemint
- Economic Times

Hindi News

- Patrika
- Jagaran
- Amar Ujala
- ABP Live

Regional News

- Lokmat
- Divya Bhaskar
- Vikatan
- Dinamalar
- Sakshi
- Eenadu
- Prajavani

- VijayaKarnataka
- Anandabazar
- Punjab Kesari

Travel

- CondeNast Travel
- Travel + Liesure
- Outlook Traveler
- National GT

Travel Aggregators

- IRCTC
- Yatra
- Ixigo

News Aggregators

- Inshots
- DailyHunt

Ecommerce

- Flipkart Ads

Sports

- Cricinfo
- Cricbuzz

Others

- Swiggy
- Paytm
- Bookmyshow



Cinema Halls

- PVR
- Qube
- INOX
- UFO
- Cinépolis
- Carnival



Web Portals

Scroll.in
Friday, June 10th 2022

Home Common Ground India Fix Eco India Latest The Reel The Field Magazine Video Trending Sections [Contribute](#)

CATCH UP WITH NATURE
PACK UP FOR KERALA

Cover Story
In the spotlight

Decoded: Why RSS chief Mohan Bhagwat is calling for Hindu-Muslim tensions to be dialled down

The Latest
Top headlines [See all](#)

- Rajya Sabha elections: Voting underway for 16 seats in four states**
- J&K: Curfew imposed, mobile internet suspended in Bhandarwah town after communal tension**
- Iran takes down Ajit Doval's remarks on sacked BJP spokespersons' comments about Prophet**

Scroll.in





Johnny Depp-Amber Heard: Their Relationship, Legal Battles & The Ongoing Trial

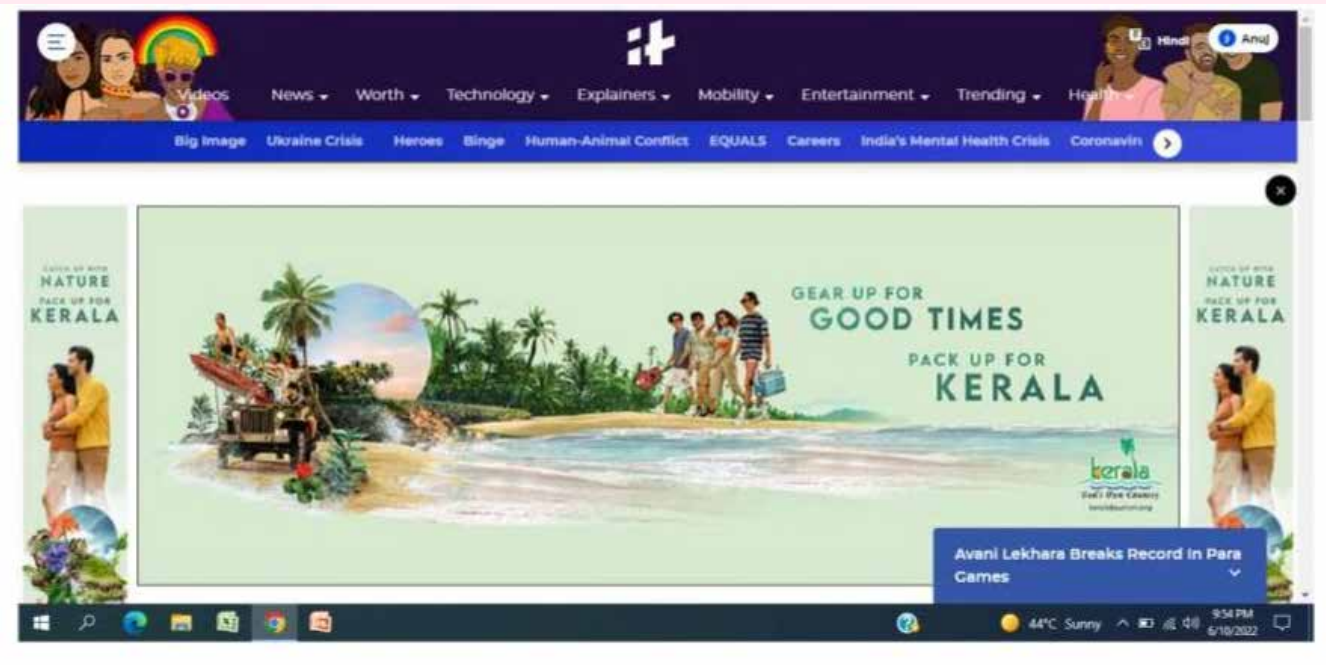
The latest trial revolves around a defamation suit filed by Johnny against Amber in 2019.

TANISHA BAGCHI & PRATIKSHYA MISHRA CELEBRITIES
Updated: 14 May 2022, 11:18 PM IST 6 min read



The much talked-about trial involving actor [Johnny Depp](#) and his ex-wife and actor [Amber Heard](#) began on 12 April in Fairfax, Virginia. The latest trial revolves around a defamation suit filed by [Johnny Depp](#) against [Amber Heard](#) in 2019, about a post she wrote about domestic violence that she said ruined his career.





It.



TV Channels

News Channels

- BBC India
- CNN English

Movie Channel

- Sony Max

GEC Channels

- Star Plus
- Sun TV
- Maa TV

- Zee Kannada SD+HD
- Star Jalsha SD+HD
- Star Pravah SD+HD
- Marathi Colors Gujarati

Informative Channel

- Discovery Channel

Kids channels

- Nick Hindi
- Hungama



Digital/Social Media, Facebook

- Video Views – 15M
- Reach – 13M

Pack Up For Kerala - Family goals

<https://www.facebook.com/keralatourismofficial/videos/596107235627052/>



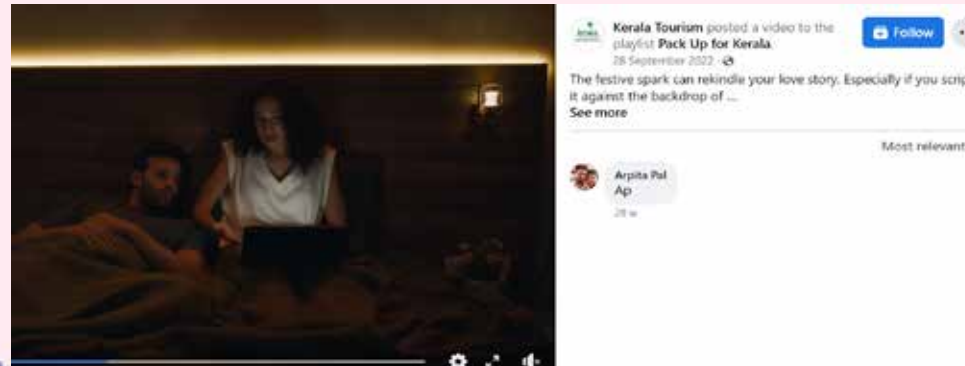
Pack Up For Kerala - Friendship Goals

<https://www.facebook.com/keralatourismofficial/videos/1176612916539015>



Pack Up For Kerala - Couple Goals

<https://www.facebook.com/keralatourismofficial/videos/459500539542266>



Digital/Social Media, Twitter

- Video views – 11.4M

Pack Up For Kerala - Family Goals

<https://twitter.com/KeralaTourism/status/1577620961582796800>



Pack Up For Kerala - Friendship Goals

<https://twitter.com/KeralaTourism/status/1577620746532458497>

 **Kerala Tourism** 
@KeralaTourism

Festivals are when you renew old ties and replenish lovely memories with more wonderful ones. So, in this season of non-stop festivities, pack up for Kerala and make up for lost time.

#Beach #FriendshipGoals #vacation #memories #PackUpForKerala #KeralaTourism



0:10 2.8M views

Pack Up For Kerala - Couple Goals

<https://twitter.com/KeralaTourism/status/1577620426150535168>

 **Kerala Tourism** 
@KeralaTourism

The festive spark can rekindle your love story especially when you script it against the backdrop of the spectacular hills, beaches, backwaters and forests in God's Own Country. So, pack up for Kerala and make up for the lost time.

#memories #PackUpForKerala #KeralaTourism



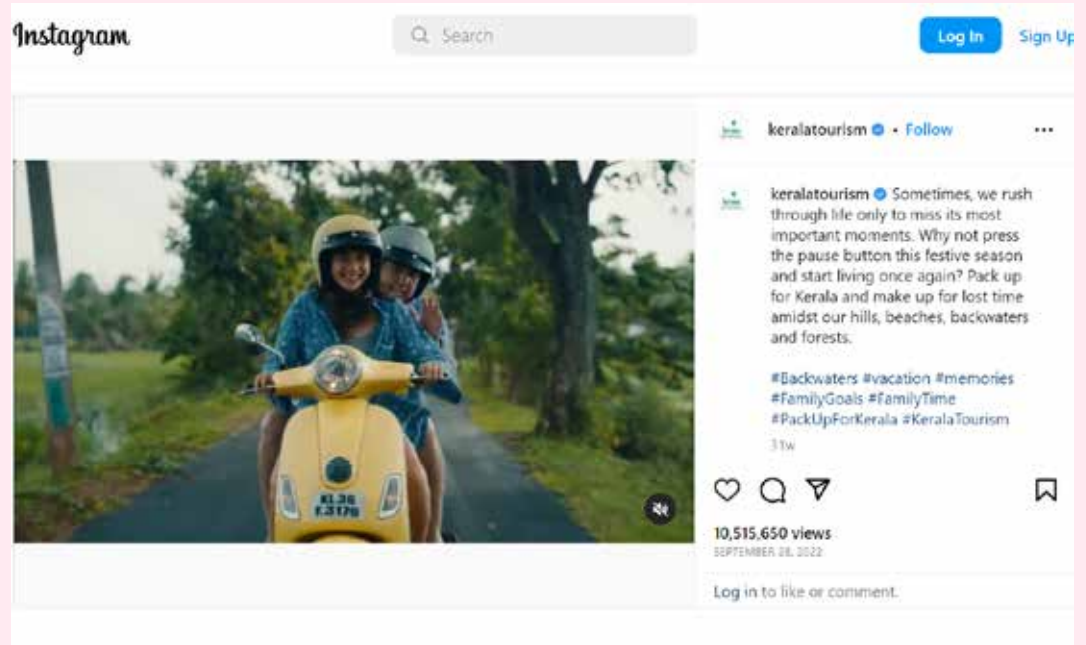
0:27 4.9M views

Digital/Social Media, Instagram

- Video Views – 23.5M
- Reach – 55M

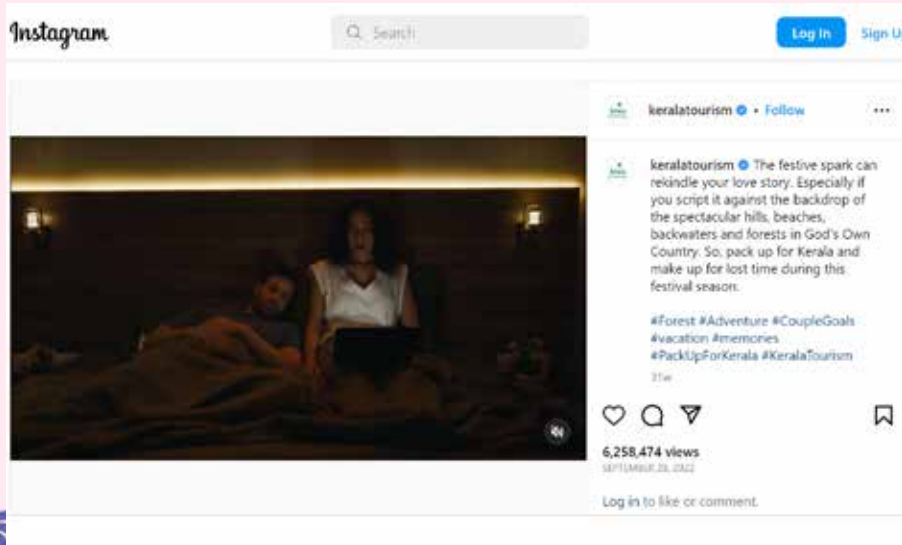
Pack Up For Kerala - Family Goals

<https://www.instagram.com/p/CjCfSbdgBif/>



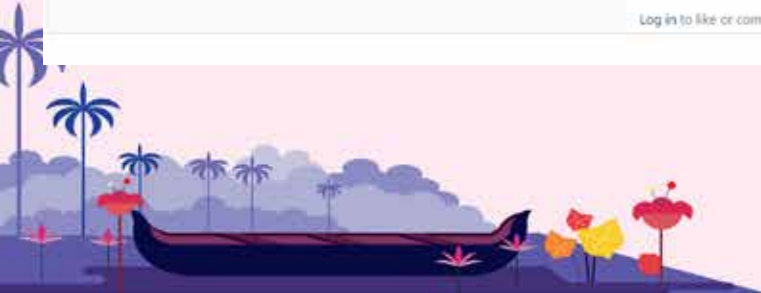
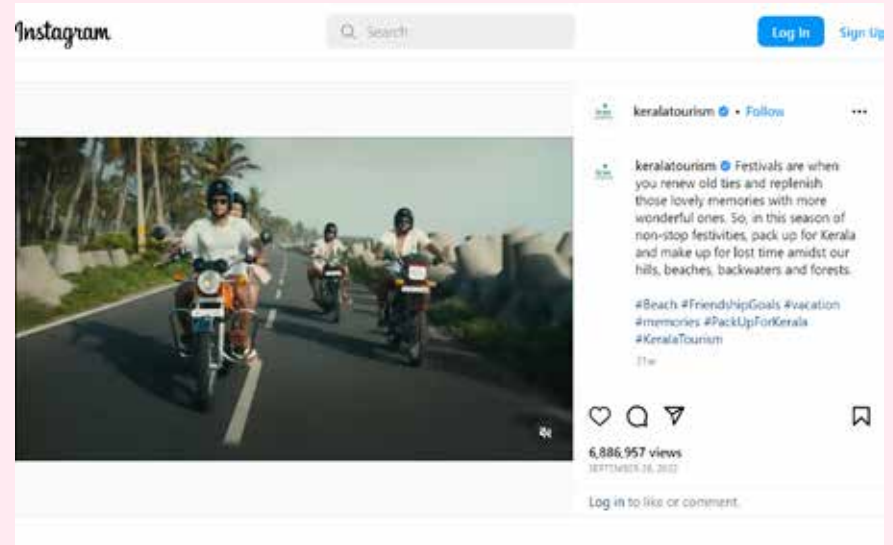
Pack Up For Kerala - Couple Goals

<https://www.instagram.com/p/CjCgNrKAD6-/>



Pack Up For Kerala - Friendship Goals

<https://www.instagram.com/p/CjCgDRogxE-/>



Domestic Trade Fairs and Partnership Meets

Theme – Pack up for Kerala



OTM Mumbai

Indore Partnership Meet



TTF Chennai



Campaign Budget & Period

Pack Up for Kerala - National Campaign 2022 - Budget		
SI No.	Media	Budget (USD)
1	TV	1,306,151
2	Print	582,086
3	Radio	130,297
4	Digital (Web portals, and Social Media Channels)	121,319
5	Cinema Halls	100,091
Total		2,139,854

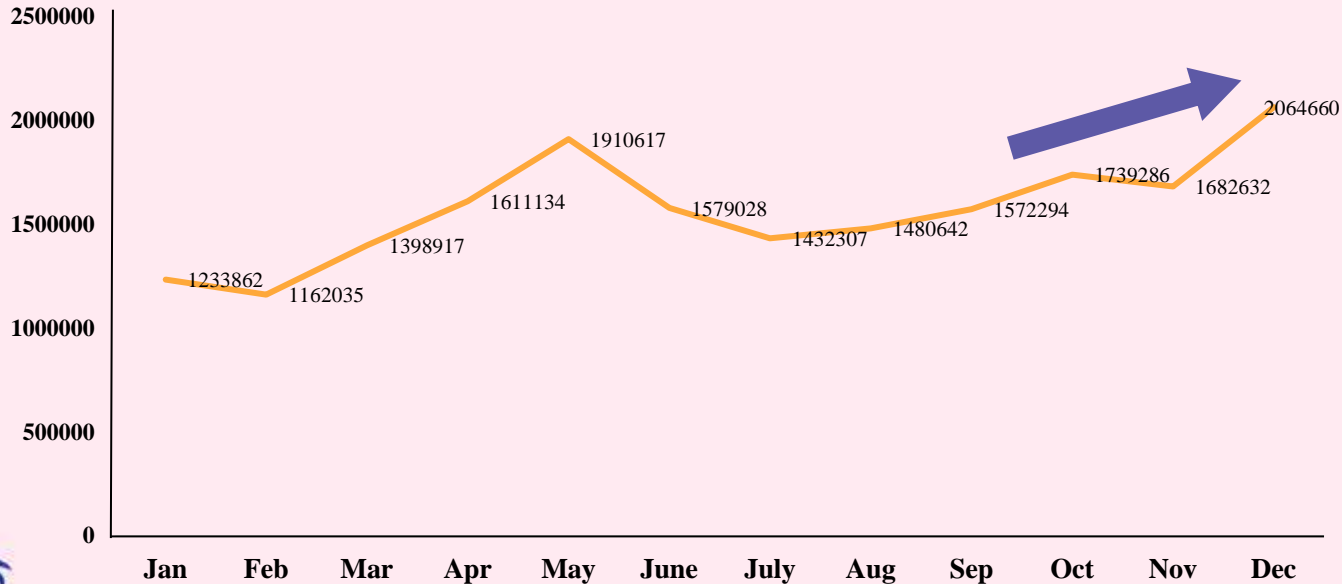


Results Generated



Campaign Result, Witnessed Record Arrivals

Domestic Arrivals (Month-wise) 2022



As a result, by the end of 2022, it had become the year which Kerala witnessed the most number of domestic arrivals after its formation.

A total of **1.88 crore domestic** arrivals in the state in 2022.

Campaign Result, Media Coverage

- <https://www.newindianexpress.com/states/kerala/2022/jun/22/make-up-for-lost-time-pack-upfor-kerala-state-all-set-to-welcome-domestic-tourists-2468241.html>



By Anu Kuravilla
Express News Service

KOCHI: A girl clad in a Kerala saree cruising along a village road on a skateboard, a group of youths with backpacks enjoying a cup of tea at a roadside stall, a family taking in the beauty of the hills and a young couple trying out adventure activities. These are some of the videos brought out by the Kerala Tourism Department that highlight a major shift in its campaigning style. The tag line 'Make up for your lost time. Pack up for Kerala' chiefly aims at attracting domestic tourists.

According to Kerala Tourism Department director Krishna Feja, the change was brought in after thorough market research. "Recent studies show that bachelors, young couples and families have been showing interest in going out after being confined to their homes in the last two years," he said. The decision was to market Kerala as a place that offers a wide opportunity for all to unwind in a natural setting.

"Domestic tourists are the target audience this time and Kerala has a lot to offer, be it adventure or leisure. As to why domestic? The reason is that outbound tourism is yet to pick up. In an aftermath of the pandemic, it has become tough to get visas to foreign countries. So the next option for the domestic tourists is to seek out places within the country," he added.

Tour guide Rajesh P R said: "That's true. People want to go out to nature and explore. Life has been tough for them for the past two years." According to him, the aim is to attract the young crowd. "Like the techies. The advertisements are proof of this strategy. The campaign wants to highlight the avenues that the state has to offer the youngsters to expend their energy. The focus is not on five star hotels or resorts, but very local setting," he said. Also, by presenting the beauty of moroooh in the state, the department is trying to attract young couples and families, he said.

"Kerala is already set as a destination for ayurvedic treatments and spas, besides the traditional art forms. What needed now is to bring in the young crowd. Adventure tourism will give that a big push. A lot of bachelors are arriving in the state to explore their adventurous side," said tour guide Sajeev Paravur. The time is ripe for experiential tourism and the tour guides are coming up with packages, he said. "The timing of the initiative by the Tourism Department is right since the inflow of domestic tourists is growing right now. These months have seen the resorts in Waynad and Muziki getting booked completely," said Sajeev.

Unwind in natural setting

The idea is to market Kerala as a place that offers a wide opportunity for all to unwind in a natural setting.

Campaign Result, Media Coverage

- **Financial Express** - <https://www.financialexpress.com/business/brandwagon-work-that-speaks-ad-reviews-7-to-14-june-2022-2560951/> , <https://www.financialexpress.com/business/brandwagon-work-that-speaks-top-10-ads-video-countdown-june-2022-2604790/>
- **Travel and Leisure** - <https://www.travelandleisureasia.com/in/destinations/family-goals-pack-up-for-kerala/>
- **Chennai Express** - <https://chennaiexpressnews.blogspot.com/2023/02/kerala-tourism-revamps-its-strategy-to.html>
- **Kerala Tourism Website** - <https://www.keralatourism.org/english/campaigns/pack-up-for-kerala/>
- **ET Travel World** - <https://travel.economictimes.indiatimes.com/news/destination/states/kerala-records-13380000-domestic-tourists-till-september-tourism-department-chalks-out-initiatives-for-winter-boom/95396306>
- **Financial Samachar** - <https://financialsamachar.com/kerala-tourism-seeks-to-attract-tourists-during-winter/>
- **Global Prime News** - <https://globalprimenews.com/2022/11/08/kerala-tourism-plans-it-big-to-woo-visitors-during-winter-season-hosts-roadshow-in-mumbai/>
- **IBG News** - <https://ibgnews.com/2022/12/08/kerala-tourism-plans-it-big-to-woo-visitors-during-the-winter-season/>



Campaign Result, Social Media

Facebook

Reach – 13M

Video Views – 15M

Instagram

Reach – 55M

Video Views – 23.5M

Twitter

Video Views – 11.4M

YouTube

Video Views – 5.4M

LinkedIn

Video Views – 2.8M



Roles & Responsibilities



Campaign Management

Client: Kerala Tourism



Mr. K S Srinivas IAS
Principal Secretary
Kerala Tourism



Mr. P B Nooh IAS
Director
Kerala Tourism



Campaign Management Agency: Stark Communications

Agency Team

Creative Director	:	Shelton Pinheiro
Associate Creative Director	:	Ajith Gopinath
Client Servicing Director	:	Prem Mathew
Account Director	:	Manoj I S
Art Director	:	Unnikrishnan P K
Sr. Copy Writer	:	Seetha Jayakumar
Account Managers	:	Anu Praveen & Sree Shanker
Film Director	:	Vivek Thomas





Thank You

