

**ADVANTAGE UNVEILS JANUARY 2019 MARKETING CAMPAIGN –
'IT'S TIME TO JOIN...THE GREAT ESCAPE'**



London, 10 December 2018 – Advantage Travel Partnership will help its members' customers escape the mundane routine of the winter months with its 2019 Turn of Year campaign, 'It's time to join...The Great Escape'. Advantage members will be able to utilise a variety of centrally created direct, digital and print marketing assets designed to maximise engagement and sales opportunities. Large scale direct marketing activity will spearhead the campaign and reach more than one million new and existing customers with personalised content.

David Forder, Head of Marketing at Advantage, commended " 'It's time to join...The Great Escape' is a fun message that is aligned to peoples' mindset of wanting to get away from their daily routine when the January blues usually kick in. It allows us to play a little with the creative delivery using emotive imagery that will really engage our members' customers."

Advantage will help members reach over a million new and existing customers through the send out of printed offer-led booklets, a record number of copies for the Turn of Year direct marketing campaign. Sophisticated data processing techniques have been employed to target the most responsive new customers based on current traveller booking trends. The latest printing methods will

enable the direct mail booklets to be personalised to Advantage's member and the individual customer including, showcasing offer prices specific to the customers nearest airport or port.

Forder continued, "For the first time ever in a Turn of Year campaign, we've also produced a series of animated digital images to use across social media and members websites highlighting a variety of holidays on offer, and together with the inspirational content we've written for our members to use, they will now be able to really engage and capture their customers attention online. Our peak season campaigns have always performed above industry standards, and we expect the January 2019 campaign to continue this trend."

Advantage members will be able to access the Turn of Year marketing collateral and Advantage's business partners offers and incentives through one central online resource hub. The hub, which will be accessible ahead of January, will include a series of tutorials and 'How to' guides for members to create their own tailored version of 'The Great Escape' campaign.

The Great Escape assets available to Advantage members include:

- Digital assets including social media and website animated banners, various other website and email banner formats, email newsletter and consumer blog content, plus landing pages for members who use Advantage's white label website solution
- Point of sale items including window banners and in-store merchandise, helping bring the campaign to life in members agencies and drive footfall in store
- Personalised direct marketing booklets, targeting different customer segments to drive sales from new and existing customers
- Supplier offers and incentives to aid enquiry generation and conversions

Advantage Travel Partnership (www.advantagemembers.com).

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For further information about Advantage Travel Partnership please contact Lauren Williams, Phil Harper and Jessica Connan (bgadvantage@finnpartners.com / 44 20 7 326 9880)

Note to editors: Founded in 1979, Advantage Travel Partnership is the UK's largest independent travel agent partnership and will celebrate its 40th Anniversary in 2019. Advantage leisure and business travel agents who are part of the group are each independently owned, but as a collective they produce over £4bn of travel sales each year, making members experts in every aspect of the travel industry.