

# **WTM HYBRID 2021**

## **BROADCAST AMPLIFICATION**



**HYBRID**

**London: 1 - 3 Nov 2021**

**Virtual: 8 - 9 Nov 2021**



# AS THE WORLD OPENS EXPAND INFLUENCE THROUGH BROADCAST

**Broadcast has never been more influential.**

The UK bucks the global trend in the decline of linear TV watching and BBC regional news bulletins regularly pull in 18m viewers (35% of the population). Radio listening is at an all-time high (9 in 10 adults in the UK are tuning in at least once a week) and news driven podcast listening has seen unprecedented growth - a record 136 million plays of on-demand radio programmes and podcasts this quarter, up 13 million.

Markettiers are innovation led leaders in our field and consult with global brands on national & international campaigns to truly supercharge the outcomes. The organisation is made up of specialists with experience across broadcast media, insight & research, video content, live streaming and podcasting. With effective and impactful story-telling at the heart of everything we do.





# WTM HYBRID



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FLANDERS



# OFFICIAL BROADCAST PARTNER

## WTM HYBRID 2021

- As official Broadcast Partner to WTM L, and the UK's leading broadcast agency, with unrivalled experience, we can help you to optimise your profile and presence at this year's event. Against the backdrop of a continuing tumultuous time for the industry, the world's media will be primed more than ever before to cover the stories, trends and predictions emerging from the biggest travel industry event in the calendar.
- From news creation, advisory planning, spokesperson management, logistics and virtual interview set up, to the sell-in and coverage delivery, we will ensure your campaign drives consumer consideration and mobilizes your audience.
- If you have ambassadors, talent or sector spokespeople such as Tourism Ministers available for interview, we can ensure best use of their limited time to deliver your message to media and create fame for your brand, tourist board or company.



### SNAPSHOT OF WHO WE WORK WITH





# BESPOKE TO BRIEF



# STRATEGY OPTIONS

AS THE WORLD OPENS – MEDIA APPETITE TO TALK TRAVEL INCREASES, WHAT'S NEXT FOR THE INDUSTRY?

INSIGHT TO DRIVE  
CONVERSATION,  
CREATE YOUR NEWS  
MOMENT AND  
EXPLORE KEY BRAND  
TOPICS

BROADCAST MEDIA  
RELATIONS TO REACH  
TARGET AUDIENCES  
AND POSITION YOU  
AS A COMMENTATOR

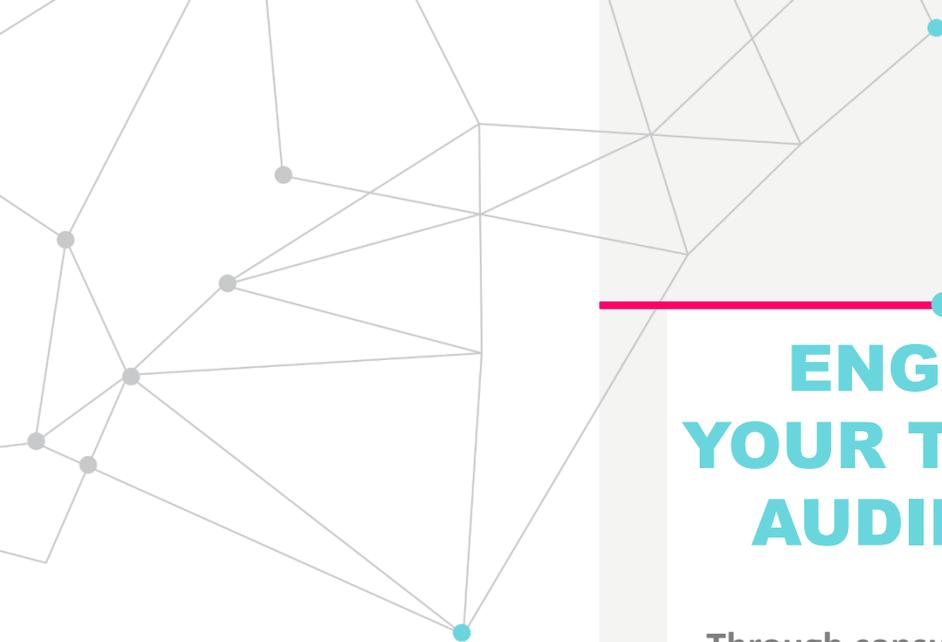
PRE-RECORDED AUDIO  
PACKAGE TO DELIVER  
CONTROLLED  
MESSAGES ACROSS THE  
COUNTRY AND TARGET  
LOCAL AREAS

ASSETS FOR MEDIA &  
DIGITAL  
AMPLIFICATION TO  
BRING YOUR  
CONVERSATION TO  
LIFE VISUALLY

**CREATING NEWS MOMENTS, HEADLINES,  
CONVERSATION**

**DRIVING ACTION**





## ENGAGE YOUR TARGET AUDIENCE

Through consumer research we can develop specific narratives to drive talkability via news craft to engage your target audience.

We can create bespoke samples looking into target groups of interest e.g. people who have travelled by plane in the last two months or are interested in travelling with family more in the future to achieve bespoke insight to inform strategy.

## TARGETED APPROACH & INTERNAL INSIGHT

As well as creating national news lines, research is also an excellent way to engage media regionally, breaking down statistics for local areas of interest e.g. specific airports and creating regional debate.

Research can also be used internally to drive strategy and understanding of certain key topics.

## VIRTUAL DASHBOARD

We have developed cutting edge market research analysis tools including a Virtual Insight Dashboard – which allows clients to view their full dataset at once, slice the data by demographics, and easily allows you to compare the views of numerous segments at once. Each view is completely dynamic: when new data or filters are added to the dataset, the dashboard updates with the latest values - so insights can be shaped to meet your requirements.



**CREATE YOUR NEWS MOMENT THROUGH INSIGHT**  
**From £2,500**

## THE POWER OF THE UK COMMERCIAL NETWORK

- CONTROLLED MESSAGE
- ONLY REQUIRES 30MIN OF SPOKESPERSON TIME (REMOTE)
- COVERAGE SCALABLE, AND ACROSS MINIMUM OF 150 STATIONS
- IMPACTS IN EXCESS OF 10M

This is an excellent option for those with limited time availability of with spokespeople looking to deliver a controlled message, as well as complementing one to one interviews.

We will produce from start to finish the pre-recorded interview/s with our in-house producer. Set up remote via Zoom, Facetime or another compatible platform, the spokesperson can be completely at ease knowing this is a pre-recorded format.

This allows us to control the messaging, including specific URLs or other key touchpoints of the campaign to ensure a strong call to action and impact.



**CONTROLLED  
MESSAGE  
DELIVERY**  
**From £4,000**



# BROADCAST MEDIA RELATIONS From £5,500

## RADIO & TV INTERVIEWS REMOTE & ON THE GROUND

- Radio and TV interviews are a strong way to ensure your messaging is shared via the UK's most trusted medium. Whether that be business programming positioning you as leaders or innovators in the travel industry, consumer sofa slots for feature opportunities or regional BBC and local coverage driving consumers to engage in your key themes.
- Our dedicated newsroom team will sell in from a top tier down approach for both TV and Radio (we can focus in on specific media also e.g. business programming as mentioned above, international programming, local etc.)
- Media insight will be used from our specialist team to craft and create media materials to excite broadcasters and achieve news cut through.
- Account management support will be there to manage interviews and liaise directly with the media to secure opportunities both virtually if easier for the spokesperson or on the ground at WTM Hybrid 2021.
- On brand, key message driven coverage and evaluation of results to be shared at the final stages of the campaign to illustrate ROI and impact





**B-Roll  
Production  
and/or  
distribution  
From £3,500**

- **To tell your story visually**, we can support you to create and craft to bring this narrative to life for broadcasters, internal stakeholders or for social media
- **B-Roll is a strong asset for TV** broadcasters, working as the backdrop to the story, announcement or education piece you are delivering
- We can edit existing footage, intertwined with new footage to create easily digestible content for broadcasters to use to **share your branding and message**
- We can also **create content** to be used to engage consumers across your social platforms or website to drive further engagement



**1**  
Visual

**2**  
Asset

**3**  
For Media  
Outreach



# EVIDENCE

## 2020 & 2019

- 2019 we worked with destinations to share their message, leveraging talent such as cricketer legend Kumar Sangakkara and securing coverage on nationals such as Sky Sports News, Reuters TV, BBC Radio 2, BBC Radio 5 Live and talkSPORT.
- 2020 we worked with Tourism Ministers, travel brands and destinations to share individual location innovation, trends and announcements across UK and International Media, securing > 25 interviews on the likes of BBC World News, EURONEWS and BBC Radio 4.



Topics of interest included:

- Does the travel industry need to re-invent itself?
- Future Trends & Rise in 'at home tourism'
- HOW TO BUILD BACK BETTER
- Decarbonizing aviation

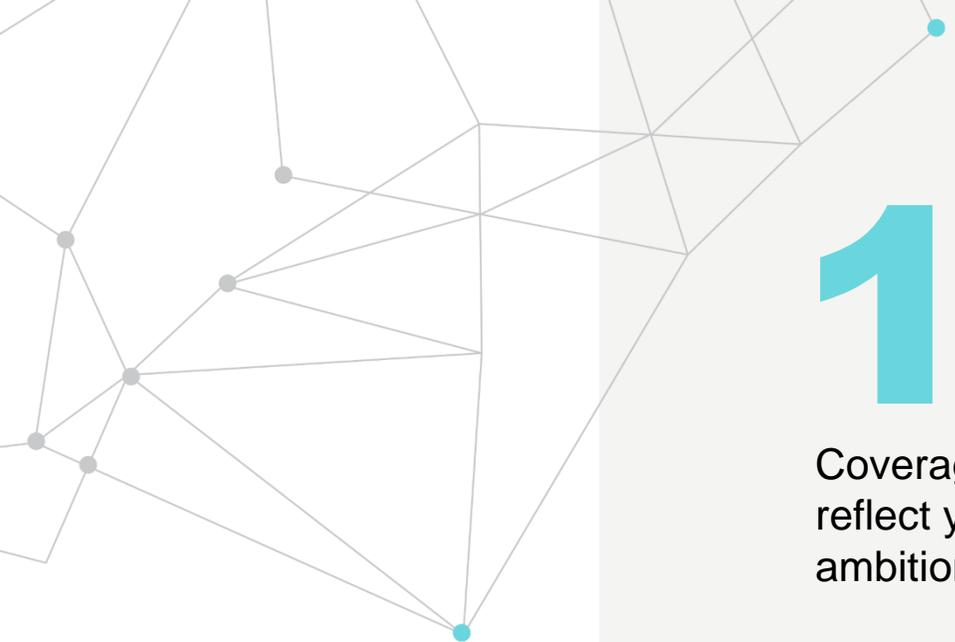


RADIO



# NEXT STEPS





**OUTCOMES  
THAT  
DELIVER  
YOUR  
OBJECTIVES**

**1**

Coverage that reflect your ambitions

**2**

Extension of your team with virtual and on the ground support

**3**

Strong brand / destination credibility

**4**

Powerful expert profiling

**5**

Nationwide/ global conversation

**6**

Measurable ROI

**START PLANNING YOUR WTM L HYBRID BROADCAST CAMPAIGN NOW**

Email - [wtm@markettiers4dc.com](mailto:wtm@markettiers4dc.com)





# **WTM HYBRID** **2021**

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