

Wendy Wu Tours

CASE STUDY

Campaign overview

In a competitive and crowded travel market, Wendy Wu Tours needed a campaign that would strengthen its brand presence, drive direct sales, and maximise return on investment. By partnering with NZME, a high-impact campaign was designed to reinforce Wendy Wu Tours' position in the market and increase brand awareness.

Traditionally, June to August are slower months for Wendy Wu Tours, but this omnichannel campaign defied seasonal trends, delivering consistent month-on-month growth. With a strong presence across radio, print, and digital, Wendy Wu Tours achieved a record year of sales, reinforcing its position in the travel industry.

Campaign overview

The campaign implemented a strategic omnichannel approach by utilising NZME's platforms to effectively reach the target demographic. Featuring digital radio on iHeartRadio, the campaign also maintained a strong and consistent radio presence, primarily across Newstalk ZB and Coast, incorporating live events with local announcers and ad-libs to drive engagement. The campaign was further supported by visual assets across print platforms, including the NZ Herald, Herald on Sunday, Travel, and Viva. Each quarter, dedicated travel specials were launched, featuring editorial and advertising activations aligned with key travel planning periods.

As Wendy Wu Tours increased its activities throughout the year, NZME helped produce a memorable jingle to further enhance brand recognition and awareness. By combining NZME's radio and print platforms with a distinctive jingle, the campaign effectively boosted Wendy Wu Tours' brand awareness.



Wendy Wu Tours

CASE STUDY

Results

The campaign delivered outstanding results, driving a 63% year-on-year sales increase and marking Wendy Wu Tours' best-performing year globally. Market momentum remained strong, eliminating seasonal downturns and ensuring consistent growth, even during traditionally slower months. Brand engagement also saw a significant boost, with increased website traffic, higher customer inquiries, and a notable rise in direct consumer demand through travel agents. Over the campaign period, Wendy Wu Tours not only returned to 2019 sales levels but exceeded its target by 70%.

The campaign achieved strong audience reach, with 872,700 people aged 50+ having the opportunity to hear the ad at least once between 1st October 2023 and 30th September 2024, at an average frequency of 43.1 times. Digital audio played a key role, delivering 1,232,575 impressions on iHeart, reinforcing brand presence across digital channels. Wendy Wu Tours' campaign with NZME showcases the effectiveness of a cohesive omnichannel strategy in enhancing brand awareness and recognition.



"Wendy Wu Tours NZ, was most improved sales, for all WWT offices, with an improvement of 64% in sales over 2023!!! Big thank you and everyone at NZME, that has helped"

-Paul Dymond, Managing Director



63%

year-on-year sales increase



1,232,575

impressions delivered on iHeartRadio



872,700

People aged 50+ had the opportunity to hear the ad at least once



**NZ
ME.**
NEW ZEALAND
MEDIA AND
ENTERTAINMENT

BE SEEN. BE HEARD. EVERYONE'S HERE.