

Where Are You Now Ltd

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WAYN

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The Social Revolution: Using Social Media for effective promotion

WAYN: The worlds largest travel and lifestyle dedicated social platform



WAYN



WAYN.com - An Introduction

WAYN (Where Are You Now?)

- Largest travel and lifestyle community (16m members)
- Meet like-minded people based on what you would love to do
- Engage with users who have a passion for travel and an active lifestyle
- Vision is to help people realize their dreams

Background

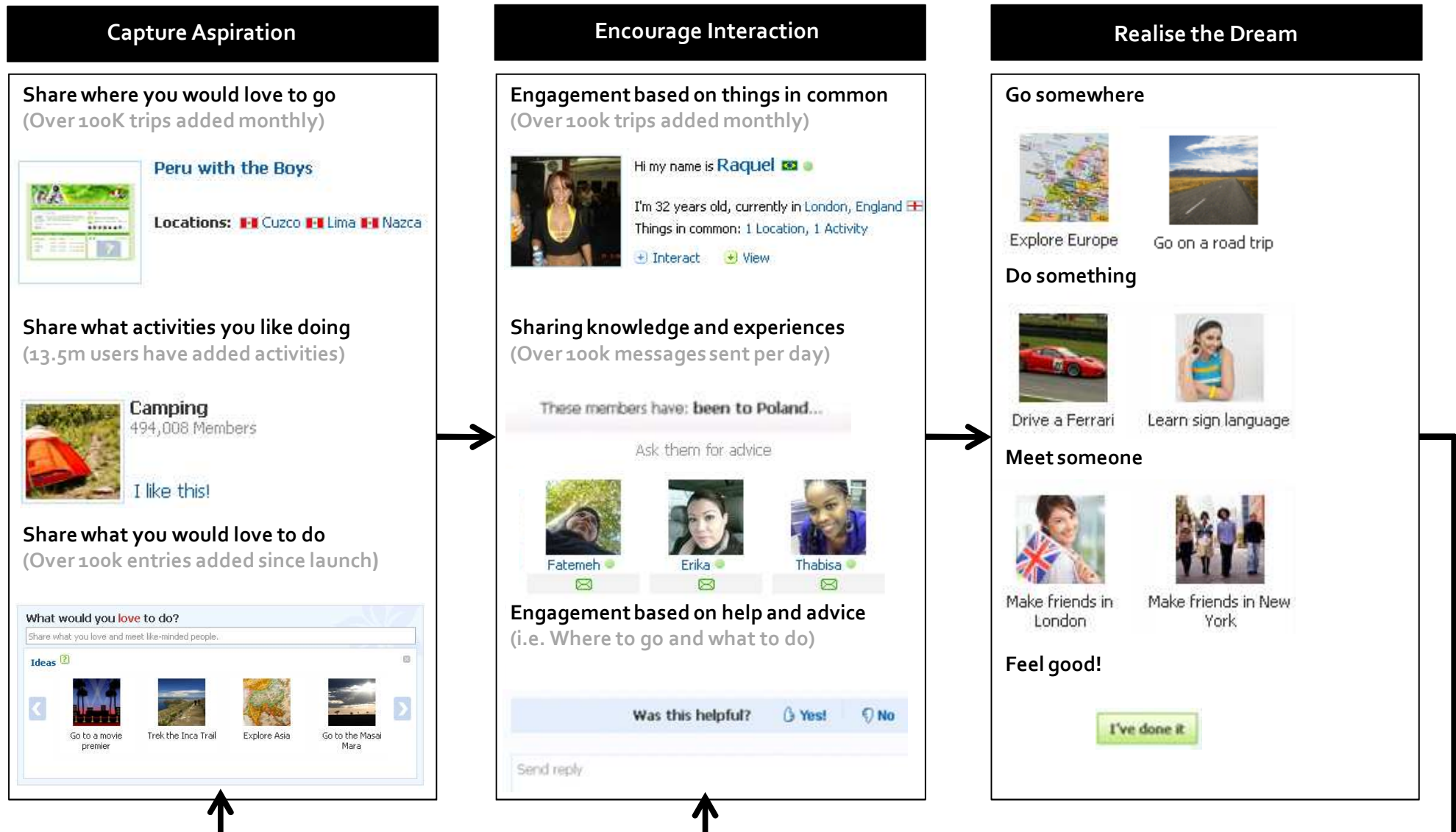
- Founded by Peter Ward, Jerome Touze and Mike Lines
- London based, with branch office in Poland, totalling 35 FTEs
- Changed from subscription to ad focused model in 2007
- Focus on premium advertising. Working with some of the largest Tourist Boards and Travel / Lifestyle organisations in the world



SOUTH AFRICA

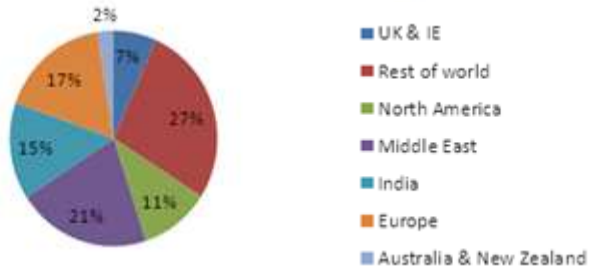


Our product vision can be broken up in to three key components of the user journey...

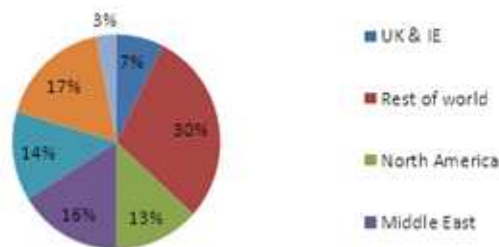


Users' retention - users who have done it become the contributors and inspire others

Page Impressions



Sessions



1. Global 'Travel Mobilised' Members
2. 16m members worldwide in over 193 countries around the globe
3. Monthly Uniques : 3,439,720/ Monthly Visits: 4,651,530/ Page Impressions / Monthly Page Impressions: 42,397,342
4. Average Time onsite: 17 Mins
5. Average Pages Visited: 29 per session
6. Over 100k trips added monthly

Source: WAYN lifestyle Survey Jan 2010

Key Statistics

- 57% Take 2 or more trips per year
- 70% Own one car or more
- 74% Are in full time employment
- 75% Book their holidays online
- 42% Have one child or more
- 36% Travel for business

Age Breakdown

- 17.9% 18-24
- 52.2% 25-34
- 17.5% 35-44
- 7.7% 45-54
- 4.7% 55+

Income

- 68% have a household income of over \$50,000 USD a year
- 58% of our members earn over \$40,000 USD a year
- 5% fall into a 'high earning' category (over \$70,000 USD a year)
- 2.2m members within your target audience earn over \$40,000 USD a year



- ❖ **Clear shift from offline medium to online / Data Transparency**
- ❖ **Tourism Boards are still heavily relying on “Comfortable” marketing strategies with a limited online agenda other than experimental**
- ❖ **Increasing awareness of Social Media platforms – the buzz can no longer be ignored**
- ❖ **Despite the hype, most Tourism Boards do not know how to use Social Media to shape their online strategies and achieve their core strategic imperatives**

Our approach allows clients to interact with our community in a way which is inspirational, engaging, and impactful.

Objectives can be centred upon branding, lead generation, data capture or involve UGC (User Generated Content)

Jambo!
Welcome to magical Kenya

MAGICAL Kenya
Magicalkenya.com

Home Profile People Mail Travel Meet People Activities Trips Photos Videos Calendar My Account Settings Logout

Welcome

Why Kenya

No other country on earth can offer the visitor as much to see and do. Within the borders of a single country, you will find savannahs rich with big game, timeless cultures unchanged by the modern world, pristine beaches and coral reef, equatorial forests and mighty snow-capped mountains, searing deserts and cool highland retreats and endless opportunities for adventure, discovery, relaxation; more than you would ever expect...

Kenya Destinations

Samburu, Shaba and Buffalo Springs

The Samburu region is the best place to find several endemic Northern species, including Grevy's Zebra, the Reticulated Giraffe, and Grevy's Zebra.

More information on Samburu, Shaba and Buffalo Springs

Meru

destination features, travel news, tips and deals.

Subscribe

Map

Map Sat Ter Earth

Follow Us

facebook flickr twitter YouTube

Kenya

Comments

Write something...

Submit

Aruna2304 1st Sep 10 10:40
I have read your meaning about jambo, jambo ... some one, we use that word for some other meaning as large or bigger than some normal thing. add reply

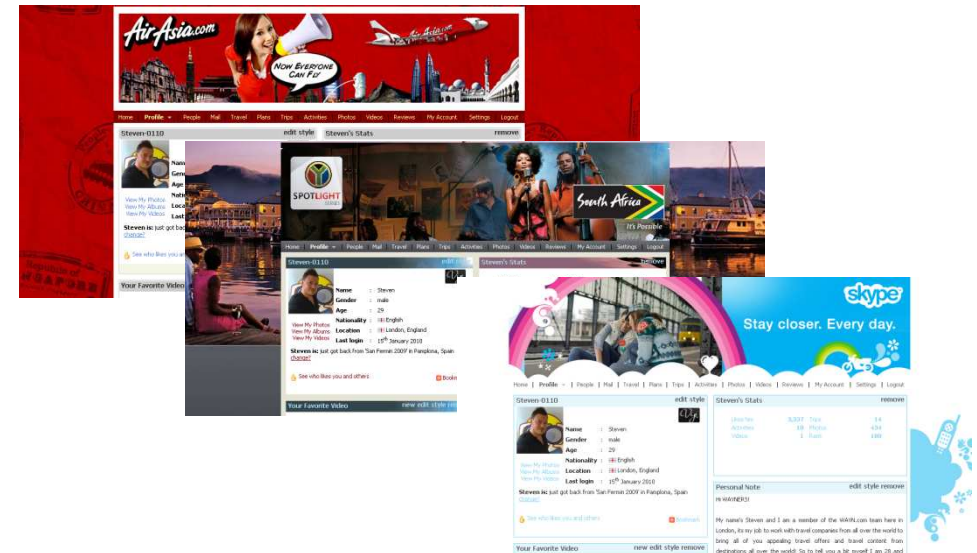
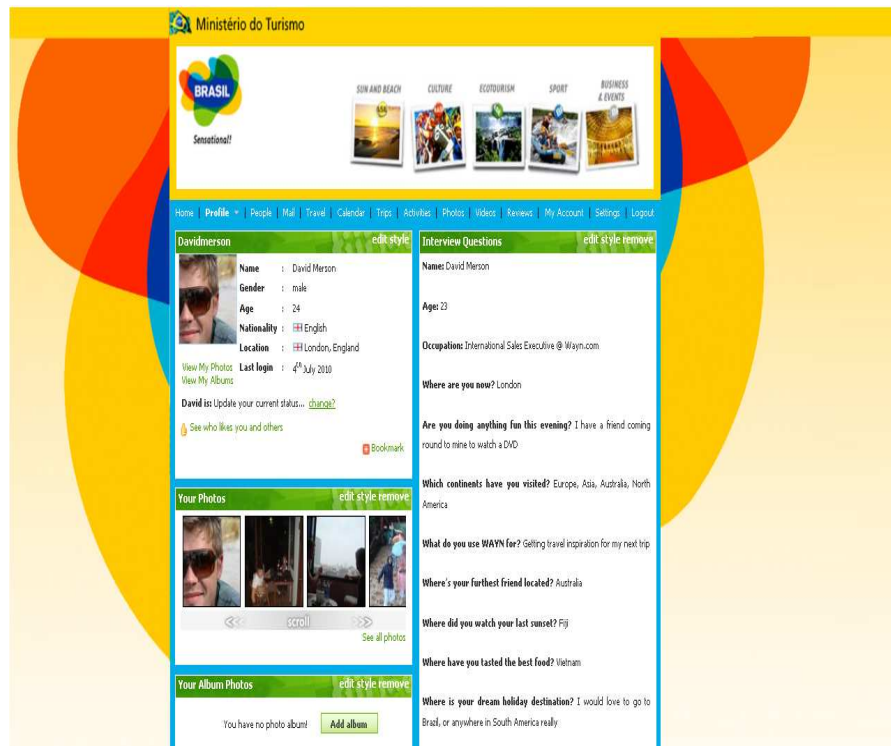
Rohanchiplunkar 1st Sep 10 09:32
I have seen these photos & read the information given of each & every place of Kenya. it's really interesting & I future I would like visit there. add reply

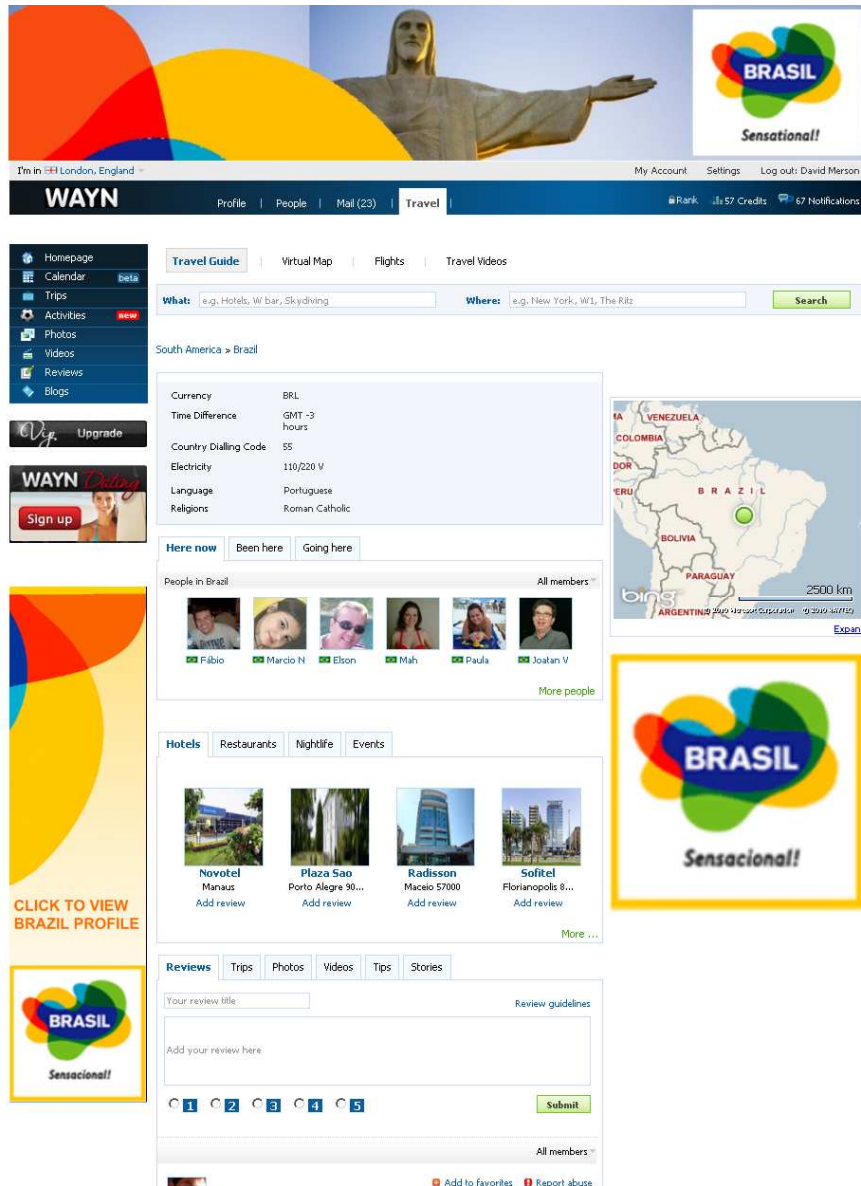
thandawin 1st Sep 10 04:39
so great everybody happy. add reply

LeonardJohnson65 31st Aug 10 23:16



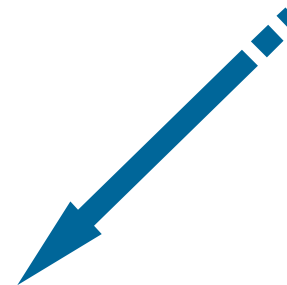
- Members can personalise their profile via profile skins
- Skins can be client branded with a **direct link in the header** to drive traffic to **your site or profile on WAYN**
- Profile skins when unselected as default, are available for selection from within our skin selection panel





- Example here: Full takeover of the 'Brazil' destination page within WAYN, including **Top Side Header**, **MPU** and **Skyscraper** fixed placements
- Enables you to have direct visibility with members who you know have a direct interest in your destination
- Increasing brand awareness and driving traffic directly to your profile/website

- To maximise engagement, once the profile is launched we schedule an **offer notification** to be sent out to your targeted demographic
- Members will be alerted on their homepage and driven to your **profile/website**



Win a Journey of a Lifetime

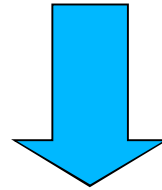


Have a look at the exciting [Journey Kenya profile](#) to see what the location has to offer, tell them why you think Kenya makes for the perfect holiday destination in 140 characters or less, and you could find yourself enjoying some of the unforgettable adventures with a friend.

[The Journey begins here.](#)

South Africa: A Case Study

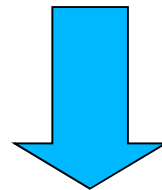
Key Objective: The promotion of South Africa as the 'destination of the moment'



Tactical Objective:
To place 'South Africa'
at the centre of the WAYN
communities discussions

Tactical Objective:
Design and execution
of a global competition to
drive data capture

Tactical Objective:
Inspire the WAYN audience
to engage with a 'content
rich' microsite, facilitating
feedback and interaction



The approach we initiated, facilitated the creation of a fully branded, content rich, integrated profile which promoted a **'global competition'** to find from SATB's chosen audience, **'The Face of South Africa'**. The winner of this competition won a 10-day trip to South Africa, reporting back to the WAYN community throughout their experience via blogs, videos and photos.

When deciding upon a competition its essential you observe the following points:

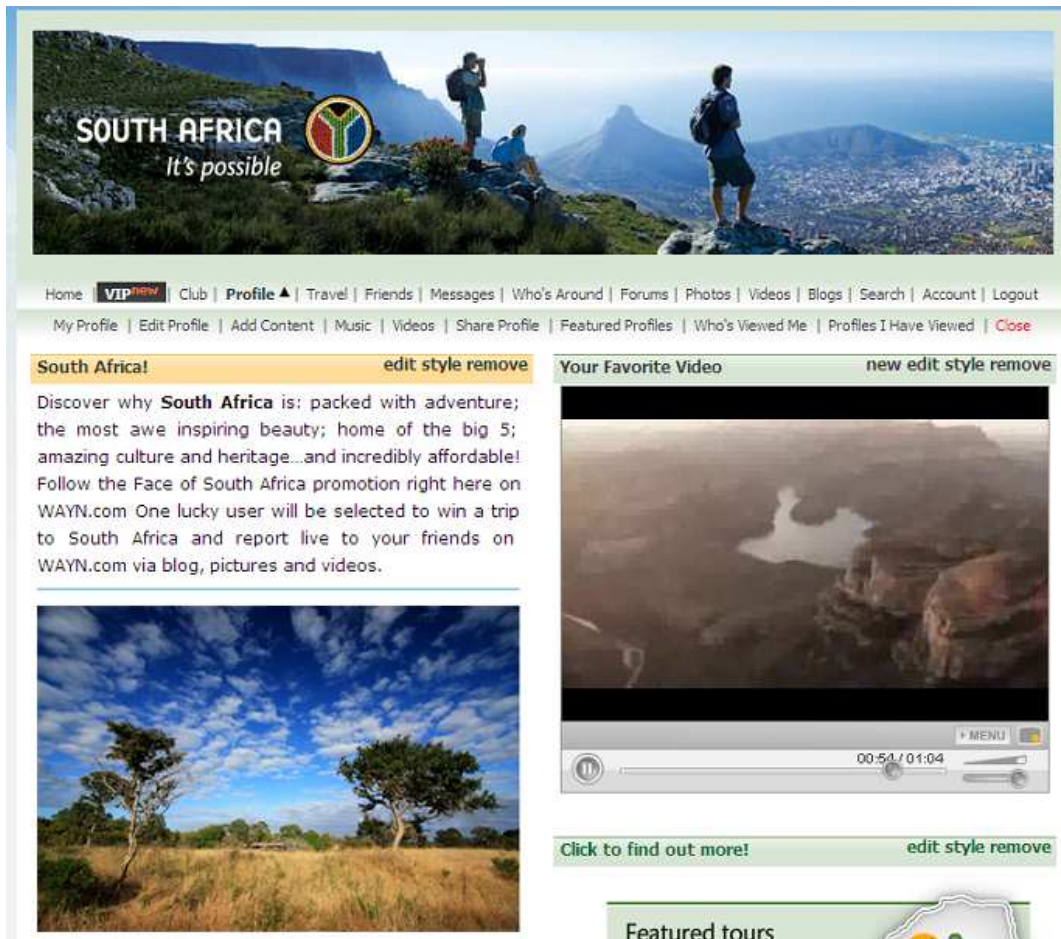
- Is the competition 'relevant'?
- What is the 'purpose' of the competition?
- Are the timescales 'realistic'?
- Does the competition 'inspire' & 'engage' the audience?
- Are the entry instructions 'clear'?

Competitions can also meet a range of objectives inc:

- Data Capture
- Qualitative Data
- Increase in traffic to your website
- PR headlines
- UGC (User Generated Content)



Content rich WAYN Microsite



The screenshot shows a web page for South Africa. At the top is a banner with a scenic view of a mountain and the text "SOUTH AFRICA It's possible" next to the South African flag. Below the banner is a navigation bar with links: Home, VIP, Club, Profile, Travel, Friends, Messages, Who's Around, Forums, Photos, Videos, Blogs, Search, Account, Logout. Below the navigation bar is a section titled "South Africa!" with a description: "Discover why South Africa is: packed with adventure; the most awe inspiring beauty; home of the big 5; amazing culture and heritage...and incredibly affordable! Follow the Face of South Africa promotion right here on WAYN.com One lucky user will be selected to win a trip to South Africa and report live to your friends on WAYN.com via blog, pictures and videos." Below the text is a large image of a savanna landscape with acacia trees. To the right of the text is a video player titled "Your Favorite Video" showing a landscape with a body of water. Below the video player is a button "Click to find out more!" and a section titled "Featured tours" with a map of South Africa.

Competition Announcement

Win a trip to SA and become the Face of South Africa

We are looking for a **talented, creative, adventurous** and **charming** person to travel the breadth and width of SA in 10 days. South African Tourism wants the face of South Africa to report live from SA to WAYN members.

Are you that person?



Genuine... Responsible... Trustworthy..

Adaptable... Enthusiastic... Cool...

Creative...

Adventurous... Fun Loving...

Well Travelled...



If you have the above qualities,
then look no further...

Apply!

Win a 10-day trip to South Africa!

The SATB profile/micro-site was designed in order to drive entries for the global competition to find the 'Face of South Africa' from within the WAYN community.

The SATB Profile hosted:

- Fully branded 'clickable' header- redirecting members to <http://www.southafrica.net>
- SATB promotional video
- Photos
- Featured tours, i-frame
- The 'Face of South Africa' competition announcement & associated T&C's
- Entry survey hosted within the profile
- Member comments.

Key Campaign Statistics


1. **An overwhelming 20,000 global entries into the SATB competition**
2. **Over 5 million views**
1. **1,200 confirmed friends in just 3 weeks.**
2. **7,213 comments to the SATB profile**
3. **Lower cost per engagement on WAYN than any other channel used**



Tour operators: Please get involved


WAYN

Highlights of Germany
★★★★★



YouTube

Find out more about Germany, the friendly destination.



All the facts you need to know about the country, its landscape, the people, customs and festivals.

Find out more:

- Population
- Culture
- Language & Religion
- Traditions & Festivals

Searching for an air destination ?

Try the flight search...

More


Looking for an accommodation ?

Search and book hotels in Germany

More

Culture & Events


park in Germany.



Start game


Destination Berlin

Berlin is an ever-changing city and one of Europe's most vibrant, exciting and colourful capitals.



Only few cities have been shaped by history to such drastic extent as Berlin. Just like its symbol – the Berlin bear – the city is loveable, forceful and thrives with dazzling modernity as well as breathtaking architecture. Germany's fashionable capital has become a meeting place for young and old and will surely know to challenge your perceptions. If you are into sightseeing this is heaven. There is more to see than we can list here but make sure you don't miss the famous Brandenburg Gate, Potsdamer Platz and Sony Center as a start. Explore the city on foot, take a bus ride or how about a boat trip on Spree river. Experience the pulsating life on the boulevards, in the art galleries and flea markets and while you are here visit some of the city's 300 clubs and 7,000 bars and restaurants – many of them are open 24/7 and are popular with night owls and daydreamers alike.


germany's Album Photos



scroll

Destination Hamburg

Hamburg is Germany's second largest city, thriving with




Calendar highlights:

Camp overnight in a tipi: mid-May to mid-September

TSite and Interpretive Centre: open year-round

Read more...


CanadianTourism's Photos



scroll


See all photos


Map



See Full Screen

Active Adventure





Manitoba, Canada's only sub-Arctic seaport. Take in one of wildlife's wonders from a tundra buggy: polar bears migrating to Hudson Bay. Snap a photo as they stand on their hind legs and peer inside the buggy, or play-fight in the snow below. Afterwards, explore more of the rugged Hudson Bay coastline. Chances are you'll encounter a caribou, Arctic fox, wolf, Arctic hare, lemming, snowy owl or gyrfalcon. Back in town; head over to the Gypsy's Restaurant & Bakery for great food and lively conversation. Order the roasted caribou, poached Arctic char or Manitoba pickerel. Then step outside for some after-dinner entertainment—is that the Northern Lights or the midnight sun?

Calendar highlights:

Optimal polar-bear viewing: October to November

Read more...

Want to go? Book now!

FLIGHTS TO CANADA

Outbound Flight

From: Birmingham To: ---Please Choose---

Flying out on: 27 Oct 2009

☒ Uncheck to book a one way flight

Return Flight


From: ---Please Choose--- To: Birmingham

Returning on: 03 Nov 2009

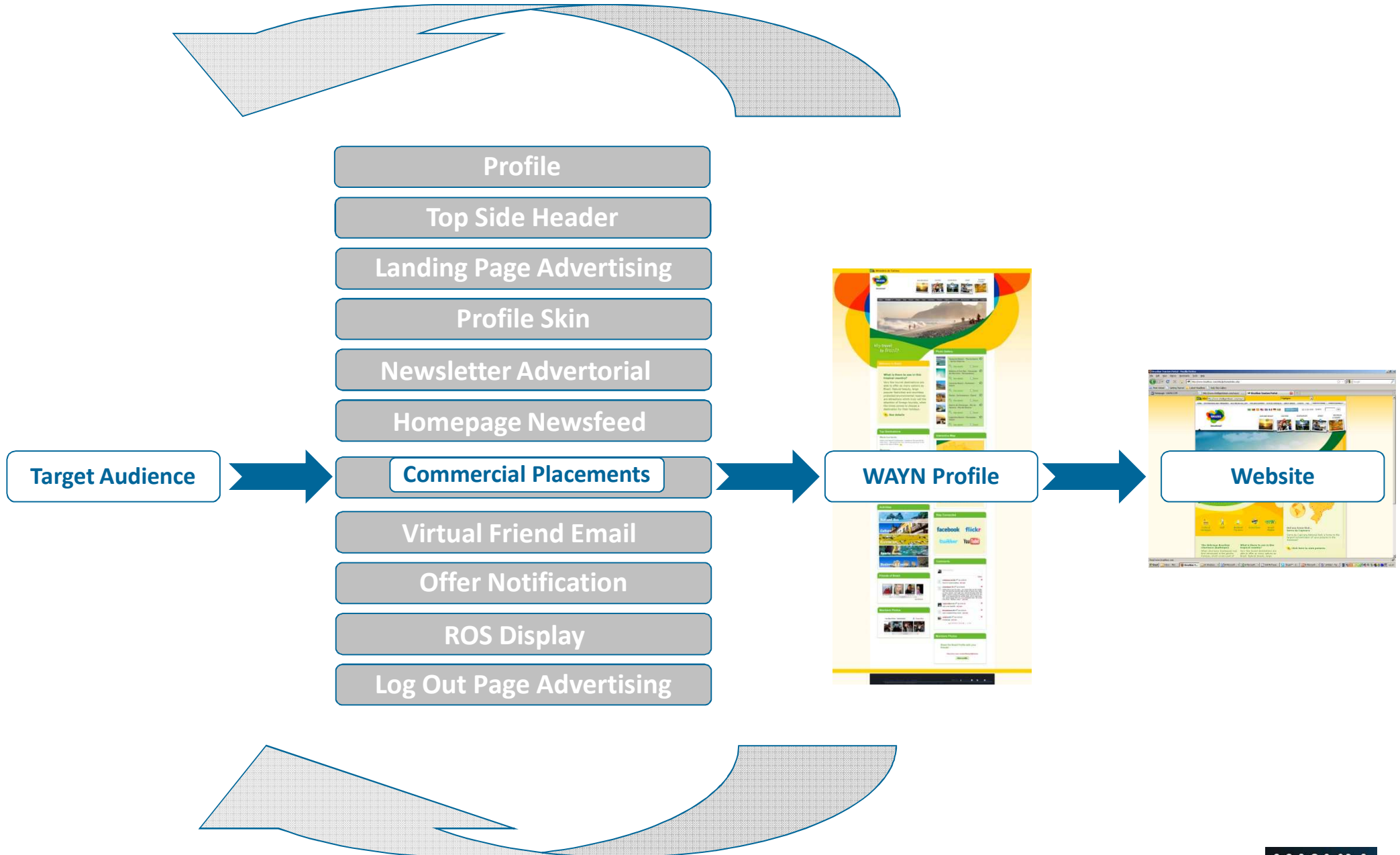
Adults: 1 Children: Age 2-11 0 Infants: Under 2 yrs 0

FIND FLIGHTS

CanadianTourism's Videos



- Tourism Boards can work jointly with Tour Operators to get booking engines inserted within their WAYN Micro Sites
- This enables Performance Driven campaigns to take place on top of Branding activities
- In this example, Germany and Canada TB incorporated their flight and hotel booking engines



- Timely research into the global travel and lifestyle market
- Tailored intelligence reports to help marketers make informed and profitable decisions
- Creativity, Clarity and Objectivity

How are we unique?

- Access to opinions of over 16 million demographically diverse consumers in 193 countries
- Trends tracking in a host of product and geographic markets
- Segmentation according to individual characteristics (including age, gender, income, nationality, location and interests)



- To have accurate and up-to-the minute knowledge of the perceptions and attitudes of 'global' travellers
- To identify the 'pull factors', 'barriers' and 'knowledge gaps' associated with your destination
- To gauge member's propensity to travel to X for a holiday
- To utilise market insights to increase visitors to X

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Snorkelling in the Caribbean



What would you love to do?