

Sojern, The Greek National Tourism Organisation, and Aegean Airlines collaborate to drive 28K visitors to Greece

Summary

Aegean Airlines and The Greek National Tourism Organisation (GNTO) align funds and resources to drive visitors to Greece. Working with Sojern since 2018, the duo benefited from the use of programmatic video, display, social media, and YouTube. The latest collaboration with Sojern ran for six months and resulted in 37.9M ad impressions and 28K visitors to Greece.

Solutions Used

- Programmatic Video
- Display
- YouTube
- Social Media

Results

37.9M

ad impressions

3.5M

completed video views at
60% lower cost than goal

28K

flight bookings on
aegeanair.com

“The service provided by the team at Sojern is excellent. Their non-stop focus on using traveller behaviour and optimising campaign performance is what has led us to achieving such excellent results.”



Elly Politou

Senior Executive Destination Marketing, Aegean Airlines



Display Ad Example on Mobile

About Aegean Airlines and GNT0

Aegean Airlines is the flag carrier airline of Greece and the largest Greek airline. They work closely with GNT0, the governmental Board for the promotion of tourism in Greece, to increase visitors and make their marketing budget stretch further.

Challenges

The collaboration between AEGEAN and GNT0 was beneficial throughout 2020 to help overcome the challenges faced by the travel industry - namely, promoting Greece to international markets amid a pandemic. It was important to rely not only on direct response campaigns, but also brand awareness, in order to keep the destination top of mind for when travel reopened. Targeting travellers who had previously visited the AEGEAN site was a key focus for the pair.

Approach

An always-on approach allowed AEGEAN and GNT0 to better understand their audience's ever-changing traveller behaviour. "The flexibility offered by Sojern in the plan has been key during this volatile year. Being able to adjust the investment to the best performing audiences and add or remove countries in line with the changing restrictions and trends has helped us make the most of the available investment," said Petros Saganas, Head of Tourism Promotion Directorate at GNT0.



Display Ad Example on Desktop

Results

The aim of the joint marketing campaign was to drive direct bookings to aegeanair.com, resulting in a positive economic impact for Greek tourism. With reduced budgets, cost was also a key focus. The campaign provided 3.5M video views at a 60% lower cost than planned. Additionally, 28K bookings were made on aegeanair.com. "Sojern's transparency throughout the campaign and excellent communication helped us achieve great results," said Elly Politou, Aegean Airlines.

Looking to drive more travellers to your destination? **Speak to Sojern!**