



Client: Lonely Planet

A global leader in worldwide travel books and information.

Business Objective

Lonely Planet's objective is to encourage global travel, increase worldwide book sales and unique website visitor count in the current adverse economy.

Target Audience

55% of Lonely Planet's audience is female, 45% male. The bulk of the audience fall between the ages of 18 and 34, though over 24 year olds make up a majority of that number. In addition, most of the audience is educated - 72% have at least one basic degree. The largest percentage - 43% - are professionals, with a further 32% saying they are students. A majority of this audience are independent, frequent travelers who have been to a handful of countries and plan to visit more. A whopping 91% of Lonely Planet's travelers frequently use the internet as a source of information before or during their travels.

Sources: Webtrends, Lonely Planet Travellers Pulse Survey 2005, www.lonelyplanet.com

Campaign Concept

"Treat your unemployment" will be the concept that drives the banner design. Fitting well with Lonely Planet's intrepid, fun and clever attitude, this campaign strategy is promising. Beneath this guiding idea will be a set of word games and/or interactive map games that convincingly lead the user to Lonely Planet's website. The goal of these games will be to help the user understand that travel is possible on a shoestring budget along with other benefits such as adventure, improving economy and improving global awareness. By making a convincing case of low-cost, fun and comfortable travel, the concept directly helps solve Lonely Planet's business objective.

Banner Interactive Elements

The banner ads will incorporate three types of interactivity: 1) user will enter text to answer a question 2) user will slide a bar to select an answer and 3) user will click on letters to form a word. There will be two transitions from the current screen to the next screen, where an animal of choice (a camel or a snake or a bird) will pull the screen into focus. Other transitions include text fade out/fade in and rolling text from the bottom of the screen to the center and blur it away.