

Gardeners' World magazine

www.gardenersworld.com

CASE STUDY VOYAGES JULES VERNE

VOYAGES JULES VERNE
discovering a World of Wonders . . .

Travelling with Voyages Jules Verne, with over 30 years of experience, opens the door to a World of Wonders, rich in history, culture and natural beauty. Our tours of limited-sized groups span the globe following carefully devised itineraries by air, road, river and rail that capture the true essence of your destination.

<p>Egypt</p> <p>The Sacred Nile 7 nights full board from £1895</p> <p>The unique programme explores the awe-inspiring but equally rewarding sites of the Nile around the African, 30 Mile steamship. Visiting some of Egypt's best preserved temples, tombs and mosques in Luxor, Edfu, Lake Nasser, Thebes, Assuan and Luxor.</p>	<p>Costa Rica</p> <p>Central America's Garden of Eden 11 nights from £2507</p> <p>Discover the awe-inspiring jungles, volcanoes, glaciers, wildlife and the Atlantic and Pacific coasts. Visiting San José, Tortuguero, Lake Arenal, Sarapiquí, Arenal, Escazú and Universidad. Includes a UVJ Special Event - Sunset Cruise.</p>	<p>Iceland</p> <p>Land of Ice & Fire 3-4 nights from £545/£395</p> <p>Explore Iceland's wild interior of hot springs, geothermal rivers, glaciers and snow-capped mountains. Staying in Reykjavik and visiting Gullfoss waterfall. Includes 10 P.P., the Blue Lagoon, Snæfells, Sky and the volcano. Optional excursions and seminars available.</p>
<p>South Africa</p> <p>Coast, Winevelds & the Garden Route 10/12 nights from £2787</p> <p>Explore the Western Cape of South Africa and discover some of the country's most unspoiled scenery, history, architecture, rich culture and mouth-watering local flora and fauna. Excursions to Cape Town, Victoria Falls and Botswana are also available.</p>	<p>Vietnam, Laos, Cambodia</p> <p>Grand Tour of Indo-China 18/19 nights from £2293/£2095</p> <p>A comprehensive itinerary of Indo-China, taking in Laos, Thailand, Cambodia and Vietnam. Visiting the Chi Leng City, Ho Chi Minh, Ha Long Bay, Hanoi, Luang Prabang, Vietnam and Sam Rong. UVJ Special Event - Cruising in Vietnam's Best Canoeing in Laos.</p>	<p>Jordan</p> <p>Highlights of Jordan 7 nights from £877</p> <p>Discover the 'Highlights' of Jordan exploring Petra, Amman and the Dead Sea. Visit Petra, Wadi Rum, Karak, the Great Salt and Jordan. Optional excursions to Aqaba, Wadi Mujib & Mount Nebo plus an exclusive UVJ 'Three Day Night' experience also available.</p>

For more information on these and other arrangements, please call or visit our award-winning website
0845 166 7048 | 020 7616 1000 quoting CAWO
www.vjv.com/wow

Sales & Information: Best Spots weekdays; Best Spots Saturdays; 10am-4pm Sundays

Voyages Jules Verne Increasing the awareness of tour destinations and driving escorted tour sales

THE CHALLENGE

Voyages Jules Verne sought to ensure travellers were aware of their escorted tours with the ultimate aim of driving sales. Voyages Jules Verne offers travellers over 30 years' experience in organising escorted tours to worldwide destinations of cultural and historic interest. As part of this campaign to raise awareness of their tours, Voyages Jules Verne placed a display advertisement in the October 2010 issue of Gardeners' World magazine. The challenge was to prove that advertising in Gardeners' World magazine is a lucrative proposition for Voyages Jules Verne as a non-core advertiser in the title.

THE IDEA

Voyages Jules Verne placed a one-page display advertisement in the October 2010 issue of Gardeners' World magazine. They were interested in establishing how their campaign was perceived by Gardeners' World magazine readers. Consequently, BBC Magazines conducted research to measure the effectiveness of the Voyages Jules Verne display advertisement. The main objectives of the research were to test the clarity of the Voyages Jules Verne campaign messages, and to prove the suitability of non-core advertisements for the Gardeners' World audience.

THE EXECUTION

Questions were sent to the BBC Brand Impact Panel to measure how the Voyages Jules Verne advertisement was perceived by Gardeners' World readers. In addition, Gardeners' World magazine readers were asked

questions about their travel interests with the aim of proving that readers' interests extend beyond the garden fence.

RESULTS

The survey was sent to 1,322 Gardeners' World panellists on the BBC Brand Impact Panel. It achieved a response rate of 30%, with 401 readers completing the questionnaire.

- Half of the readers who responded agreed that they prefer their holidays to be organised by travel experts, proving the suitability of the Voyages Jules Verne advertising in Gardeners' World.
- Over 70% of Gardeners' World magazine readers are planning on taking part in cultural activities on their next holiday. This demonstrates the great fit of the Voyages Jules Verne brand with the Gardeners' World magazine audience.
- The Voyages Jules Verne advertisement was recalled by 69% of readers who responded. In addition, 85% of readers who saw the advertisement did not remember seeing the advertisement elsewhere, despite the advertisement appearing in various other consumer magazines and national press titles.

- The most popular tour featured in the Voyages Jules Verne advertisement was the Land of Ice & Fire tour to Iceland, with 55% of Gardeners' World readers who recalled the advertisement stating that the tour appealed to them.

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- Voyages Jules Verne was ranked 1st by Gardeners' World readers versus competitor tour operators for offering travel experiences and tours that capture the history and culture of a destination. This illustrates that the communication take-out of the advertisement was clear.
- 52% of Gardeners' World readers who recalled the advertisement had responded or planned to respond to the advertisement, equating to 480,000 readers interacting with the Voyages Jules Verne brand as a result of the campaign.

In summary, the Voyages Jules Verne advertising effectiveness results prove that non-core advertising in Gardeners' World does receive stand-out and generates response.

“We undertook the survey to see how our brand recognition fared against our competitors with Gardeners World readers. We were impressed with the results and gained some insightful statistics.”

PRINI PATEL, Marketing Manager