

TripAdvisor Offers €250k In Travel Creative Challenge

London – 7 July 2010 – TripAdvisor, the world's largest travel web site, is challenging travel brands and advertising agencies to design a creative ad campaign that will run on TripAdvisor, reaching millions of travellers worldwide. The winning campaign will receive €250k in equivalent CPM advertising media value on TripAdvisor.

This challenge gives the industry the unique opportunity to showcase their creativity and talent through the highly interactive medium of online ad display and the chance to impact a global audience of travellers, who are looking for inspiration while planning their next trip. When this creative is combined with TripAdvisor's market leading targeting opportunities it allows advertisers to communicate with a highly engaged and relevant audience, maximizing their brand impact and media budgets.

Martin Verdon-Roe, Director of Sales, TripAdvisor said, "The challenge gives travel brands the freedom to develop an engaging campaign that tells a story and shows what their brand really stands for, rather than just focusing on ROI."

All entries must be submitted by August 1st 2010 - the winning campaign will run on TripAdvisor between August and September. The competition is open to any travel brands and advertising agencies based in Europe. The campaigns will be judged by a panel of TripAdvisor sales and marketing experts. Please submit all entries to Creative-Challenge@tripadvisor.com. All submissions should be new creative and not already existing or running campaigns.

Terms and Conditions

All entries must be submitted by August 1, 2010 - the winning campaign will run from August – September. Judges include a panel of TripAdvisor sales and marketing experts. The €250k media plan will be designed with a TripAdvisor sales person to fit the client's needs and goals, depending on market, and will be calculated based on current TripAdvisor rate card levels. Submissions (excluding the winner) will be kept confidential unless otherwise approved by the entrant.

Who can enter?

- Any travel brand based in Europe
- Creative Agencies
- Full Service Agencies

Entering & judging the winner:

The entries will be judged on the basis of creative idea.

- This should be submitted in the form of mock-ups or working prototype creative's. **Deadline for entry is August 1, 2010.**
- A written description of the rationale and the primary message that the advertiser wishes to display to the TripAdvisor consumers should also be included.
- The final concept should also be tied to clear objectives/KPI's that do not focus on just ROI parameters such as CTR and bookings generated.

Please contact us to find out more about the KPI's that we can help track for your advertiser.

Creative-Challenge@tripadvisor.com

- Final judging will be carried out by a panel of TripAdvisor sales and marketing experts.
- Winner to be announced week commencing **2nd August to go live in August-September 2010**

TripAdvisor – Quick background and useful information to consider:

What is TripAdvisor?

TripAdvisor was started in 2000 as an unbiased resource to research and plan all aspects of travel enabling the users to find out where to go, where to stay, how to get there and what to do when you arrive.

Our mission is to *"help travellers of all types around the world plan and have the perfect trip"*

Since 2000 TripAdvisor has grown into the World's largest travel website, global travel information provider and user generated travel review resource.

Our user generated content allows our users to tap into the collective knowledge of other travellers and enables the connection to share their experience and advice. All of our content is transparent; we do not edit our content we only make sure that it is about travel and is suitable to be viewed by any age group or individual.

The TripAdvisor users are very loyal and love the experience that TripAdvisor gives them and really appreciate the service we provide. Some examples of user feedback we often receive:

"I just wanted to say that this is the best travel site bar none! I love it! I come here just to see what great things are going on, to get ideas for trips, to get other travelers honest opinions on hotels, cities, just everything..."

"I can't begin to tell you how much I enjoy and rely on your site. TripAdvisor is fantastic!!"

TripAdvisor Content

- More than 35 million honest travel reviews and opinions from real travelers around the world
- 1+ million businesses
- 70,000+ cities
- 450,000+ hotels
- 90,000+ attractions
- 560,000+ restaurants
- 2,000,000+ candid traveler hotel photos covering 100,000+ hotels

The content is comprised of:

Reviews of hotels, restaurants, holiday rentals and attractions

Photos

Videos

Forums

Interactive maps

City guides

Tips before you travel

Flight search tools

And much more

Useful Facts and Figures:

Unique users per month (Comscore March 2010)

Global Reach 34.4m

EU Reach 11.9m

US Reach 10.4m

Languages covered: English, French, Italian, German, Spanish, Japanese, Chinese, Swedish, Dutch, Portuguese, Turkish, Danish, Norwegian, and Polish

<https://tripadvisor.mediaroom.com/2010-07-07-TripAdvisor-Offers-250k-In-Travel-Creative-Challenge>