Digital stories
Your message is important
You know what makes your destination amazing.
Our job is to share that with the world.
A digital video campaign can reach millions with a single, clear message, delivered across multiple platforms.

So, what do you want the world to know?

That your food and drink is world-class?
That your beaches are outrageously beautiful?
That your destination is perfect for families?

Impress your audience
Change preconceptions
Inspire someone’s next trip

Contact Stephen Andrews, stephen.andrews@ink-global.com, +44 20 7625 0793
Be seen

A successful easyJet digital video campaign...

- Runs across various high-profile formats
- Is precisely targeted at a travel audience
- Is highly engaging and shareable

You can shape the conversation about your destination

Lindo Claro
"@Lara Borges Edinburgh it is 😊"

Mariska Lloyd
"Well deserved award! We love going to #maisondemoggy"

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Reach your audience...

...with video
Reach millions of viewers by targeting video content to a unique travel audience

easyJet has:
- 1.6m Facebook followers
- 461k Twitter followers
- 270k Instagram followers
- 17.8k Youtube followers

...on social media

...in the magazine
easyJet Traveller has a monthly readership of over 6 million

...on the web
357,071,345 people visit easyJet.com each year
Of those 26,284,246 visit its Destination Guides

...on the app
easyJet’s app has over 28 million downloads

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Let's tell your story...

Everyone understands the power of a good story. A simple one, told well, can capture the imagination of millions. If you give us the message, we'll find the story to match. Captivating and beautiful, our videos are the best possible advert for your destination

Your campaign could include:

- **Your story, told as a 90-second video.** Shot in high quality, this is the spirit of your destination packaged for a digital audience.

- **A 30-second ‘social hero’ video.** With a strong angle, this highly visual cut can be shared on Facebook, Instagram, Twitter, YouTube and even LinkedIn.

- **A suite of shorter ‘bursts’ of video** for Instagram and Facebook ‘Stories’, IGTV and Instagram carousels with the potential for interactivity and other innovations.

- A dedicated space within easyJet’s **SEO-optimised Destination Guides** for your video, with bespoke editorial content in line with your company message.

Just imagine where you want your story to go, and we’ll get there.

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CASE STUDY: Turin’s driving force...

Your message: Showcasing Turin as an area of outstanding beauty and fascinating culture. A city as iconic as Rome, Florence and Venice.

Your story: 2019 sees the 50th anniversary of The Italian Job, featuring a celebrated movie car chase through Turin, and the 60th anniversary of the Fiat 500, Turin’s most famous car. This campaign highlighted Turin as a destination for cinematic history, city culture, road-trip lovers and car aficionados. All set against a backdrop of incredible urban beauty and Alpine countryside.
BESPOKE TO YOU!

Whether it’s a thoughtful YouTube series or a sharp social campaign you’re looking for, we’re here to help translate your message into its perfectly matched video story. The skies are the limit!

Talk to our team to start creating your video vision today.

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