

## MAILER:

### Club Med Sandpiper Bay

## OBJECTIVE:

Club Med Sandpiper Bay faced the challenge of increasing awareness of the brand's Beach Volleyball Week featuring tournaments of over 30 professional players as well as spectator activities and trainings along with overall resort festivities surrounding the weekly celebration.

## SOLUTION:

eTargetMedia implemented a highly targeted and effective email marketing campaign segmenting an audience of avid beach vacationers with an interest in volleyball in target DMAs that represent strong visitation to the resort including south and central FL metro areas. eTargetMedia strategically selected the travel and sports lists of Active Beach Goers and Vacationers, Active Water Sports Enthusiasts, and Sports Enthusiasts to reach a highly qualified audience of individuals and families for increased bookings to the Beach Volleyball Week September 24th to October 1st. The offer was designed to generate excitement for the upcoming event, make advance reservations with world class coaches and professional players, and enjoy the week long beach party at the resort, as well as present the opportunity to make advanced bookings.

## OUTCOME:

The campaign resulted in a significant increase in traffic to the client site and generated increased bookings of a highly qualified sports-minded in-market travel audience for the Club Med Beach Volleyball Week promotion.



## EXCLUSIVE:

And of course with the great all-inclusive value of a Club Med Sandpiper Bay, Florida vacation:



**Piotr Marciniak**  
(2014 best offensive player)



**Karolina Sowala**  
(2014 MVP and best offensive player)

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