

MAILER:

Hershey Entertainment and Resorts

OBJECTIVE:

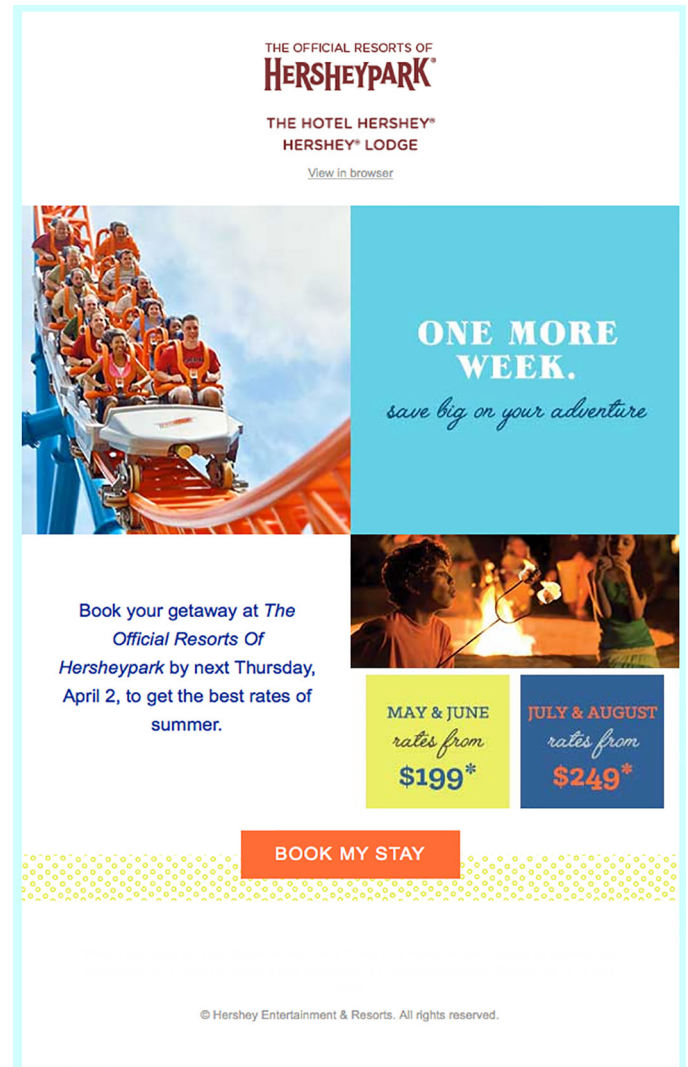
Hershey Parks faced the challenge of increasing early vacation bookings for the summer season.

SOLUTION:

eTargetMedia implemented a highly targeted and effective email marketing campaign segmenting an audience of avid family travelers with mid to high income ranges and an interest in family vacations as well as theme parks in 7 target DMAs that comprise a strong drive market for visitation to the destination. The campaign was designed to generate enthusiasm about Hershey Park while encouraging prospective family vacationers to book their vacation by mid Spring for the best savings on the May-June or July-August vacation periods. eTargetMedia strategically selected the targeted lists of American Family Vacationers as well as Avid Amusement and Theme Park Enthusiasts to present the offer in front of a unique in-market niche travel audience for increased response rates.

OUTCOME:

The email campaign resulted in strong brand awareness, excellent open and click-through rates, and a significant increase in pre-season bookings that exceeded campaign goals for the initiative.



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