



Thomas Cook
Media & Partnerships

WELCOME

LET'S MAKE YOUR BRAND TRAVEL



A TRUSTED BRAND WITH INCREDIBLE REACH

- › **175 MILLION** TRAVEL INTENDERS
- › **138 MILLION** ONLINE CONSUMERS
- › **20 MILLION** CUSTOMERS
- › **£7.8 BILLION** SALES
- › **15** SOURCE MARKETS
- › **88** AIRCRAFT
- › **22,000** EMPLOYEES



OUR HERITAGE – YOUR SUCCESS

Thomas Cook Group has been inspiring holiday choices for 175 years. With 20 million customers, we help you harness the power of our brands, our extensive travel experience, our strength as a retailer and the scale of our audiences to develop and deliver highly effective marketing campaigns.



1ST PARTY DATA

By partnering with us, your campaigns reach and inspire the millions of travel-intenders who browse our websites, walk into our stores, read our magazines, consult our travel agents, fly on our aircraft, or stay in our resorts, creating huge awareness and driving sales.



AUDIENCE SEGMENTATION

Our cutting-edge Thomas Cook AUDIENCE marketing platform segments consumers and targets them with relevant content and promotion, so whether you are looking for demographic or travel purchase related audiences, we can reach them at every single step of their trip.



RETURN ON INVESTMENT

Our years of experience, together with our passion for data and measurability, mean that you're in safe hands when it comes to campaign performance – we deliver return on investment, time and time again.

WORKING WITH MAJOR TRAVEL BRANDS



Thomas
Cook



NECKERMANN



SPIES
TJÄREBORG
VING



Jet tours

Signature



PEGASE



REACH **MILLIONS OF TRAVEL INTENDERS** THROUGH THE CUSTOMER JOURNEY ...

ONLINE



12 million

unique online visitors a month
across devices and brands



IN STORE



40 million

consumer footfall in 3,000+ retail
stores across Europe



TRADE



12,000

agents converting consumers
into customers

DIRECT



10.5 million

consumer profiles in
our CRM database



ON ROUTE



16.5 million

engaged passengers
fly in our 88 aircraft



IN RESORT



20 million

customers in resorts
across the world



... BY PUTTING YOUR BRAND **EVERYWHERE**

- > We can put your brand **EVERYWHERE** by giving you a powerful multi-channel, integrated programme of activity
- > We find the right customers, and put your brand right in front of them at the right time, wherever they are
- > This massively drives customer engagement and delivers you the best chance of that all-important return on investment, time and time again



GET INTO SINGAPORE: THE POWER OF EVERYWHERE

- > Educate, inspire and engage consumers in the beauty and culture of Singapore
- > Audience segmentation and targeting powered an innovative multi-channel activation reaching consumers at different stages of their booking journey
- > Featured online, in-store, trade, direct and PR
- > Massive reach and phenomenal results

eCommerce
awards
FINALIST 2016

SHORTLISTED FOR:

- > Best Marketing & Advertising eCommerce Campaign
- > Best Leisure, Entertainment, Sport, Travel & Holidays eCommerce



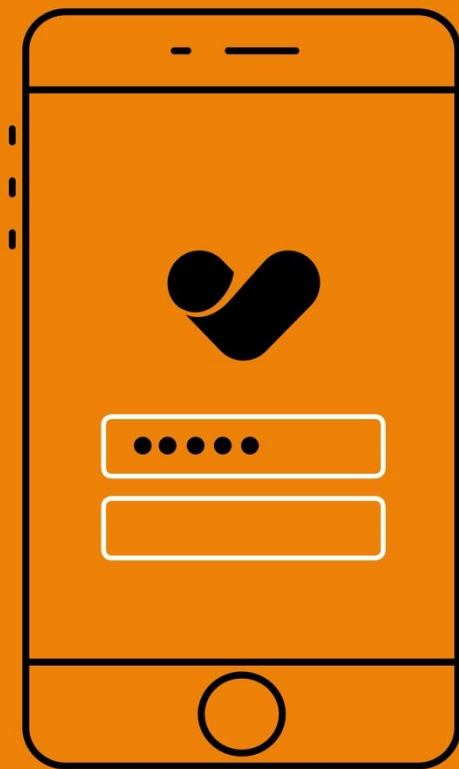
PARTNERING WITH **THE BEST**

Whether you're a tourist board, hotelier, cruise line, airline or third party brand you're in great company, we work with some of the most prestigious brands in the industry.



SOME OF OUR VALUED PARTNERS





ONLINE

- › THOMAS COOK AUDIENCE
- › MERCHANDISING & PROMOTION
- › CONTENT
- › SOCIAL MEDIA



THOMAS COOK AUDIENCE

WHATEVER YOUR TARGET SEGMENT, WE CAN FIND AN AUDIENCE TO FIT IT



> Our Thomas Cook AUDIENCE platform segments our web and in store customers based on their travel preferences and travel intent data



> Through interactions we start to build a picture of who they are, and by overlaying 3rd party demographic and behavioral data we can find 'lookalikes'



> Each travelers information is housed and grouped with similar users in Thomas Cook AUDIENCE



> Using this technology we target advertising and content to your chosen segments across Thomas Cook and external websites like Facebook, national newspaper and travel websites



MERCHANDISING & PROMOTION

TARGET CUSTOMERS AS THEY SEARCH FOR THEIR NEXT HOLIDAY

Find my perfect holiday

Flying from? Where to?

When? For how long?

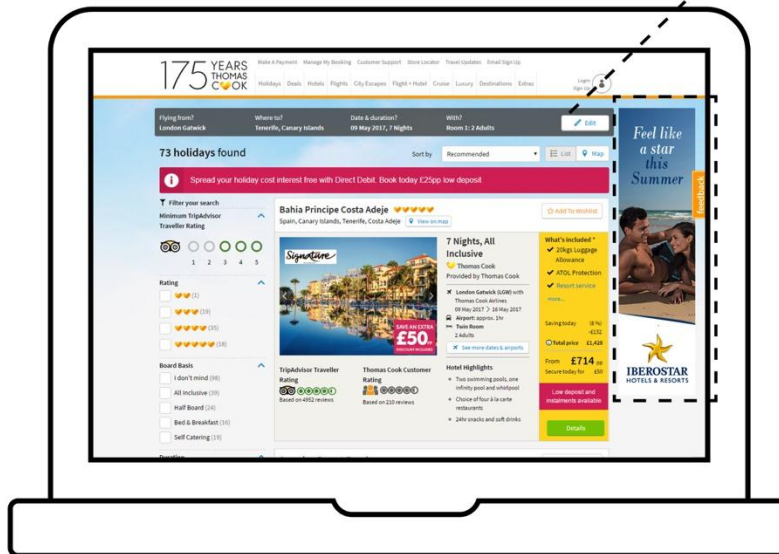
Adults Under 17s

Room

I'm flexible

PERSONALISED PROMOTION

- > Reach shoppers in a purchase frame of mind
- > Personalise promotion to customer search
- > Target by context and channel
- > Choose from standard units, wallpaper, video and mobile





CONTENT

ENGAGE YOUR AUDIENCE THROUGH CONTENT

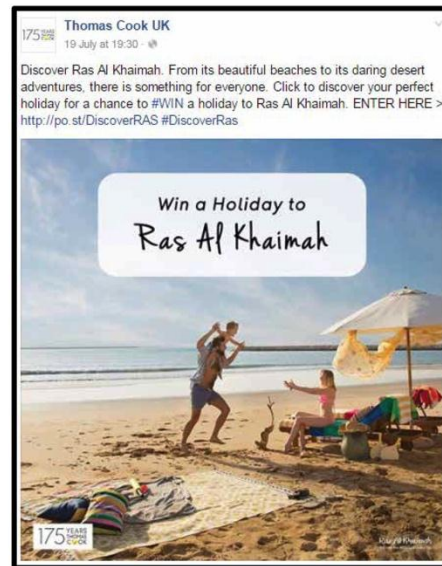
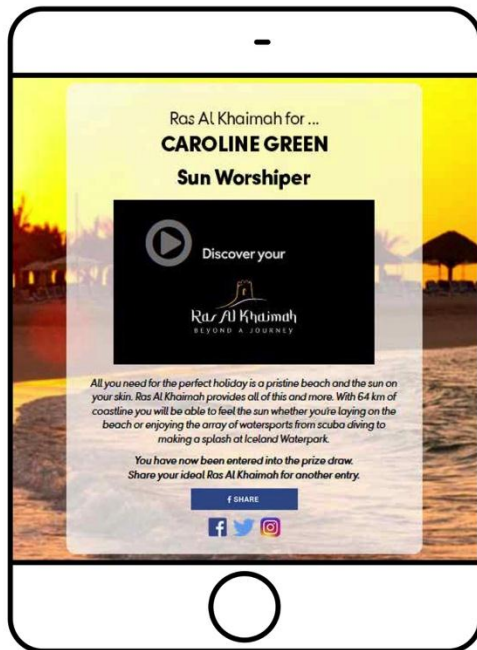
- > Create rich bespoke content including, text, image, video and embedded offers
- > Place content on e-commerce sites and social platforms
- > Drive engagement with customers
- > Increase conversion with interactive content



SOCIAL MEDIA

FROM INNOVATIVE APPS TO INSPIRING POSTS... AND EVERYTHING IN BETWEEN

- > Innovative, interactive apps, competitions and promotions drive engagement
- > Build user generated content for further promotions
- > Grow your CRM databases with email addresses generated
- > Integrate into e-commerce sites and offline campaigns





IN STORE

- > TRAVELSCREENS & POSTERS
- > MAGAZINES & BROCHURES

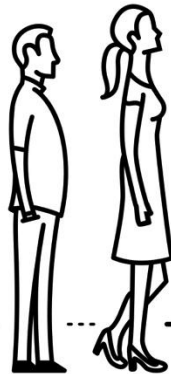


TRAVELSCREENS & POSTERS

ADVERTISE IN ONE OF EUROPE'S LARGEST OUTDOOR TRAVEL MEDIA NETWORKS

3000+ RETAIL STORES

- > Influence a wide audience of high-street shoppers and retail agents through digital TravelScreens and inspirational posters
- > In store TravelScreens measure views, attention time, gender & age via in-built technology
- > Engage with customers in dwell areas: 22% of viewers watch for more than 10 seconds





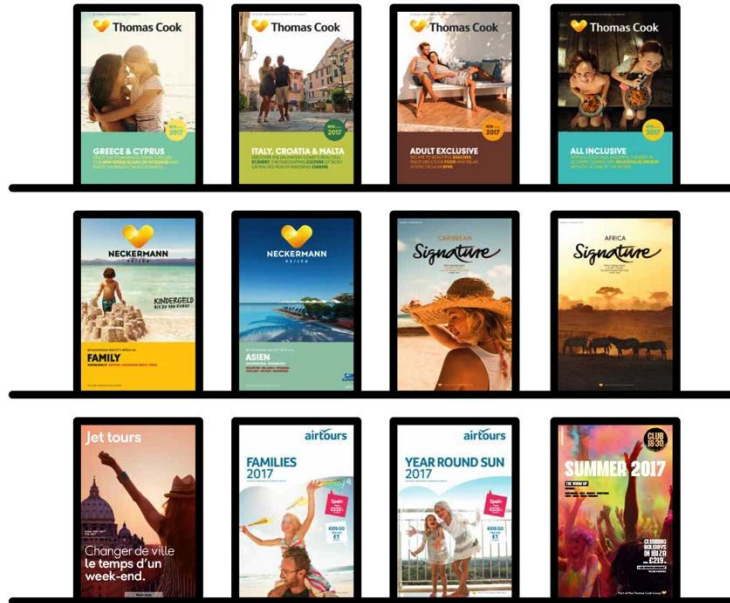
MAGAZINES & BROCHURES

OFFERING HUGE REACH AS ONE OF EUROPE'S LARGEST TRAVEL PUBLISHERS



15 M REACH

- > One of the largest travel publishers with 15 million magazines and brochures distributed both on and offline
- > Provide inspiration to consumers who go on to share with their friends and family





ON ROUTE

- > E-TICKET & BRANDED AIRCRAFT
- > IN-FLIGHT ENTERTAINMENT



E-TICKET & BRANDED AIRCRAFT

TARGETED ACTIVITY TO HIGH PROFILE, WE HAVE A SOLUTION FOR EVERY BUDGET

You're on your way
Your holiday documents

It all adds up to a great holiday (contd)

1 x Holiday Discount	€ 204.00	€ 204.00
Other Costs		
1 x Children's Charity TC	€ 12.00	€ 12.00
2 x Choice Your Seat	€ 11.00	€ 22.00
1 x Choice Your Seat	€ 6.00	€ 6.00
2 x Choice Your Seat	€ 11.00	€ 22.00
1 x Choice Your Seat	€ 6.00	€ 6.00
1 x Breakfast	€ 0.00	€ 0.00
1 x Access fee seabed infant	€ 0.00	€ 0.00
Additional Fees:		
1 x 200+ Passenger, Miss A Passenger, Mr 5 Passenger, Mr 4 Passenger, Miss 2 Passenger, Miss 1 Passenger, Miss 2 Passenger, Miss 1 Passenger, Miss 2 Passenger, Miss 1 Passenger, Miss 2 Passenger, Miss 1 Passenger, Miss 2 Passenger		
Your Operator Cost		€5,561.94

Thomas Cook Children's CHARITY

Thank you, €2 donated to the Thomas Cook Children's Charity. The Thomas Cook Children's Charity aims to improve the lives of sick and disadvantaged children, whilst caring for the environment.

Your Financial Protection
ATOL Protection Certificate (APC)
When you buy an ATOL protected flight or flight inclusive holiday from us you will receive an ATOL Certificate. This lets what is financially protected, when you get off a plane or what this means for you, and also to contact if things go wrong. See ATOL number 1178. This is an important document which you should retain.

If you have any queries with regard to this document please contact THOMAS COOK on 0844 337383 or at the following address: 141 NEWCASTLE STREET, BISHOP AUCLAND, DL1 1TW
If you have any comments to make with regards to this report and content of this document, we'd love to hear from you. Go to <http://feedback.thomascok.com/> to give your feedback.

O. Travel

All the data you need in Europe for €199 a day. Text TRAVEL to 23336 to opt in



- > Target passengers by destination, route and airport through e-ticket promotion
- > Branded aircraft offers high profile execution reaching booked passengers
- > Repeat exposure as people re-check their tickets or print them
- > Combine with a co-ordinated high profile PR campaign in national press

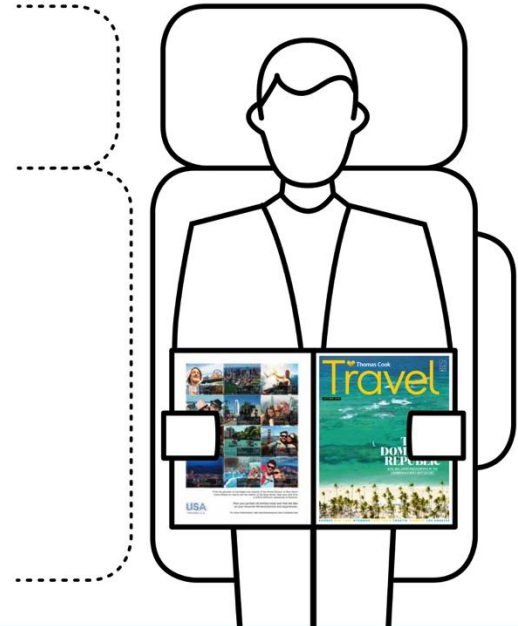
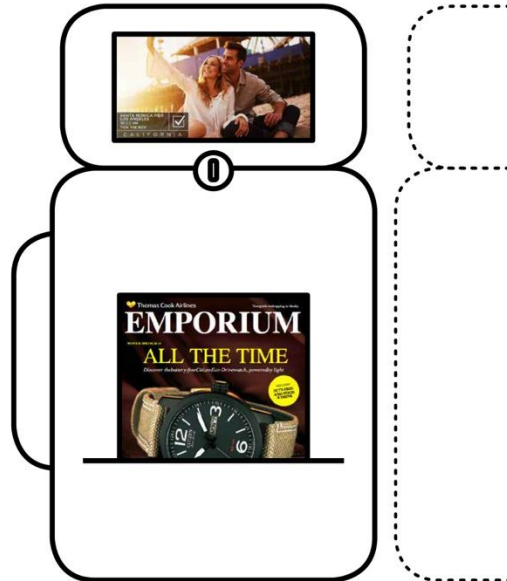


IN-FLIGHT ENTERTAINMENT

REACH AN ENGAGED AUDIENCE OF 16.5 M TRAVELLERS IN THE HOLIDAY SPIRIT

**88 AIRCRAFT TO OVER
60 DESTINATIONS**

- > Advertise on inflight entertainment to a captive audience of holiday-makers
- > Targeting available on all medium and long-haul routes
- > Reach a captive audience of up to 16.5 million readers through the in-flight magazine
- > Thomas Cook Travel offers branded content and high quality print advertising





TRADE

- > COMMUNICATIONS & TRAINING
- > EVENTS

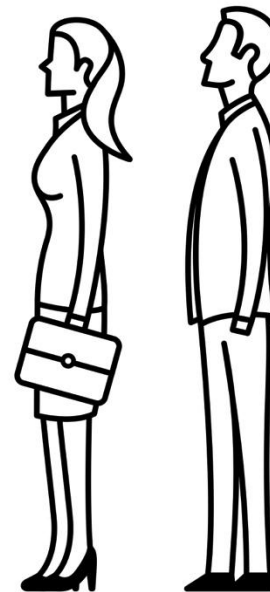
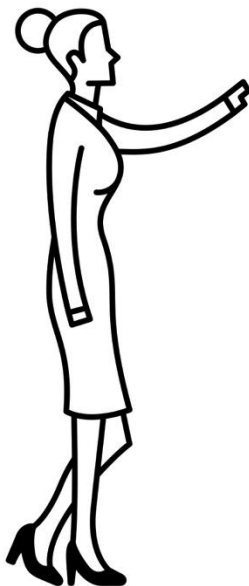


COMMUNICATIONS & TRAINING

CREATE BRAND AMBASSADORS WHO INSPIRE MILLIONS OF CONSUMERS EVERY YEAR

12,000 ENGAGED AGENTS

- > Our army of consultants guide and inspire millions of consumers every year
- > Create high-street brand ambassadors through training, e-learning & intranet promotion
- > Drive additional awareness through in-store screen and poster promotions





EVENTS

INFLUENCE THE INFLUENCERS

- > Influence the influencers through sponsorship of retail trade events and FAM trips
- > Events engage our consultants and help them to live and breath your brand
- > Better brand engagement leads to more customer conversations





DIRECT

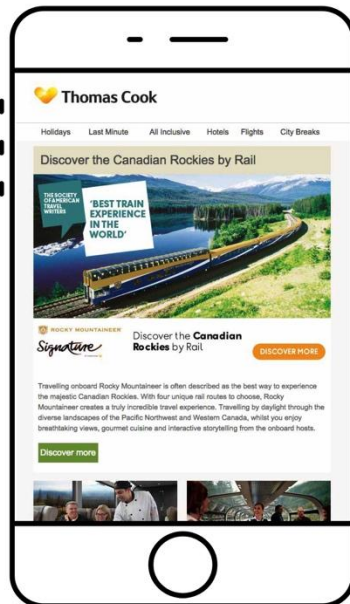
- > EMAIL & DIRECT MAIL
- > EMAIL ADVERTISING



EMAIL & DIRECT MAIL

REACH OVER 10.5 M TRAVELLERS, ONLINE OR OFFLINE

- > Segment our database of over 10.5 million travellers to target your specific audience
- > Build relationships with new customers or re-engage with previous customers
- > Personalise promotions and consumer offers to drive response and loyalty
- > Create compelling content sent directly to consumer homes or inboxes



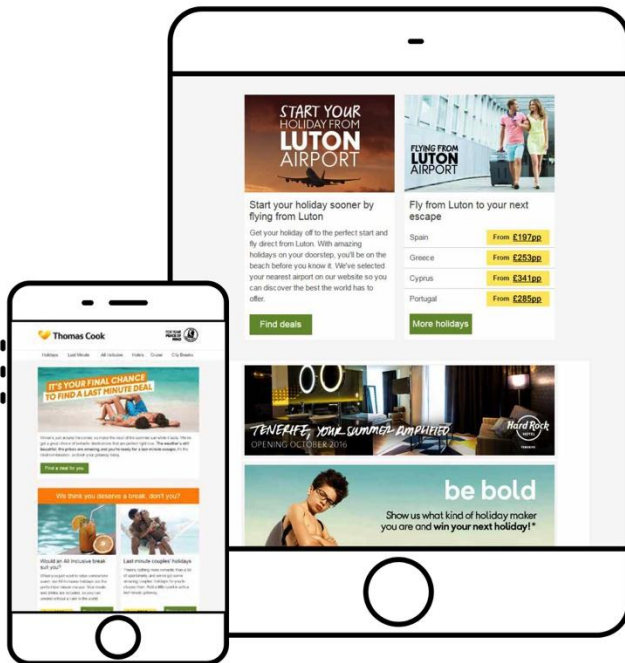


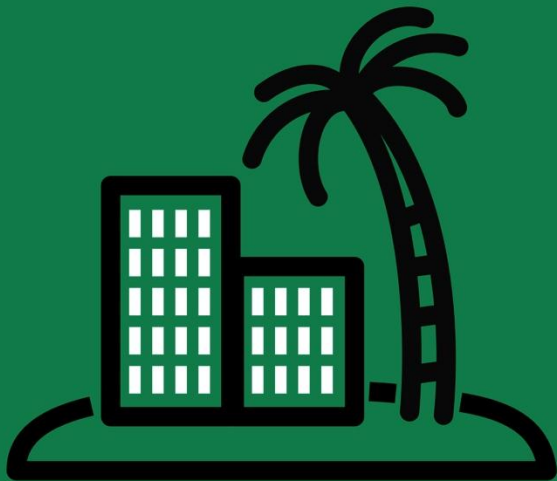
EMAIL ADVERTISING

CHOOSE AND TARGET THE RIGHT AUDIENCE FOR YOUR BRAND

PERSONALISE, SEGMENT AND TARGET

- Promote within weekly newsletters to millions of holidaymakers
- Segmented customer data means you can choose your audience
- Target with relevant mailshots such as families, cruise or pre and post-booking
- Re-target email openers with follow-up email and Thomas Cook AUDIENCE





IN RESORT

> DESTINATION APP & RESORT GUIDE

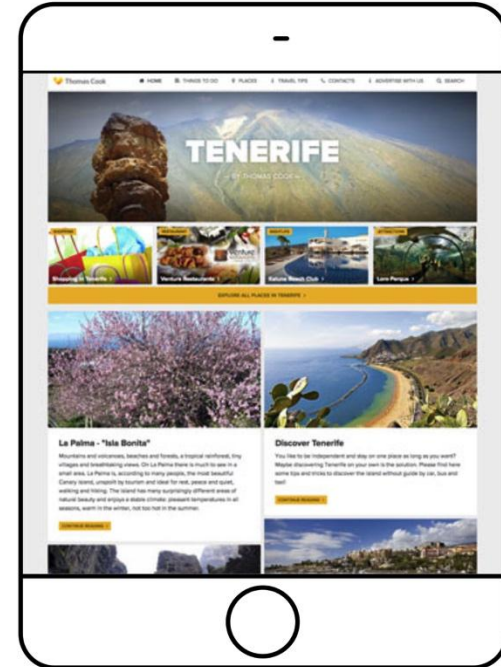
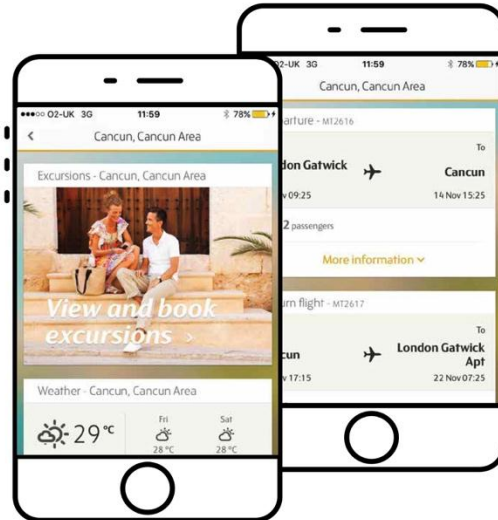


DESTINATION APP & RESORT GUIDE

PRINT AND DIGITAL OPPORTUNITIES TO REACH CUSTOMERS WHILE THEY'RE ON HOLIDAY

HOTEL AND RESORT PRESENCE

- > Print and digital guides deliver all the information holiday-makers need to enjoy their trip
- > Covering local sights through to medical information, restaurants and activities
- > Delivered to our customers both pre-holiday and whilst in-resort
- > Helping local businesses target and book passengers in their destination





“Thomas Cook Media & Partnerships have been a fantastic partner in **developing our products’ presence within the online arena**. As we grow our business’ and customer segments in 2015, we see Thomas Cook as an ideal partner **to help with our growth plans.**”

AMY WILLIAMS, STRATEGIC ACCOUNT MANAGER
P&O CRUISES & CUNARD LINE



“Thomas Cook Group is one of the **best known names** in leisure travel with a history of constant innovation. It is a pleasure for us to work with their Media and Partnership team, **improving the communication with our mutual clients.**”

CAMILLA VON GUGGENBERG,
DIRECTOR MARKETING & SALES,
HOTEL JARDÍN TECINA & TECINA GOLF



“We worked with Thomas Cook to reach booked passengers **prior to departure**. Working with their media and partnerships team, we managed to reach **the right audience, at the right time and in the right way.**”

DUNCAN JAYCOCK, DIGITAL PLANNER,
ZENITHOPTIMEDIA



“The Media & Partnerships team were **a pleasure to work with** and we felt that their co-operation helped our partnership to run smoothly. We look forward to **continuing our strong relationship with Thomas Cook in future campaigns.**”

TONKO RILOVIC, UK AND IRELAND DIRECTOR,
CROATIAN NATIONAL TOURIST OFFICE



Thomas Cook
Media & Partnerships



@ThomasCookMedia



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