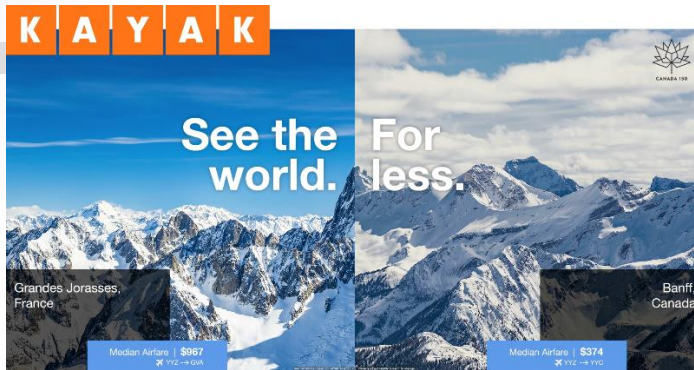


Consumer Research: Kayak



Media Agency: Touché!
Creative Agency: In-House
Client: Kayak
Year: 2017

KAYAK's 'See the world in Canada' campaign proves that travelers don't have to go far to explore some of the world's most beautiful destinations. KAYAK offers flight deals for every budget and utilized a RSS feed in this campaign to show comparable destinations and their different price points in real-time. The ad shows Grandes Jorasses, France, adjacent to Banff, Canada – two cities with a similar feel, but a different price point when flying from Toronto.

The campaign ran on the TTC Transit Network in Toronto, and was shown on the Platform Video Screens, System Information Screens and a large format Video Wall in Union Station.

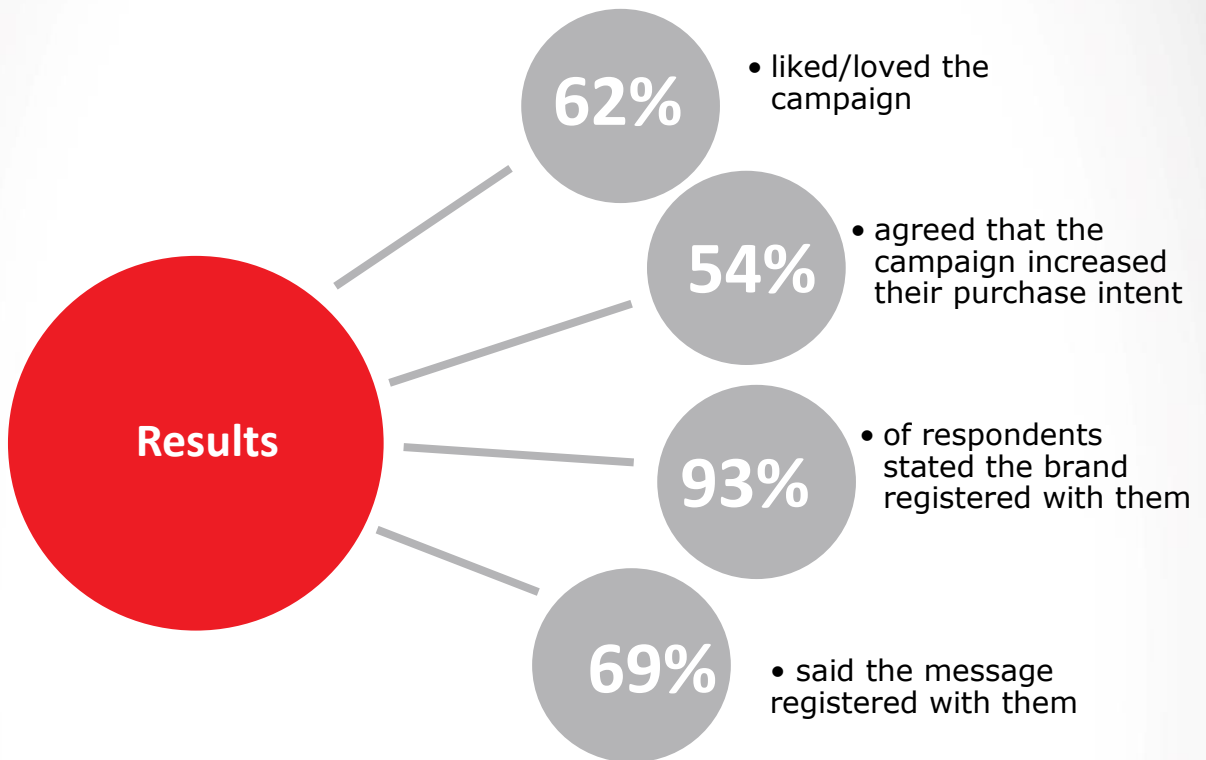


Research Sample

- Toronto adults 25-54 who have travelled in the past year or plan to in the next 6 months

Main Message Key Feedback

- Good brand recognition for Kayak and strong visuals combined to make this an impactful campaign.



▶ Consumer Comments on Main Message

"Travel local"

"Why travel the world when we have the same sites in Canada at a much reduced cost"

"Visit places in Canada similar to vacation spots around the world for less."

"Travel for less using Kayak"

"Kayak offers the best deals for travel abroad and in Canada"

Source: BrandSpark Consumer Panel 2018