

## Willer Travel/ Superdeluxe Bus Tour

### Challenge

After deregulation of route bus industry, Willer Travel, new entrant and market challenger, needs to generate brand recognition for the Willer Express brand bus service.

### Strategy and Action

"Experience-based" media pre-view tour by inviting national/regional dailies to reach nationwide target audiences.

### Results

Passengers for the Willer Express has almost doubled during a week-long Golden Week holiday (May,2008) over the same period of 2007.

Client Logo

Firm Logo



to