



MulberryMC *Making business to business personal*

G ADVENTURES

Media Relations and Media Tours



Challenge

G Adventures (a Canadian company) entered the Australian market with little brand recognition or market share. The company needed to increase its brand awareness among Australian travellers to become first-to-mind when considering small group adventure tourism – a sector of the travel industry that was up-and-coming at the time.

Strategy & Execution

Through a highly targeted consumer media relations program and trade media outreach, Mulberry aimed to build end-user awareness for G Adventures and the tours it operates, supporting the company's ongoing business expansion in the region.

Mulberry's highly successful PR campaign encompassed trade media relationships, coordinating the drafting and pitching of regular press releases, stakeholder interviews and destination features. Was the first point of contact for consumer media outreach. Pitched and coordinated media famils for relevant journalists and outlets.

Results

Mulberry successfully grew G Adventures company awareness in the media over ten years from near zero coverage, to being one of the most prominently featured tour operators.

Reached over 161,642,135 Australians and New Zealanders in one twelve-month campaign period.

Over 20 high profile listings in the 'deals' section of Escape and Traveller.

Coordinated several successful trade media competitions including book giveaways and the inaugural G Adventures Responsible Travel Ambassador competition with KarryOn.