Caledonian 🛵 Caledonian Travel are one of the UK's largest holiday operators, with over 1 million happy customers

CASE STUDY: CALEDONIAN TRAVEL

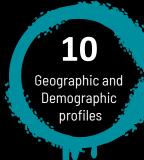
CONVERTING MILLIONS OF HOUSEHOLDS INTO HAPPY CUSTOMERS USING DOOR DROP MEDIA

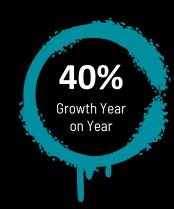
THE DETAIL

- Caledonian Travel are an award-winning Travel brand going places! They tasked Brazil Street with growing new customer acquisition.
- Brazil Street plan and buy Door Drop media in precise geographic pockets with very specific demographic profiles.
- Over the last few years, we have formulated a successful and scalable Door Drop strategy which <u>continually improves</u> through fresh data analysis.
- Integrated with a successful regional linear TV strategy, Caledonian Travel have been able to exceed ambitious growth targets.
- Brazil Street make themselves accountable for media performance and measuring success.

THE RESULTS









DON'T JUST TAKE OUR WORD FOR IT...



We have worked with Brazil Street since inception and continue to recommend them to businesses who are looking for performance media solutions coupled with great service.





MARTIN LOCK, CALEDONIAN TRAVEL