



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 continually improves 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

10m

Door Drops
Delivered

10

Geographic and
Demographic
profiles

40%

Growth Year
on Year

9:1

Return on
Ad Spend

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.

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MARTIN LOCK, CALEDONIAN TRAVEL



BRAZIL STREET

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