

CASE STUDY: SOLMAR VILLAS

Growing the brand by reaching the millions, all led by data & insight.

THE DETAIL

- Solmar Villas appointed Brazil St in 2023, with ambitious YOY growth targets to become a leading Villa brand in the next five years.
- Previous media investment was heavy in performance channels, with little spend in brand channels.
- A key insight revealed that traffic on site wasn't converting, because there was an issue with trust as people hadn't heard of Solmar.
- Using Solmar customer postcode data, we profiled their audience to reveal two key audience segments, giving us insight into their lifestyles, motivations & media consumption; all of which fed into our media strategy.
- Key to growing client revenue, we increased brand awareness by negotiating a TV deal that reached the masses at a national scale, building trust and delivering excellent value. We also educated prospective customers through a publisher content partnership, along with a PAM campaign, delivering outstanding results.

THE RESULTS

£1m

Investment
in Media

£450k

Value
Negotiated

70%

Uplift in
Revenue

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

“ The Solmar Team love working with Brazil Street. They really put all their effort into pulling together the best media plans and strategies. They listen to what we want to achieve & apply their years of knowledge & experience, to present us with solid options that align with our goals. Their close relationships within the industry mean we always get the best deals, and our budgets work as hard as possible.

SHARON BRADBURY, MARKETING DIRECTOR, SOLMAR VILLAS

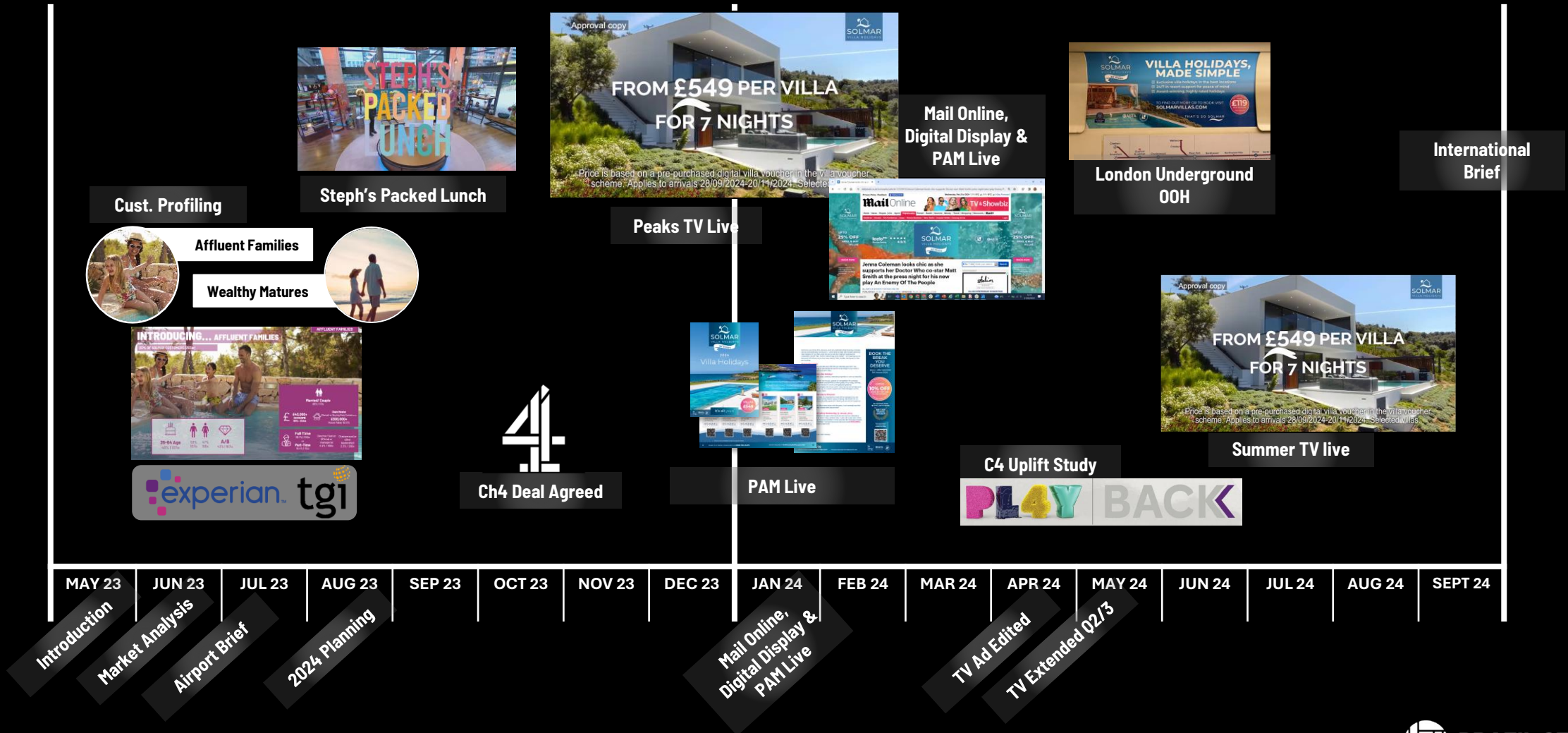
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BRAZIL STREET

Solmar Villas offer a wide selection of beautiful, private villas, ensuring a relaxing & memorable holiday experience.

Our work with Solmar Villas so far



Our work with Solmar Villas has delivered results...



'WORLD DOMINATION'

...“we have ambitious YOY growth targets, to become a leading Villa brand in the next five years.”



Customer profiling and segmentation....



Affluent Families

Wealthy Matures



Experian & TGI data allowed us to build a detailed picture on lifestyles, media consumption & key decision-making factors when choosing holidays.



£FOC
(£20k value)



TV PARTNERSHIP



PEAKS CAMPAIGN (Dec 23 – Mar 24)

£500,000
INVESTMENT

+£375,000 VALUE (+ BRAND STUDY)

41.4m
ABC1 Ad Impressions

36%
ABC1 Ad Reach

65%
Ch4 Peak Spots

+ BRAND STUDY
(Est £20k)



SUMMER ACTIVATION (May – Sept 24)

£363,500
INVESTMENT

+£50,000
INVESTMENT

B
R
A
N
D

D
R
T
V

+£135,000
VALUE

✓ + FOC VOD
✓ + PYO PEAK

HEAVILY NEGOTIATED
DRTV RATES ACROSS
C4, OWNED & SALES

PLANNED
FLIGHTING

CHANNEL
SELECTS

ADDED SUPPORT IN
JULY & AUGUST

BRIDGING
PEAKS

CHANNEL
SELECTS

APlace in the Sun

GOGGLEBOX

TASKMASTER



PUBLISHER PARTNERSHIP

MailOnline

49.7m
Impressions

46k
Clicks

3min
Dwell Time



PROGRAMMATIC DISPLAY

blis

4.3m
Impressions

108k
Clicks

2.52%
CTR



PARTIALLY ADDRESSED MAIL

Royal Mail

58k
Households Targeted

10%
COS

£233k
Tracked Revenue

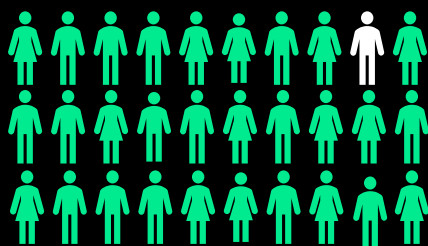


BRAZIL STREET

Channel 4 put **Solmar Villas** in front of millions, whilst achieving **HUGE added value**



ABC1 45+



36,738,000
IMPACTS

43.7%
1+ Reach

5.3x
Ave Freq

16,090,788 UNIVERSE

£913,227
TOTAL SPEND

£708,705
LINEAR SPEND

£204,552
VOD SPEND

+£511,229

ADDED VALUE

£1,424,456
TOTAL DELIVERED VALUE

+ £20k Playback study

ADULTS



112,398,000

IMPACTS

36.1%

6x

1+ Reach

Ave Freq

51,719,000 UNIVERSE

ABC1 ADS



43,314,000

IMPACTS

31%

4.8x

1+ Reach

Ave Freq

29,239,000 UNIVERSE

ABC1 35+



40,360,000

IMPACTS

37.9%

5.1x

1+ Reach

Ave Freq

21,089,725 UNIVERSE

Key wins in 2024



BRAND GROWTH

Accelerating growth in 2024, Solmar are firmly the 2nd largest villa travel provider in the UK, and challenging Villa Plus!



SALES TARGETS

The 2024 **£50m** forecast has been smashed, and so extended twice now to **£60m. +20%**. This represents a **70% uplift** vs. 2023.



DIRECT SALES

Start to shift the dial on Direct Sales for 2024. Previously making **up 35%**.



AWARD NOMINATIONS

Nominated for NINE awards including 'Best Ad Campaign'! Something we're incredibly proud of.