

# 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.

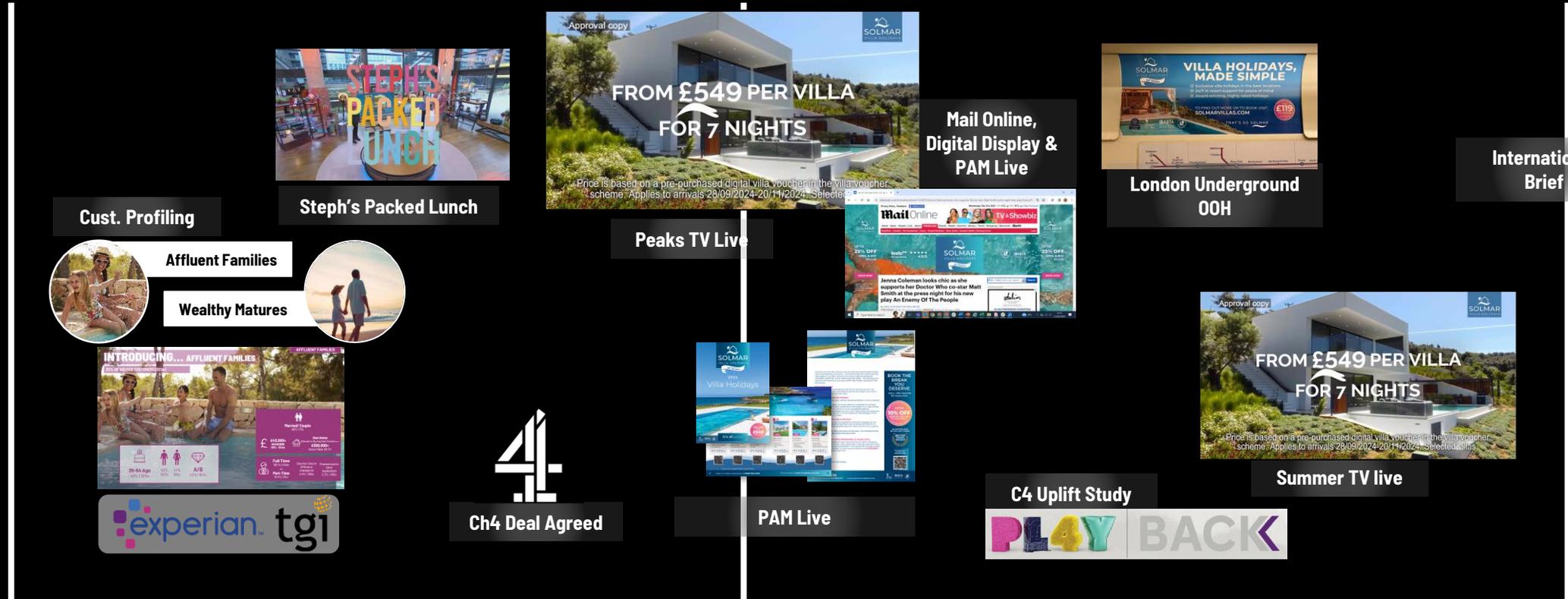
SHARON BRADBURY, MARKETING DIRECTOR, SOLMAR VILLAS

”

 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



MAY 23

JUN 23

JUL 23

AUG 23

SEP 23

OCT 23

NOV 23

DEC 23

JAN 24

FEB 24

MAR 24

APR 24

MAY 24

JUN 24

JUL 24

AUG 24

SEPT 24

Introduction

Market Analysis

Airport Brief

2024 Planning

Mail Online, Digital Display & PAM Live

TV Ad Edited

TV Extended Q2/3

# 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)

<b>41.4m</b> ABC1 Ad Impressions	<b>36%</b> ABC1 Ad Reach	<b>65%</b> Ch4 Peak Spots
-------------------------------------	-----------------------------	------------------------------

+ BRAND STUDY (Est £20k) 

**SUMMER ACTIVATION**  
(May – Sept 24)

**£363,500**  
INVESTMENT

**+£135,000 VALUE**

- ✓ + FOC VOD
- ✓ + PYO PEAK

**B R A N D D R T V**

HEAVILY NEGOTIATED DRTV RATES ACROSS C4, OWNED & SALES	 PLANNED FLIGHTING	 CHANNEL SELECTS
ADDED SUPPORT IN JULY & AUGUST	 BRIDGING PEAKS	 CHANNEL SELECTS

**+£50,000**  
INVESTMENT

**APlace in the Sun**

**GOGGLEBOX**

**TASKMASTER**



## PUBLISHER PARTNERSHIP



<b>49.7m</b> Impressions	<b>46k</b> Clicks	<b>3min</b> Dwell Time
-----------------------------	----------------------	---------------------------



## PROGRAMMATIC DISPLAY



<b>4.3m</b> Impressions	<b>108k</b> Clicks	<b>2.52%</b> CTR
----------------------------	-----------------------	---------------------



## PARTIALLY ADDRESSED MAIL

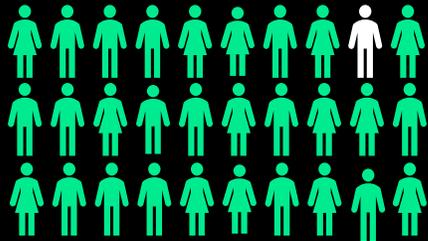


<b>58k</b> Households Targeted	<b>10%</b> COS	<b>£233k</b> Tracked Revenue
-----------------------------------	-------------------	---------------------------------



# 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

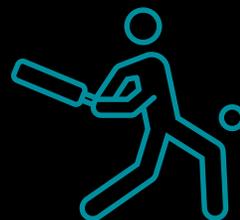
21,089,725 UNIVERSE

# Key wins in 2024



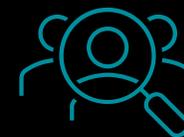
## BRAND GROWTH

**Accelerating growth** in 2024, Solmar are firmly the 2<sup>nd</sup> 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.