

CASE STUDY: TRAVEL SUPERMARKET

Relaunching a brand after 5 years with no ATL spend



THE DETAIL

- Travel Supermarket, part of Ice Travel Group, joined Brazil Street in late 2022
- With 5 years of virtually dormant advertising spend since the Covid-19 pandemic, awareness and consideration was diminished
- In 2024 they were looking to re-launch the brand, in an incredibly crowded market with so many other resurgent travel brands
- We needed to drive mass reach and awareness to cut through, against a backdrop of noise from over 120 other travel brands
- The key to success was negotiating packages with the TV and Radio networks to deliver a huge AV campaign that was pound-for-pound more impactful than the competition: delivering 654,000,000 impacts, and reaching over 39,000,000 adults across the UK

THE RESULTS

+£700k

Value
Negotiated

39m

1+ Reach

+838,576

Incremental
Web Sessions



Awareness increased +3%, which seems marginal, but our competitors spent 3x the amount to achieve parity

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

The team at Brazil Street are on the journey with us. I trust in their expertise, and they take on our business challenges alongside us as an extension of our marketing team.

STEVE SEDDON, CMO, TRAVEL SUPERMARKET

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Travel
Supermarket

Travel Supermarket are the go-to holiday comparison website. Comparing prices on package holidays, hotels, travel insurance and care hire