



Paras tapa kokea maailma.

Sri Lankassa on aasianraajan alajäsen. Maailman eniten eläimiä eläville mailla Sri Lanka on aasianraajan alajäsen. Maailman eniten eläimiä eläville mailla Sri Lanka on aasianraajan alajäsen.

OLYMPIA
KALINOMATKAT

aurinko
TALVI 2016-2016

Vietnam
MATKA KOHTI AURINKOA VOI ALKAA

Vietnam on kaunis ja historiallinen maa, jossa on paljon nähtävää ja kokea. Vietnamin matkailu on erittäin suosittua, ja se on erittäin turvallista. Vietnamin matkailu on erittäin suosittua, ja se on erittäin turvallista.

Koe enemmän kiehtovalta kiertomatkalla

Lomamatkat on suomalainen matkailuyhtiö, joka tarjoaa erilaisia matkailu- ja lomamatkoja. Lomamatkat on suomalainen matkailuyhtiö, joka tarjoaa erilaisia matkailu- ja lomamatkoja.

Lomamatkat
Täällä meidän matkailu on helppoa.

LIETTUA

SEE IT!

FEEL IT!

LOVE IT!

Liettua on erittäin kaunis ja historiallinen maa, jossa on paljon nähtävää ja kokea. Liettua on erittäin kaunis ja historiallinen maa, jossa on paljon nähtävää ja kokea.

Auinpöytä. Rentoudu rannalla Dj'ejissa. Ilta- ja aamupöytä. Vieraile kauniissa talouksissa.

Tunisia
tarjoaa kaiken

Tunisia
www.tunisia.fi

Sulata talvi, lennä lämpöön

Kanaria alk. 395 €

Finnmatkat
Kannattaa lennätä Kanariaan.

OUI! RANSKA-VIIKOT
11.3. - 30.4.2013

Enjoy NG Life
viikoksi

Alto Paris on erittäin kaunis ja historiallinen maa, jossa on paljon nähtävää ja kokea. Alto Paris on erittäin kaunis ja historiallinen maa, jossa on paljon nähtävää ja kokea.

HOME OF İSTANBUL

goturkey.com
Tunisia on erittäin kaunis ja historiallinen maa, jossa on paljon nähtävää ja kokea.



TRAVEL ADVERTISING

Influence research

2015

Valores Consult
www.semiotikka.com

AIKAKAUSMEDIA

WHAT MAKES THE BEST TRAVEL ADS THE BEST



I orientoiva

II kertova

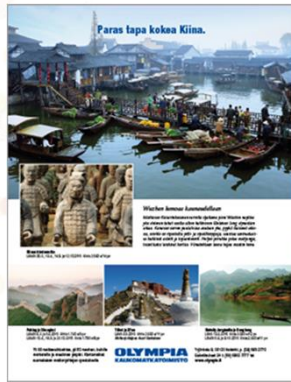
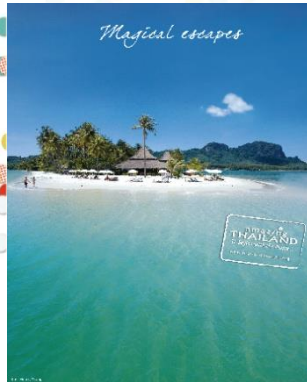
III myyttinen

IV soveltuvuus

- What actually impacts the reader in the content or appearance of an advertisement?
- FIPP wanted to find out what makes the reader stop at an ad, be pleased with it and remember the ad.
- We well know the attention values and reading values of ads, but we don't really know why exactly these ads get such good values.

A new kind of semiotic-qualitative research found out the secret of the most liked travel ads in magazines in Finland.

WHAT MAKES THE BEST TRAVEL ADS THE BEST



A. Depth interviews among consumers:

- 20 depth interviews lasting 1-1,5 hours
- 'Ethnographic' method: readers flick through the magazines and comment freely their feelings, opinions, reactions
- The magazines were filled with ads that already had got very good reading and attention values (and some not so good, for comparison)
- The following magazines were used (Feb 2015) Anna, Eeva, Elle, Gloria, Matkaopas, Mondo, Me Naiset, Oma Aika, Trendi

B. Semiotic analysis of the ads:

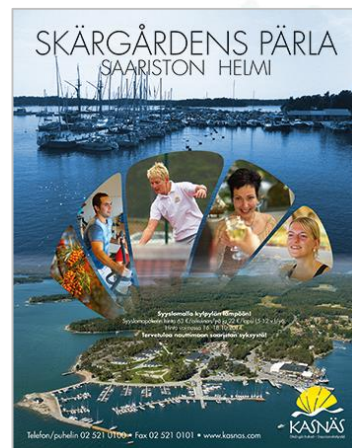
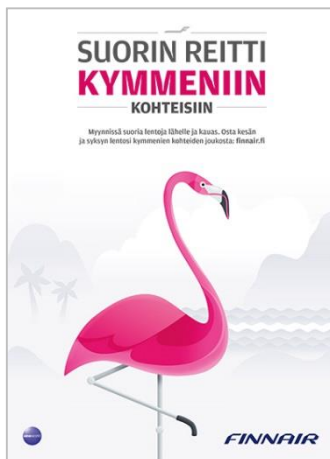
- “ The same good (and some less good) ads were analyzed semiotically
- “ What kind of colors, forms and visual compositions are attractive in interior decoration and why?
- “ What kind of stories appeal to the readers in ads?
- “ What kind of mythical material is effective in travel ads?

A. DEPTH INTERVIEWS 20 -70 -years old



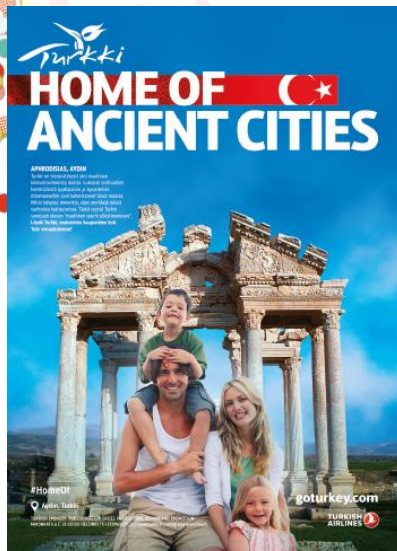
- Sports trainer 20, woman
- Student 21, man
- Dermatologist 23, woman
- Entrepreneur 26, woman
- Sales person 27, man
- Developer 28, woman
- Planner 36, man
- Social services 39, woman, two kids
- Researcher 40, man, three kids
- Personnel manager 41, woman, three kids
- Pharmacist 45, woman, three kids
- Service accountant 46, man, two kids
- Media entrepreneur 46, woman, one child
- Developer Manager 53, man, two kids
- Kindergarten teacher 56, woman, grown-up kids
- Teacher 58, woman, grown-up kids
- Pensioner 66, man
- Pensioner 68, woman, grown-up kids
- Pensioner 69, woman, grown-up kids
- Pensioner 70, man, grown-up kids

60 TRAVEL ADS IN THE RESEARCH



Travel agencies
Tourism
Hotels
Cruises
Flights
Trains

CATCHING THE ADS



1a. Scanning according to the situation

"Travelling as a family, a couple or group of friends?"

A reader glances, does she/he belong to the target group, is the ad meant for her/him.

"You look through your own situation - now that we have small kids in the family, we easily stop at something like this"

"Oh, kids, run!!"

"Would be great to go just the two of us free..."

"This is clearly for honeymooners and such, just two glasses together..."

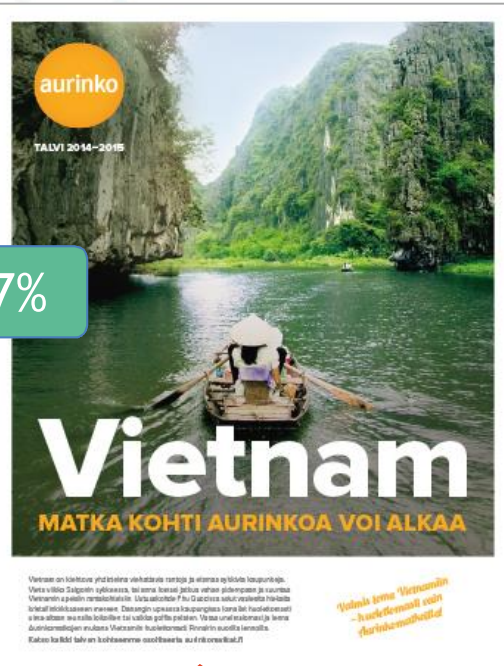
A. DEPTH INTERVIEWS



CATCHING THE ADS

A. DEPTH INTERVIEWS

87%



"A great feeling of adventure, let's go!"
(41, woman)

"I'd like to have a small picture of a luxury hotel here, so I'd have the courage to consider ... some safety..."
(40, man)

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Attention
-value

1b. Scanning according to the motive

"Adventure or comfort?"

Reader's own personality traits and/ or current needs guide the interest

- Adventurous will stop at ads offering exciting experiences
- Safe-bound reader looks for security
- A tired or stressed one catches the ad offering rest and relaxation

"Would be fine just to laze around with an exotic drink in your hand ... (46, woman)

"We never liked just to lie down on the beach, so they should offer something else, too, what to do there" (69, woman)



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CATCHING THE ADS



"This is pretty cool. You could go there for 4-5 days to hang around and see a concert." (21 years)

"I always wanna have some hustle and bustle there... I don't like if the place is too quiet" (20 y)

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1c. Scanning according to the motive

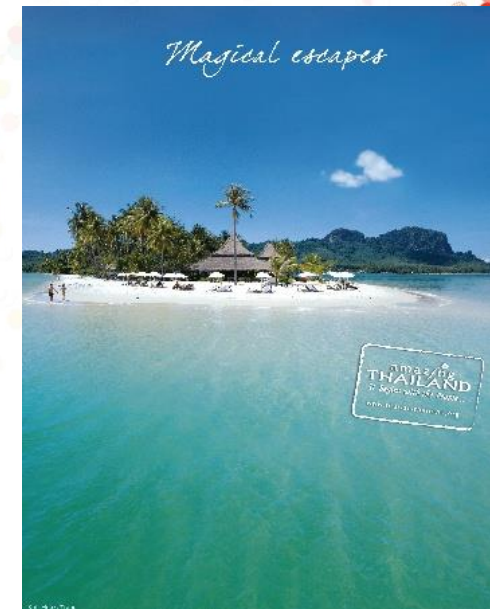
"Bustle or peace?"

Readers' lifestyles and/or current needs guide his/her interest

- Others (especially young) love action, people, liveliness
- Others wish something quieter, peaceful, rest

"I'd just love to get some place like this, where there are no people, just to enjoy that nature" (39 y)

"We have it so hectic at work, that when you get to go on a holiday, it's just some nice warm place to rest" (46 y)



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CATCHING THE ADS

A. DEPTH INTERVIEWS



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1d. Scanning according to the target "Cold or warm?"

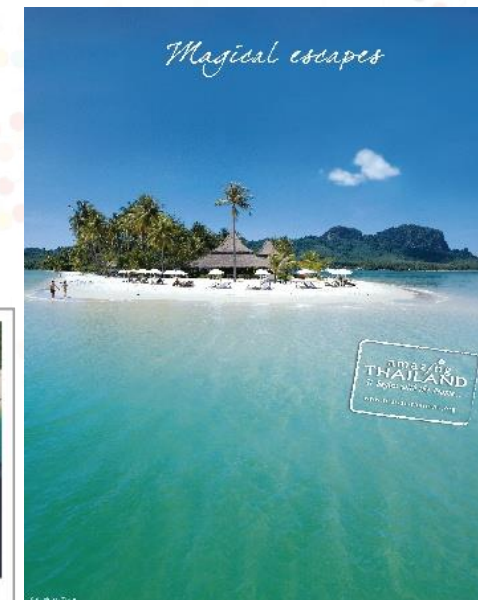
Reader's preferences (steady or changing) about climate
confine, too, ads noticed and watched

"I'm getting more excited about cold waters... that Hurtigruten route would be interesting"

"I need some sun and sea, nothing else really counts for me"

"I look at this so wistfully, how nice it would be to get there"

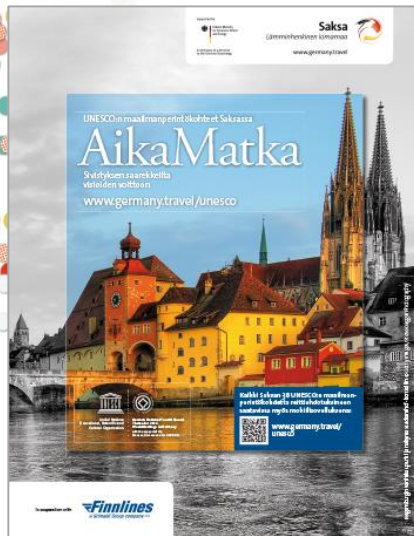
"These cold ones I pass by, as I don't like cold"



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CATCHING THE ADS

A. DEPTH INTERVIEWS



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1e. Scanning according to the state of mind

"Far or near? City or countryside?"

A reader has time and/or money for a shorter or longer holiday next, and he has in his mind either a citylike or a countrylike holiday. This guides watching the ads, too.

"That is a max 2 day place, I can't bear to stay in quiet like that longer" (21 y)

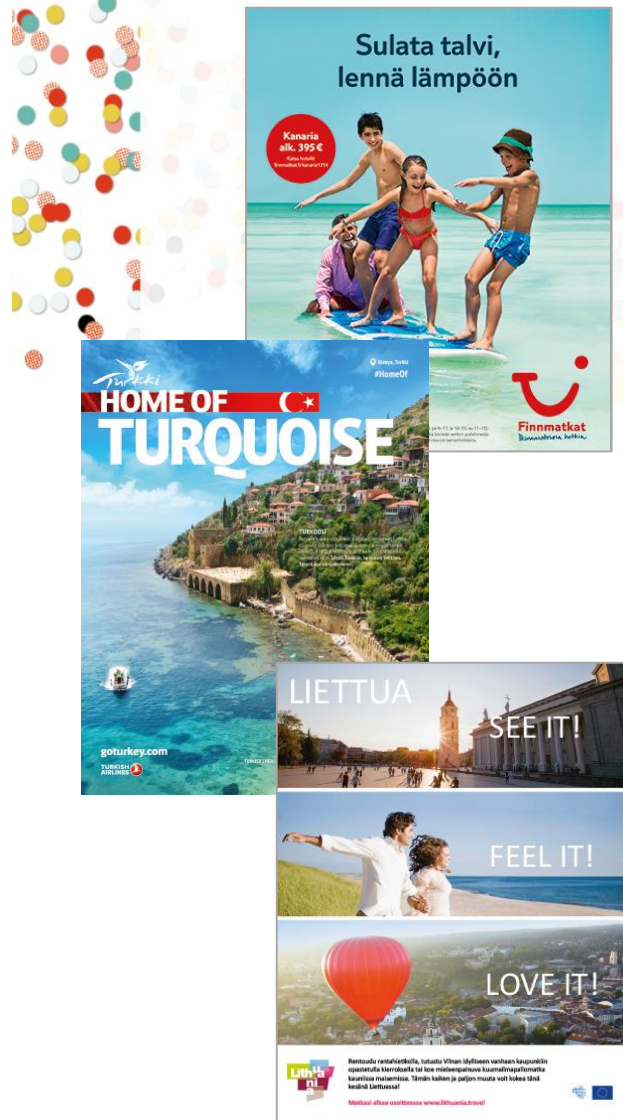
"Well, you could sometimes take a real good hotel in your home country, too" (68 y)

"We rather like to get out of Finland every time." (27 y)



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A GOOD TRAVEL AD



A GOOD TRAVEL AD ACCORDING TO READERS

1. Feeling
2. Landscape
3. Sense-triggering
4. Local culture
5. Real
6. Idea
7. Price
8. Enough information
9. Clear
10. Trust in the brand

A. DEPTH INTERVIEWS



A GOOD TRAVEL AD



80%

"Such a lovely feeling, easy holiday... playing in the warm water."

"This is a fine moment, a morning- or evening-sun on the beach is just special"

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1. Make a feeling

- ⇒ Holiday = disconnect stress, disconnect routine, disconnect time
- ⇒ Holiday = Good feeling with all five senses
- ⇒ Water rippling, smell of salty sea, cicadas chirring, hot sand on your skin
- ⇒ The picture should mediate an experience of a lovely, wonderful feeling, that you get from the trip



71%

"This is fun! You just go take it easy and fool around - good holiday feeling"

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A. DEPTH INTERVIEWS



A GOOD TRAVEL AD



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2. Show a great landscape

- ⇒ Astonishingly great landscape
- ⇒ A genuine, real place, the name of it preferably mentioned in the subtitles
- ⇒ A dramatized and a high-quality photo
- ⇒ An exceptional place or moment
- ⇒ A unique experience

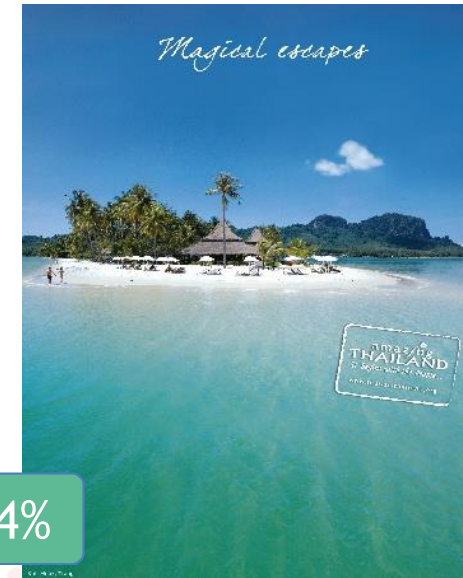
"This is a fine and rare landscape"

"Lapland at its best, lots of snow and mystique"

"This is perfect. Warmth, white sand, palm trees, a hut, beach chairs, a couple of people. I'd go now!"

"The reality is just so great here. You didn't have to photoshop the picture..."

A. DEPTH INTERVIEWS



74%



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A GOOD TRAVEL AD



"A nice fresh plunge and then this old ship is great, a real old ship you could imagine taking that there, too"

"These are great. Real places that in real life look like that, you get a stronger feeling of these."

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3. Trigger the five senses

- ⇒ You should take the reader in the place so that he/she can sensuously experience the situation in the photo
- ⇒ Warmth, smell, sounds, touch will come alive in the picture (and text)
- ⇒ Real pictures trigger the five senses
- ⇒ Not too generic stock photos



A. DEPTH INTERVIEWS



"Well Greece is just that, so familiar, been-there-done-that, but anyhow it takes you there, you remember the smell of the sea and wind and everything"

"I wouldn't like to see generic stock photos anywhere." (28 v.)

"If you want some relaxed and peaceful island life, here you get it."

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- $$\begin{aligned} & \Rightarrow \\ & \Rightarrow \\ & \Rightarrow \\ & \Rightarrow \\ & \Rightarrow \end{aligned}$$

"A metropolis beat, something else than Finland. Quite cool."

"Well you wonder, if there really is a place like this there, or what are those ruins supposed to be?"

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A. DEPTH INTERVIEWS

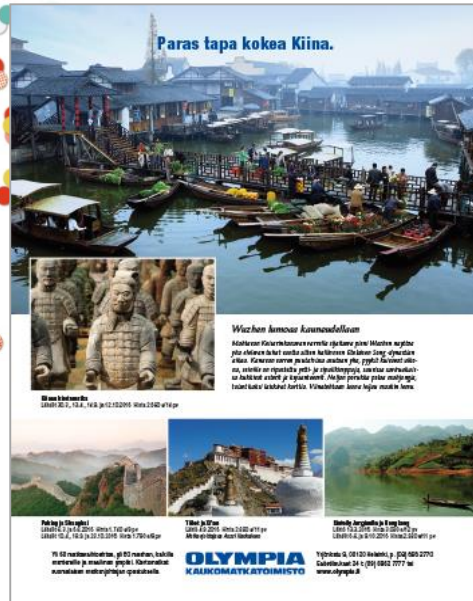


"I get the local food's taste in my mouth from this, yamm"

"Oh they have old ruins in Turkey, too, could be interesting."

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A GOOD TRAVEL AD



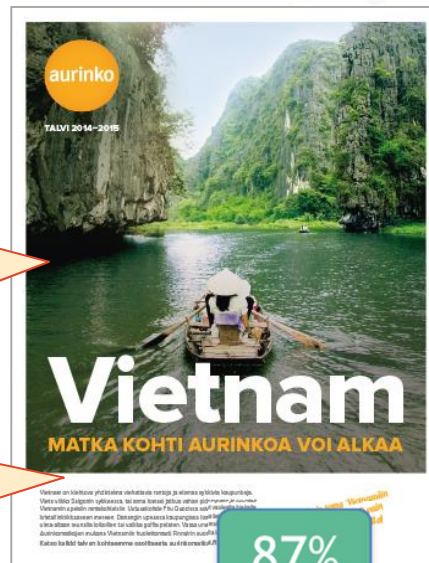
5. Be genuine.

- ⇒ Traveller wants to experience something real
- ⇒ Real (just a bit cleaned out) pictures interest esp. younger readers
- ⇒ No cultural clichés or clichée attractions esp. For younger readers
- ⇒ Except for a beach holiday the best picture is a mythical, unreal paradise fantasy

"This is interesting, you can see that the place really exists and the life there is really like that." (41 y)

"Vietnam, enchanting! Feels like it would be different from i.e. Thailand, would be exciting to go some day" (68 y)

"That ricepaper hat can even be insulting for the reader... same like you'd put a reindeer in an ad of Helsinki" (27 y)



87%

A. DEPTH INTERVIEWS



71%

"Great juxtaposition. You don't have to go to Amsterdam, when St. Petersburg is like this." (56 y)

"Honest real picture, good. The Tripadvisor label means a big bonus for me." (28y)



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A GOOD TRAVEL AD



71%

"This must be done just for kicks, but hey, you stop looking at it, what!? Fun idea." (23 y)

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6. Give an idea.

- ⇒ Ads were thought quite ordinary
- ⇒ How to wake up reader's interest and excitement?
- ⇒ How to make the reader think about the ad a bit longer?
- ⇒ How to give an impulse to think about travelling just now?

"Why they all look alike?
Why they don't have anything to surprise?" (26 y)

"You should have some idea –
something to stand out, something to
think about and laugh to yourself" (36 y)

"This flamingo ... how does it connect
with Finnair ... but then yeah, long-
distance flights yeah" (27y)

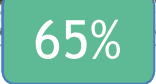
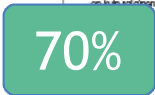
A. DEPTH INTERVIEWS



76%

"This was one of the few, that
had an idea, something
different." (20 y)



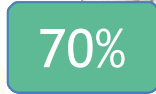


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LEGO

(v)

om



"Here you have a good price, so good that we start considering." (68 v)

"Why they don't say from where to buy that trip? Some phone number or an office?" (69 y)

- ⇒ Price activates and interests readers
- ⇒ A price can be "starting from" or "average", as long as it's not fully unrealistic
- ⇒ Price doesn't spoil an emotional ad, as long as it's neatly put
- ⇒ Also phone number is asked for, people are not always able to/excited to connect internet

"They have a clear price, starting from, you get an incentive - should I check this in internet" (41 y)

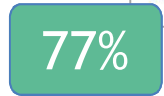
"Luxury cruises with full-board... it's good they show prices, you can ponder and compare ." (70 y)



Oh without visa, then I could find out about it.” (68 y)

77%

- ⇒ You need information and text enough, but not too much, so that it's easy and interesting to read
- ⇒ Not too much
- ⇒ Not too small a typography
- ⇒ Price starting from, time of the offer, internet page, phone number, office, opening hours
- ⇒ What fun to do on the trip?
- ⇒ Which services offered?



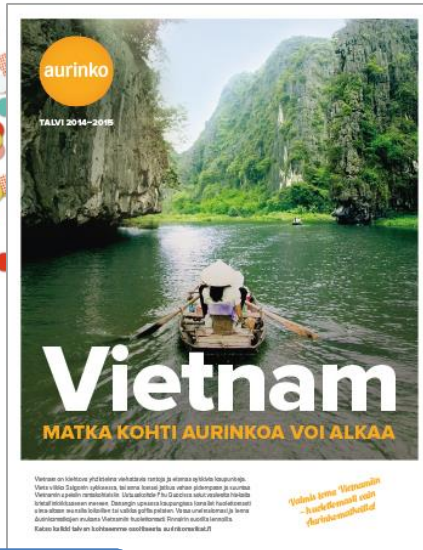
77%

"The 75% sale on kids interests!"
(39 y)

"These symbols are nice, what you can do there" (41 y)

[illegible]

A GOOD TRAVEL AD



87%

"This is clear. Big picture, big title and a little explaining text"

"This is lovely. Something happening, but it's still peaceful."

9. Be clear

- ⇒ Nice and peaceful to look at
- ⇒ Not too many elements, small text or lots of small pictures
- ⇒ Should not be disorderly, full or 'demanding' to the reader



A. DEPTH INTERVIEWS



"Small but clear and nice-looking."

"Here you have three pictures, but still it's nice to look at, it's not too restless."

A GOOD TRAVEL AD



"Finnmatkat always have a nice cosy holiday feeling and warmth Even their logo is good"

"Finnair makes evenly good work with their own style, you recognize it always"

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10. Create trust in the brand

- ⇒ How does a travel brand distinguish itself from others?
- ⇒ Travel ads looks a lot the same
- ⇒ You need your own visual and textual style and brand elements that differentiate
- ⇒ A distinctive brand is remembered and when remembered, also trusted
- ⇒ Brand presence in the media creates trust in the reader



A. DEPTH INTERVIEWS



"Silja ads always bring out the sea, the marine style.... And that seal"

"Aurinkomatkat has this orange ball..."

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NOT SO GOOD TRAVEL AD

1. **Too much information.** Too much little text and small pictures.
2. **No feeling.** Bland, neutral. Not noticed.
3. **No landscape.** Why to travel, if no landscape?
4. **Does not tell about the destination.** Too generic.
5. **Not genuine enough.** Too much like a stockphoto or photoshopped.
6. **No idea.** Or clumsy idea.
7. **Messy, full of stuff.**
8. **Too much text, boring, dry.**
9. **Does not differentiate the brand.**



WISHES FOR A GOOD TRAVEL AD

"Something FUN. Something that make you feel good about the trip and the country."

"It would show HONESTLY how it looks like. Would show the real place and not some manipulated stock photo. I don't wanna travel to some plastic, but a real place."

"You gotta have COLORS! Colourful fruit cut open, so that the juice is dripping. Colourful people and clothes. And lots of sun and warmth!"

"EXOTICS. Something quite different from home."

"A divinely beautiful LANDSCAPE, the kind you would immediately start dreaming of"

"MAP would be good. I always want to see the map. Or an aerial photo would be cool of the place where you're going."

"Would have couple of different ictures, what you could do there. Not just one boring detail in big picture. "

"Would have the PRICE somehow and then some PHONE NUMBER to call and opening hours."

"Not always the same CLICHÉ. Something surprising, but true."

A GOOD TRAVEL AD

"These beach ads make you think AH, I wish I were there!"

"The new places are introduced in ads and magazines, that's how you know what's in now.. And friends, of course."

"We don't go to netpages before we know when our holiday is going to be."

"We have never bought a package trip. We always look for the flights and hotels for ourselves, even though it's quite tedious job."

"You get other people's travel stories from Facebook and magazines – they are most interesting and you get good information from them. "

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A. DEPTH INTERVIEWS

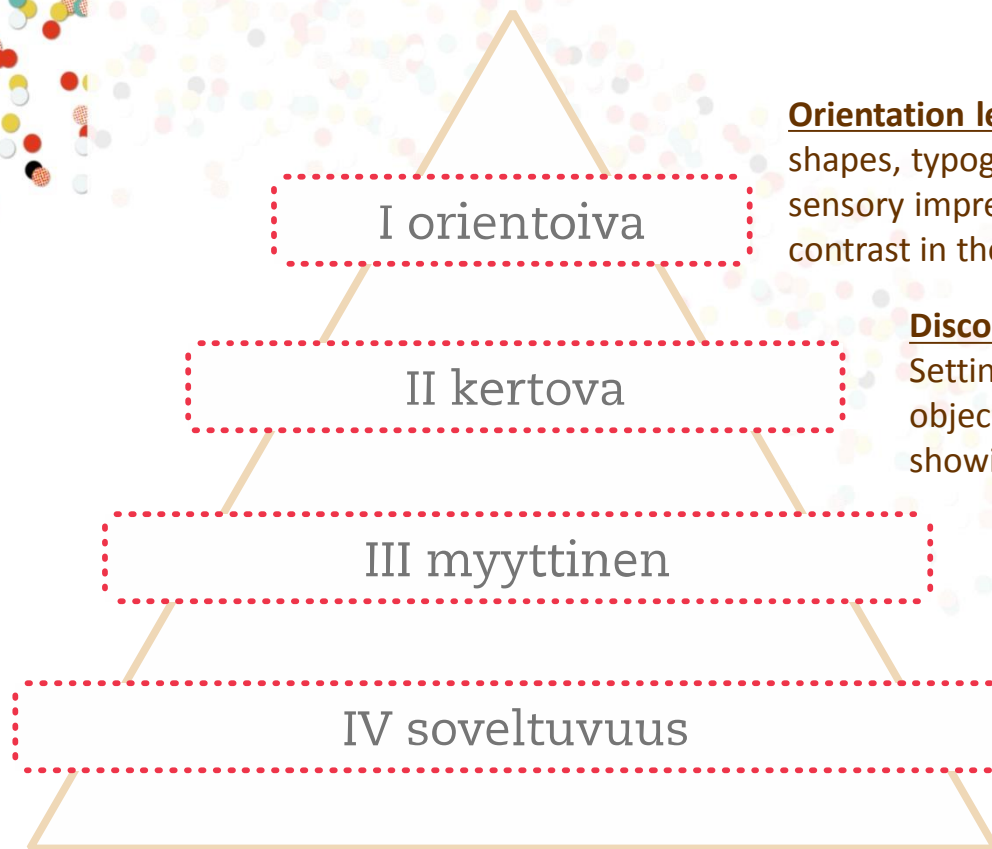
RELATION OF PRINT AD AND INTERNET

- Ad in a magazine reminds the reader he/she needs a holiday
- A good travel ad feeds travel wishes and encourages to plan
- A good travel ad evokes interest in the attraction and the tourist agency in question
- You need name and presence in the media in order to build trust in the reader, to buy services from this company
- Trust needs branding
- Branding creates image of quality
- Ad in a magazine reminds you to visit webpages, too
- People look for information in the net only when they start arranging their trip
- Younger people go glancing net travel pages also for fun sometimes
- People's own travel stories are interesting and could be used in advertising and infomercials

AIKAKAUSMEDIA



WHAT IS SEMIOTIC ANALYSIS



Orientation level : What colours communicate, shapes, typographies, rhythm, perspective, scale, sensory impressions and the composition: harmony/contrast in the ad.

Discursive level : Everything that tells a story. Setting, characters, heroes, roles, acts, rituals, objects, gestures, reference groups, relations and showing who or what has status.

Mythical level: What makes an inexplicably strong feeling. What we interpret instantly as good or bad, desirable or not desirable. Myths, symbols, archetypes, stereotypes, universal values, good-bad-dichotomies.

Suitability: How well this communication suits this industry, branch, product group or brand.

Semiotic analysis studies especially the ~~Hidden~~ structures of communication .

SEMIOTIC ANALYSIS EXAMINES THE VALUES THE ADVERTISING COMMUNICATES.



Use values: The rational and practical benefits the consumer finds in the brand's communication

Show values: Emotional values consumer gets from the brand's communication

Core values: Ideological benefits the consumer gets from the brand's communication



Advertising is examined, what kind of values it communicates to the reader. The reader's own culture and background influences how he/she interprets advertising and which values he/she supports. However myths are set in us by culture, so that we take for granted the values the myths offer. On the orientation level i.e. the influence of colours is originally physiological, so we react to colours often the same way. On the discursive level the reader has most 'power' to interpret, and many stories are interpreted in different ways depending on the reader's attitude.

SEMIOTIC ANALYSIS OF TRAVEL ADS



1. Colours of warmth and rest
2. Colours of exotics
3. Colours of nature and peace
4. Colours of city and excitement
5. Composition and typography
6. Paradise myth
7. Nature myth
8. History myth
9. Adventure myth
10. Trip = another reality

MESSAGES OF TRAVEL ADS



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B. SEMIOTIC ANALYSIS

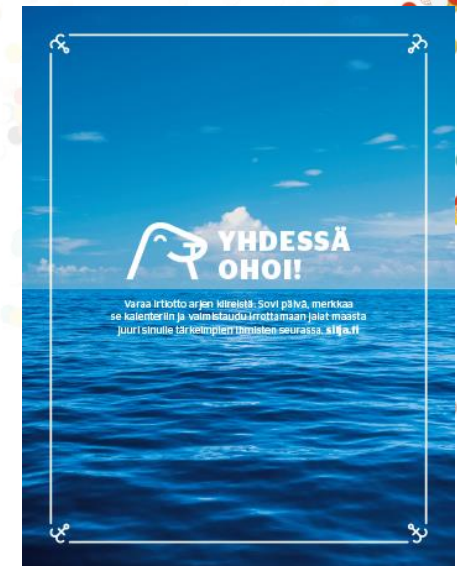
1a.Colours of warmth and rest

Turquoise

- ⇒ South, warmth
- ⇒ Warm sea, the nest of human being
- ⇒ Rest, holiday
- ⇒ (Least hated colour universally)
- ⇒ "I'm clean, well and perky"

Blue

- ⇒ Bright sky
- ⇒ Carelessness, optimism
- ⇒ Belief and hope
- ⇒ Sea
- ⇒ Coolness, freshness
- ⇒ Eternity
- ⇒ Freedom
- ⇒ "I'm free as a bird"



AIKAKAUSMEDIA

MESSAGES OF TRAVEL ADS

B. SEMIOTIC ANALYSIS

1b. Colours of warmth and rest

Orange-yellow

Physically activating, stirs up hormones

- ⇒ Sun, the source of life
- ⇒ Warmth, light, fire
- ⇒ Energy, fertility
- ⇒ Glad, social, active
- ⇒ Happy, positive, well-being
- ⇒ "I'm eager and strong"

Beach

- ⇒ Warmth, rest
- ⇒ Naturalness, genuinity
- ⇒ Childhood (sand play)
- ⇒ "I'm free and safe"



2. Colours of exotics

Strong, contrasted colours

Physically activating, raising the pulse, stirring up adrenaline

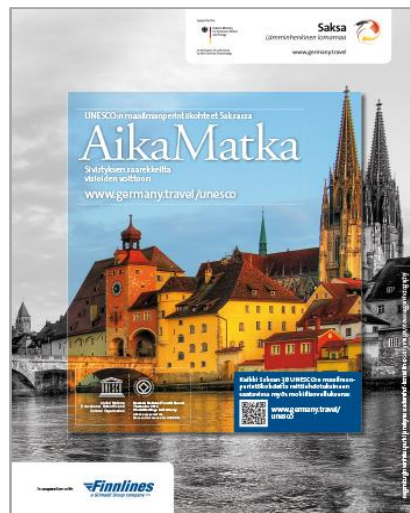
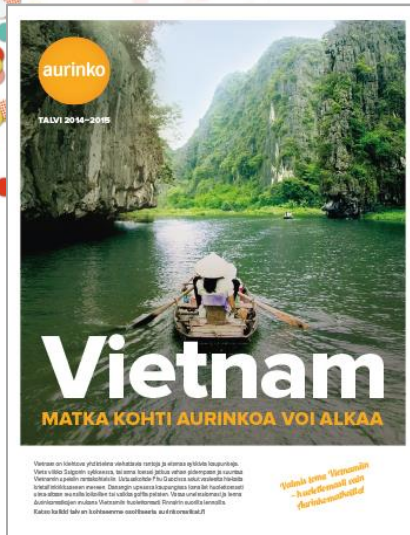
- ⇒ Fun, play
- ⇒ Goofing around
- ⇒ Spontaneity, emotions
- ⇒ Positive childishness
- ⇒ "Hey, let's have fun!"

Clean, bright colours

- ⇒ Attention!
- ⇒ Active, cheery
- ⇒ Gladness, play
- ⇒ Straightness, innocence
- ⇒ Plastic, toys
- ⇒ "Oh when the Saints go marching in..."



MESSAGES OF TRAVEL ADS



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3. Colours of nature and peace

Green

Evens the pulse, relaxes

- ⇒ Jungle, forest, grass, nature
- ⇒ Life, rebirth
- ⇒ Growth, hope

Light green

- ⇒ New start, growth (sprout)
- ⇒ Innocence, youth

Brown, autumn foliage

- ⇒ Security, stableness
- ⇒ (ground, rock, tree, leaves)
- ⇒ Natural, organic
- ⇒ Peaceful, harmony
- ⇒ The cycle of nature

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4. Colours of city and excitement

Strong contrasts, dark colours

- ⇒ Drama, strong emotions
- ⇒ Excitement, a little fear
- ⇒ Sound, noise
- ⇒ Night life, adventure
- ⇒ "Let's get excited!"

Red-blue, Red-black

- ⇒ Colours of danger
- ⇒ Overly dramatic, strong emotions
- ⇒ Fast reaction
- ⇒ Hectic, motion
- ⇒ Red-black: Brand colour of urbanism and youth culture (war, rally, competition)
- ⇒ Excitement, fear, threat
- ⇒ "What's going on!"



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5a. Composition

Centered lay-out

- ⇒ Clear, sure
- ⇒ Static, harmony
- ⇒ Emptiness, peace
- ⇒ Solid world view
- ⇒ "Got it"

Dynamic lay-out

- ⇒ Diagonal lines
- ⇒ Excitement, motion
- ⇒ Movement stopped by a photo
- ⇒ Picture continues 'over the borders'
- ⇒ You are in the middle of life
- ⇒ "Something happening! Bustle"

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Varmasti erilainen
Kanarian loma!

Yhteisiä muistoja ei voi ostaa, mutta onneksi niitä voi tehdä.

Celebrity Cruises Risteilyt

Miami
MATKA KOHTI AURINKOA VOI ALKAA

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5b. Typography

<= Fat grotesque types

- ⇒ Materialism, greed
- ⇒ Concreteness
- ⇒ Clarity, rationality
- ⇒ Rounded lines soften and make it more fun

Talkative 'novel' types =>

- ⇒ Spoken narrative, living speech
- ⇒ Interpretation, 'subjective'
- ⇒ Mild, flexible
- ⇒ Timeless, 'floating'
- ⇒ Hand-written style communicates personality, femininity, ronatics

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Vietnam kiertomatka
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6. Paradise myth

Dream of Eden

- ⇒ Holiday forever: continuing relaxation, nobody has to do real work
- ⇒ Overflow of delicious natural fruits to eat
- ⇒ Sensuous well-being: warmth, food, love, loitering
- ⇒ "I'm lying in a hammock and kicking a palm tree, dates drop in my mouth"
(Palm tree = symbol of fertility)

Celebration of senses

- ⇒ The sun's warmth, wind breeze, the sea sound, cicadas chirring
- ⇒ The tasty juiciness of food and fruit
- ⇒ The soft and hot sand
- ⇒ The cooling water
- ⇒ "Heaven on earth"

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Paras tapa kokea maailma.

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7. Nature myth

Back to the origin of human being

- ⇒ Appeal of the primitive
- ⇒ Naturalness
- ⇒ Simple life
- ⇒ The greatness and strength of wild nature
- ⇒ "I'm part of the wonderful nature"

Peaceful nature

- ⇒ No noise, no hurry of the city
- ⇒ Sensuousness of fresh air
- ⇒ Calming down, shifting down
- ⇒ Retreat
- ⇒ "Happy like a squirrel on the moss"



Rentouttava Ahvenanmaan loma

Mielijoma
Vierä leppoon ja rauhalliseen Ahvenanmaan saarelle. Rentouttava Ahvenanmaan loma on sinulle, joka haluaa rentoutua ja nauttia luonnon kauneudesta. Rentouttava Ahvenanmaan loma on sinulle, joka haluaa rentoutua ja nauttia luonnon kauneudesta.

Mielijoma
Tähtähtöinen Ahvenanmaan loma on sinulle, joka haluaa rentoutua ja nauttia luonnon kauneudesta. Rentouttava Ahvenanmaan loma on sinulle, joka haluaa rentoutua ja nauttia luonnon kauneudesta.

Viikonloppuvuokra alkaen 82 €



Asiantuntijan matkassa

Karibian risteily
Karibian risteily on sinulle, joka haluaa rentoutua ja nauttia luonnon kauneudesta. Karibian risteily on sinulle, joka haluaa rentoutua ja nauttia luonnon kauneudesta.

Etelä-Afrikan aarteet
Etelä-Afrikan aarteet on sinulle, joka haluaa rentoutua ja nauttia luonnon kauneudesta. Etelä-Afrikan aarteet on sinulle, joka haluaa rentoutua ja nauttia luonnon kauneudesta.

Lumonsa Etelä-Afrikka
Lumonsa Etelä-Afrikka on sinulle, joka haluaa rentoutua ja nauttia luonnon kauneudesta. Lumonsa Etelä-Afrikka on sinulle, joka haluaa rentoutua ja nauttia luonnon kauneudesta.

Etelä-Afrikan parhaat paikat
Etelä-Afrikan parhaat paikat on sinulle, joka haluaa rentoutua ja nauttia luonnon kauneudesta. Etelä-Afrikan parhaat paikat on sinulle, joka haluaa rentoutua ja nauttia luonnon kauneudesta.

Afrikan tähdet
Afrikan tähdet on sinulle, joka haluaa rentoutua ja nauttia luonnon kauneudesta. Afrikan tähdet on sinulle, joka haluaa rentoutua ja nauttia luonnon kauneudesta.

Lomalinja
Lomalinja on sinulle, joka haluaa rentoutua ja nauttia luonnon kauneudesta. Lomalinja on sinulle, joka haluaa rentoutua ja nauttia luonnon kauneudesta.

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8. History myth

Time traveller's experiences

- ⇒ To grasp a historic epoch
- ⇒ To identify with past life (as a king, a slave, a soldier, a craftsman etc)
- ⇒ To wonder the geniality/ madness of mankind
- ⇒ To feel connection to cultures and people thousands of years ago
- ⇒ "I'm part of the history of mankind"

Worship of sanctuary places

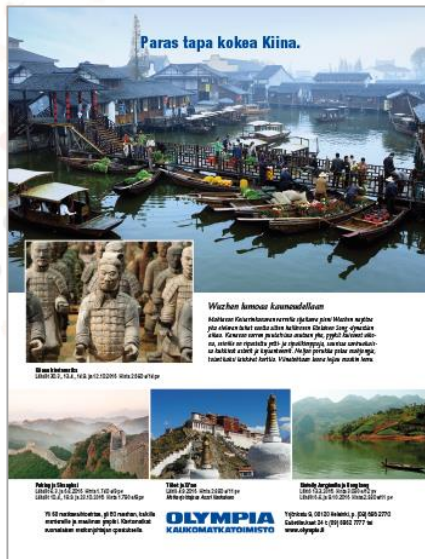
- ⇒ The 7 world wonders
- ⇒ Historical locations
- ⇒ Remarkable buildings: monasteries, churches, palaces, prisons.
- ⇒ Old ruins, old borders of ancient states, war fields
- ⇒ "To see Naples and die"

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9. Adventure myth

The world conquerors

- ⇒ Fullfill the need of adventure and curiosity
- ⇒ Grasp a new place, country, culture and language
- ⇒ Different exotic cultures to be amazed
- ⇒ Memorable
- ⇒ "The Great Adventurer"

Survivors

- ⇒ The Hero quest
- ⇒ Special, 'difficult' places to get to or survive
- ⇒ Places where few have been: closed societies, demanding mountains, desert areas
- ⇒ Demanding trips physically and mentally
- ⇒ "I want to challenge myself"

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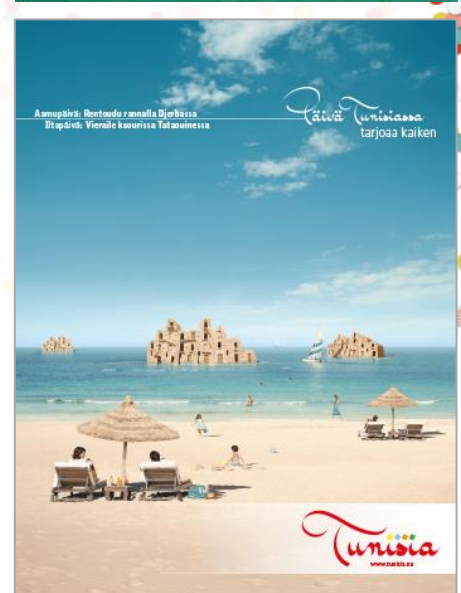
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Dreamlike, fantasy

- ⇒ Travel as a dreamlike fantasy
- ⇒ Wonders and unreal incidents
- ⇒ Secret garden
- ⇒ Paradise Island
- ⇒ Atlantis – a lost city
- ⇒ Ship as a symbol of sailing in life
- ⇒ Disconnect reality
- ⇒ Difference and oddness appeals
- ⇒ Something exciting, mystical
- ⇒ Something quite different

- ⇒ Something quite different
- ⇒ Hunger for fantasy
- ⇒ "It was like a dream!"

A tropical beach scene with a thatched hut, palm trees, and turquoise water. A small boat is visible in the distance. A logo for "THAILAND" is in the bottom right corner.



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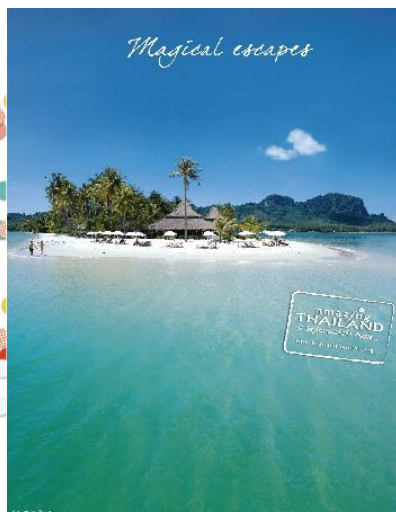
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Summary

1. A great LANDSCAPE of a real place with the real taste of life evokes desire to travel.
2. Juicy COLOURS and PICTURES promise EXPERIENCES.
3. Unique CULTURE urges to get interested.
4. A funny IDEA makes to think and keep in mind.
5. Adequate INFORMATION about price, place and company helps a lot.
6. CLEAR lay-out, not too much text.
7. Brand's OWN STYLE distinguishes and creates trust.





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