

# Smugglers' Notch Vermont

As consumers are shopping for vacations, they don't always realize how much more value they get with a Smugglers' vacation package vs. the competition. Additionally, many of Smugglers' competitors use different models to communicate their pricing.

## Strategy

Develop a message that shows the emotional benefit of such a comprehensive package, and deliver that message to the target audience through an integrated contact plan that engages the audience in a conversation that draws them ever closer to Smugglers'.

## Tactics and Work

### Creative Platform:

Smugglers' has been positioning itself as America's Family Resort for nearly 50 years, and even has a service mark for the term. However—conceptually—it's a very difficult thing to portray in an advertisement or direct-response piece that has less than three seconds to engage the reader. We needed to find the iconic message that represented how encompassing the vacation experience is at Smugglers'. What could say to a family "We have everything you need here for the ideal vacation experience" in three seconds or less?



Website Refresh - <http://www.smuggs.com/>

### Contact Planning

Creative is the new media, and determining how and where to reach the target audience is mission critical. Our contact planning started with detailed persona development to identify a "day-in-the-life-of," the decision criteria, the customer journey and external influencing factors.

### Website Refresh

Deliver fresh, relevant content that moved the customer immediately through a virtual vacation experience.

# Smugglers' Notch Vermont (continued)

## Tactics and Work

### Direct Response

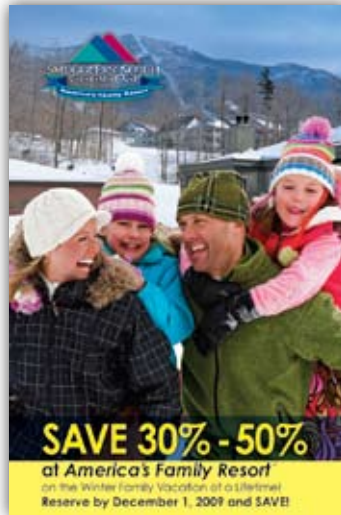
Improve the response rate by segmenting the message to Smugglers' various constituents: old inquiries, past guests (summer and winter), owners and owner referrals.

### Inquiry Generation

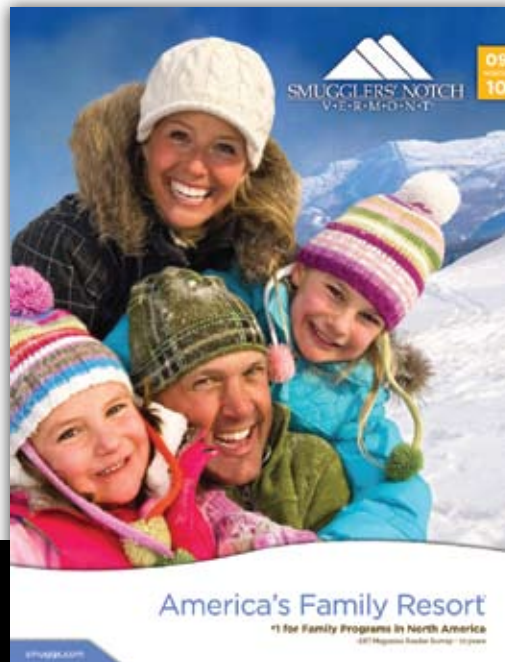
Implemented a new approach to messaging by layering a broad, brand-oriented message with increasingly more personalized messages, targeting, and delivery, all with the goal of dramatically impacting the response rate.

### Inquiry Fulfillment

Continue to deliver the vacation experience through highly emotive photography and copy. If you look closely, the photography has been touched up to be ever-so-slightly more vibrant than real life, conveying an almost dreamlike quality to the Smugglers' vacation image.



Direct Response



Brochure

Inquiry Fulfillment



DVD

## RESULTS

Due to this unified, timely messaging, Smugglers' saw an increase in response to their media spend (inquiries to the website), with an improved bounce rate and close ratio, resulting in an overall improved **return on investment!**