



CLIENT SUCCESS STORY

The Sun Holidays

The Brief

Back in 1989 the UK's best-selling newspaper The Sun contacted GFM to help them boost their newspaper sales and build customer loyalty through a new holiday promotion that would give their readership the opportunity to stay at major UK and European holiday parks at the fraction of the usual cost. The client wanted this promotion to be managed in its entirety from concept generation through to park recruitment, processing of bookings and ongoing marketing support.

Our Solutions

In response to the brief we created 'Hols from £9.50', which is today the country's longest running newspaper promotion. To take advantage of this offer readers collect newspaper codes and then book their holiday online. As part of our end-to-end service we; recruited over 300 parks, created a new website and booking site, designed in-paper supplements and delivered all marketing materials. Every year this promotion sends newspaper sales soaring, fills participating parks and sends over 2,000,000 readers on holiday.

OVERVIEW

- * Concept generation
- * Recruitment of 300+ holiday parks
- * Creation of websites
- * Processing of all bookings
- * In-paper supplements



Promotion sends sales soaring every year



2 million+ holiday makers every year



Holiday Parks at capacity and revenue streams flow

“GFM has consistently gone above and beyond its duty to deliver the highest quality promotional marketing services to our readership for almost 30 years.”

CMO
The Sun