



Best Use of Social Media & Best Communications Strategy



Tel Aviv

Entered by Tel Aviv Global



Recently, Tel Aviv has enjoyed a significant rise in its international brand awareness - a combination of a high media-profile and a significant internationalization of the city's residents and business sector. Whilst this rise has contributed significantly to the city's international standing, it has yet to be translated into a significant rise in tourism figures. Tel Aviv's brand strategy is to create a direct connotation between the city's brand and tourism trends. The opportunity lay in the city's combination of a developed urban scene, a world-class beach and its winter weather - a Mediterranean climate within a 5 hour flight of all European hubs.

The goal of the entire campaign was to generate international media coverage via earned as opposed to bought media and it was decided at an early stage that the campaign would be in partnership with the national Ministry of Tourism. As Tel Aviv is a city without a well-known international icon or monument, it was decided that the lifeguard towers were the most iconic representation of the city's beach. In addition to partnering with the national government, we developed a partnership with an international large-scale tourism sales site that could allow for additional exposure, but also promote hard-sale of tourism packages to the city (Hotels.com).

The overall objective of the campaign was to drive international media coverage regarding Tel Aviv as a winter destination. As Tel Aviv does not share a common language with any of its target markets, a decision was made to focus on Instagram as a predominantly visual medium. The decision to focus on generating international media coverage was taken in acknowledgment of the large concentration of international media in the city and leveraging this characteristic which supposedly is a disadvantage, to one with significant positive potential.

In February 2017, we transformed one of Tel Aviv's iconic lifeguard stations (which at the time were not in use as lifeguard services were not active) into a luxurious designer "hotel room". This was done in partnership with The Brown Hotel Collection - a local leading designer-hotel brand, in order to ensure the level of design and that the highest level of hotel standards would apply.

The renovation costs were completely covered by local design chains and allowed for a complete revamp of the tower within several days. Once the "hotel room" was ready, a social media campaign/competition was launched in partnership with the Israel Ministry of Tourism and Hotels.com. The campaign called on Instagram users from around the world to photograph themselves in bathing suits in order to emphasize the beach aspect of the campaign, outside in order to emphasize the contrast between the snow and cold in Europe and the sun and beach in Tel Aviv's winter), and holding a sign with the hashtag "#TakeMeToTelAviv".

A selection of celebrities and influencers from target markets were invited to stay at the lifeguard tower as guests, together with several winners from the competition. Design costs were covered by sponsors, flight costs were covered by the Ministry of tourism and media costs were covered by Hotels.com.

The overall results of the campaign included over 350 mentions in international media, as well as over 300 million impressions on social media and Hotels.com. The campaign was covered by all main news agencies and across international media and the results mean we have been able to double our initial targets for overall international media coverage and online engagement for Tel Aviv in 2017.