

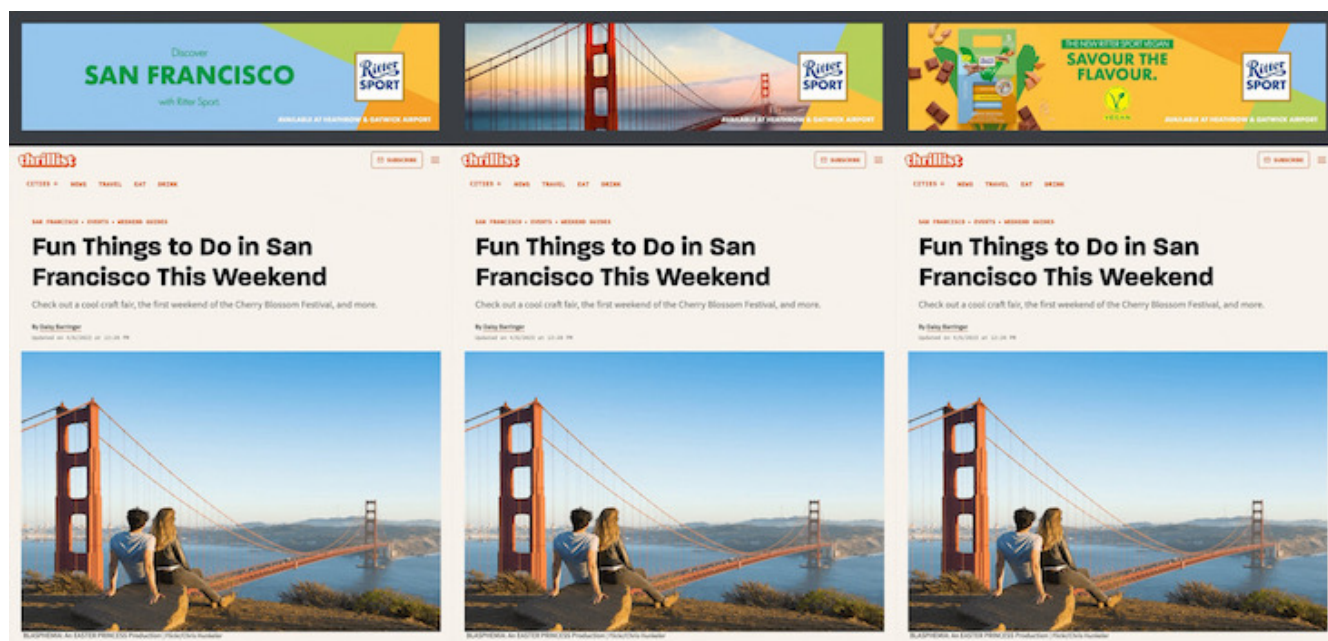
# Ritter Sport partners with Echolution for Vegan Travel Edition campaign



[Ritter Sport](#) has announced a partnership with digital marketing agency [Echolution](#) in a unique campaign to promote its new Vegan Travel Edition tower. The campaign took place in April.

The German chocolate company wanted to invest in a highly targeted digital campaign messaging travelers directly, to create brand awareness. Echolution was able to ensure the brand campaign was seen immediately before the traveler started their journey, using mobile data and targeting the main traffic routes to departure airports.

Echolution created a tailored digital ad campaign for Ritter Sport and placed the ads, mostly videos and GIFs with a few banner ads, on consumer-facing online travel media sites such as *Conde Nast Traveler*, *Tripadvisor*, *Timeout*, *Thrillist* and *The Times* travel section.



A few stills from the Ritter Sport video ad targeting travelers interested in visiting San Francisco

“Our brief from Ritter Sport was to create awareness among future travelers of the Vegan Travel Edition tower,” said Echolution partner Eamonn Leacy. “The whole concept was to target travelers leading up to and at the point of traveling out of three major UK airports (London Heathrow, London Gatwick and Manchester. We achieved this by contextually targeting and placing the brand advertising campaign within relevant online destination travel content that travelers would be researching and then viewing, while traveling to or from these airports.”

The top 10 tourist destinations in terms of traveler engagement were: Ibiza (1.65% CTR), Paris (1.46% CTR) and Hong Kong (1.45% CTR), while Madrid, Istanbul, Thailand, Barcelona, New York, Zurich and Antalya also performed well with CTRs of between 1.24% and 1.05.



While the campaign was mostly made up of video and GIF ads, some, like this one targeting visitors to

Goa via *The Times*, was a banner ad

“The campaign performed well over a three-week duration. In addition to serving destination-centric advertising to consumers while they researched ‘what to do on holiday’ or ‘beach activities in Ibiza’ at the same time as they were booking flights, we also served them reminders closer to their flight time with geo-targeting across train stations as well as the airports of focus,” said Leacy. “The numbers speak for themselves; we achieved 2400+ unique creative variations which were targeted against hyper-relevant travel content. We generated ads for 115 tourist destinations and achieved high engagement rates of 0.68% CTR (click through rate) per ad and 82% viewable impressions overall.”

“We are happy with the results of this highly targeted and travel-centric ad campaign,” said Jan Pasold, Managing Director, Global Travel Retail Ritter Sport. “With this level of engagement, we know brand awareness among travelers will have increased. The next stage is joining the dots with our travel retail partners in key locations in order to make the most of the geo-location capabilities.”