

CASE STUDY: JUCY



Jucy provided Helen Ochyra with a campervan for three weeks in December 2014.

Coverage secured to date is as follows:

Feature on touring Australia in the Sunday Times
Readership 900,000

Feature on campervanning in New Zealand in TTG
Readership 35,000 travel agents

Feature on campervanning in New Zealand in
Australia and New Zealand magazine
Readership 30,000

Full page advert in the Rough Guide to New Zealand
Readership 35,250

Feature on campervanning in Australia in Camping
and Caravanning Club magazine
Readership 270,000

Twitter: @helenochyra @hotelsgirl
Followers: 6,500



Total audience reached to date is approximately: 1,276,750

TESTIMONIAL:

“Working with Helen has been a fantastic experience! She worked hard to ensure that we had as many JUCY angles of the story as possible to get the maximum gains from her time in New Zealand. Her travel trade piece quickly saw interest from agents wanting to sign up and sell our campervans. Helen worked quickly to get her writing complete and was a consummate professional throughout.

We're looking forward to having Helen explore some of our other destinations sometime soon!" – Zoe Macfarlane, Head of Marketing, JUCY Rentals

CONTACT:

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