

# EXPEDIA GLIMPSES BRAND CAMPAIGN

## RWS Marketing Solutions

May 2023



# Expedia

Vivimos para viajar



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## Glimpses

RWS, through our partnership with Anomaly (LA & London) supported on delivery of the Expedia global brand campaign.

### **Their Goal**

Create one brand narrative that can run across global markets that helps Expedia stand for something distinct in a sea of same-same online travel agents.

### **Our Role**

To provide strategy validation and cultural consultation on the overarching campaign direction, as well as campaign production support the global brand campaign, across Expedia's 8 key markets.

## What we did

- Strategy validation
- Cultural consultation
- Research & testing support
- Pre-production support and consultation
- Script transcreation
- VO casting, record & full sound production
- Versioning & adaption
- Clearance management

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## Glimpses

Campaigns we delivered:

- Lemons (VO production, versioning & adaption)
- Bubbles (VO production, versioning & adaption)
- Sand (VO production, versioning & adaption)
- Nothing (VO production)
- Plates (VO production)
- Reasons to travel (VO production)

## Deliverables

- VO production for over 250 individual scripts
- Delivery of 60 localised edits
- Channels – TV, VOD, OLV, social, programmatic, radio
- 8 markets  
Canada (FR); France; Germany; Hong Kong; Japan; Latin America; Mexico; UK

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## Glimpses – Bubbles

German 16x9 20 Secs *Click to play*



French, Canadian 16x9 15 Secs *Click to play*



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## Glimpses – Lemons

French, Canadian 16x9 30 Secs [Click to play](#)



Mexican 16x9 30 Secs [Click to play](#)



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## Glimpses – Sand

French, Candian 16x9 30 Secs [Click to play](#)



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