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Vueling entrusts its new online campaign to BeRepublic. The offers are centred on the ski slopes and the most traditional carnivals

Barcelona, 13 February 2009. The new generation airline, Vueling, not only offers competitive prices to Europe's major cities, but also alternative activities, which it showcases in these destinations. On this occasion, with the collaboration of the interactive advertising agency, BeRepublic, it has organised for the present winter season a direct online marketing campaign to offer large discounts on its flights to cities close to the best ski slopes and the continent's most traditional carnivals.

The campaign consisted of two themed actions to communicate these commercial offers to customers in its own database.

The first of these offered Vueling destinations closest to three ski areas with a special price, linking with three specialised sites offering more detailed information. The selected areas were: Italian Alps (flights to Milan-Malpensa), the Catalanian Pyrenees (flights to Barcelona) and Sierra Nevada (flights to Granada).

Vueling also wanted to make sure its customers did not miss out on the opportunity of experiencing one of the best winter attractions: the Carnivals. For this reason, the second e-mail marketing campaign and the three specialised sites implemented by BeRepublic highlighted the financial advantages offered by the company for travelling to the most traditional carnivals in Spain: Las Palmas de Gran Canaria, Tenerife and Cadiz, as well as the most important carnival in Europe: Venice.

Go to <http://berepublic.es/beblog/?p=217> to access the details of this campaign

About BeRepublic:

BeRepublic is an agency devoted to publicity using new media: Online Marketing, Mobile Marketing and Digital Signage. Founded in 2005 by Gerard Olivé and Jordi Sanllehí, the agency has offices in Barcelona and Madrid. The company currently has a team of 25 professionals handling 30 accounts with over 20 clients including Grupo Danone, MediaMarkt, Corporación Dermoestética, the airline Vueling, RBA Editores, Nuñez y Navarro, IESE, "La Caixa" and Tele5.

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