

Case Study – Tui Rebrand



The Background

For two years travel company Tui have been slowly shedding its Thomson name to bring everything under a single brand

The Objective

To drive brand awareness on a massive national scale as the final online migration went live, making maximum visibility a priority

The Location

Bristol Airport, City of Derry Airport, Exeter Airport, Inverness Airport, Newcastle Airport & Norwich Airport

The Execution

Working with outdoor media specialist PSI, we selected large format sites in locations to gain maximum coverage, ensuring that all site went live over night ready for the launch on 18th October 2017

The Outcome

An impactful campaign that further increased the awareness of Tui's brand and centering on their new slogan *'We cross the 'T's, dot the 'I's and put 'U' in the middle'*



Large Format Hanging Banners, Check-In Hall, Newcastle Airport



Large Format Welcome Lightbox, Airport Entrance, City of Derry Airport