

France 24, TV5MONDE, National Geographic, Voyage

Campaign objectives :

To attract more travelers, and introduce Slovenia as the perfect tourist destination for short holidays. Focusing on travelers looking for the Slovenian way of life and the discovery of another culture, very close to France.

Target : French speaking tourists, families, upscale travelers, frequent weekenders.

France Télévisions Publicité Solution :

A strong offer: Broadcast the commercial on an ideal combination of channels with a high affinity on travelers. France 24 and TV5MONDE, referent channels to reach french speakers and travelers + National Geographic and Voyage, two powerful channels among travel addicts in France.

A perfect timing: The campaign aired in April, a great time to communicate about Slovenia, as the French enjoy numerous bank holidays falling close to weekends in May every year.

