



TUI Marketing Playbook

MyThomson and meine TUI Apps

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Authors

Jacky Adelstein, User Experience Designer

Whitney Cripe, Copywriter

Amrutha Srinivas, Interactive Media Manager

Darshan J Karthik, Social Media Specialist

Kahran Singh, Mobile Product Marketing





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INTRODUCTION



About The Playbook

In 2013, TUI developed the TUI Digital Assistant to put holiday planning details and social sharing capabilities directly into the hands of travellers who book a holiday through TUI.

The app was first launched as MyThomson (in the UK in June 2013) and then as meine TUI (in Germany in November 2013). The app is currently available for iOS in the UK and for Android and iOS in Germany.

TUI engaged Aditi Litehouse to help launch and promote the new apps in their respective markets. Drawing from existing TUI marketing collateral, the campaigns to promote the new apps were developed to inform and engage with target audiences in a dynamic and brand-focused way.

This **TUI Marketing Playbook** outlines the marketing and promotional activities Aditi Litehouse developed to support the launch of the apps in the UK and Germany. The document summarizes our **initial exploration, concept generation, research efforts, marketing campaign objectives, creative deliverables** and **findings** from our current measurement efforts. Additionally, it includes recommendations about **future marketing possibilities** for the TUI Digital Assistant in additional source markets.

TUI Travel Apps — Your Virtual Concierge

TUI's mobile apps – the MyThomson and meine TUI apps – put holiday planning directly into the hands of travellers who book a TUI holiday.

The apps are currently delighting holiday-goers, giving them the ability to view and manage the details of their holiday. The apps include unique and personalised features, such as allowing users to share holiday highlights with friends through social media before, during and after the trip. These handheld, concierge-style digital tools make the planning and the journey, fun, intuitive and unified.

The interface design of the app is very crisp and clean, with no unnecessary information, a distinct colour palette and bright bold imagery. The user experience is easy to navigate and easy to personalise.



MyThomson App
MyThomson iPhone App



meine TUI App
meine TUI iPhone & Android App

CAMPAIGN DESIGN



Campaign Design Process

We started our process by **investigating** the apps. Having an in-depth understanding of the product, as well as the TUI brand, was integral to developing successful marketing initiatives. We also took a look at the competitive landscape and relevant industry marketing trends, to make sure our strategy was focused and comprehensive.

Through **brainstorming** and the “ideation” process, the team considered a wide spectrum of creative possibilities for the campaign. Brainstorming is a powerful way of problem solving together, and it encourages an outpouring of unfiltered ideas.

Some of our best creative thinking occurs during brainstorming sessions, and we use the outcome of those sessions to refine and

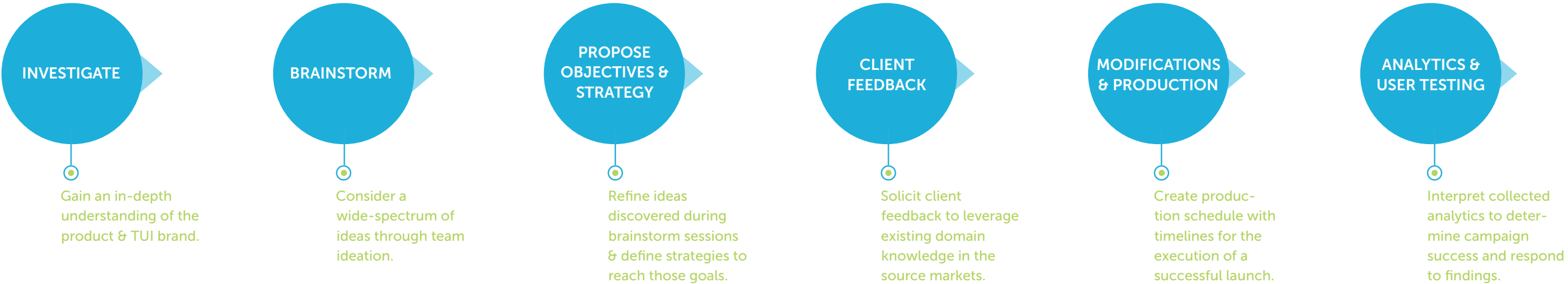
solidify clear **objectives**. Once we identified those objectives with our TUI business partners, we formulated **strategies** that define how to achieve those goals, and tactics, or the specific activities to reach those goals.

We delivered a formal plan to TUI source markets, including the agreed-upon objectives as well as the strategies and tactics. By soliciting **client feedback** on this initial plan, we leveraged existing domain knowledge in the source markets. Knowing that TUI Germany understands TUI’s German customers better than anyone else, we built upon that knowledge to refine and tailor the marketing plans to each individual market.

Additionally, Aditi Litehouse prepared a detailed **production schedule** that clearly articulated

specific creative deliverables, media buying activities and timelines for the **execution** of a successful launch.

Once the campaign elements were live and in-market, we used the **analytics** in each digital property to observe audience interactions. This live **user testing** uses data such as page views, page engagement - blended with Facebook and app download data - to determine efficacy.



TUI Campaign Design

To design the TUI campaign we specifically articulated the **objectives or goals** we planned to reach. These included **increasing awareness of the app, promoting and increasing overall customer downloads of the app, communicating the features of the app and increasing and broadening awareness of the TUI brand.**

The tactical tools (or specific deliverables) we defined to help successfully reach our objec-

tives included the **development of dynamic digital properties** – this included **landing pages** for Germany and the UK, and **Facebook pages, Facebook promotional efforts** and **online display adverts** for Germany.

All of these digital properties or tactics were developed to reach the **target audiences** including TUI customers, travel agents, travel and tech writers and travel enthusiasts in general.

CAMPAIGN RESEARCH

- Product Research

Market Research

Brand Research
- User Research

Social Research

Visual Design Research

CAMPAIGN DELIVERABLES

- UK CAMPAIGN**

Digital Landing Page

QR code strategy

Digital PR
- GERMANY CAMPAIGN**

Landing Page

FB App Page

FB Sponsored Stories

FB Suggested App Installs

Cost per Click Display Ads

Remarketing Display Ads

Marketing Campaign Timelines

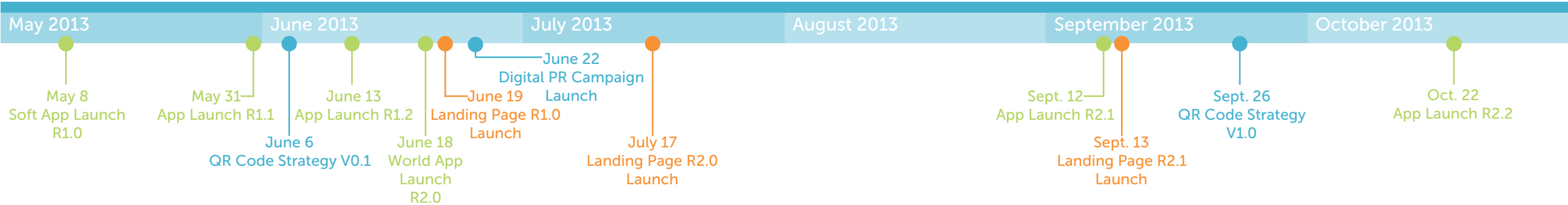
KEY

App Launch

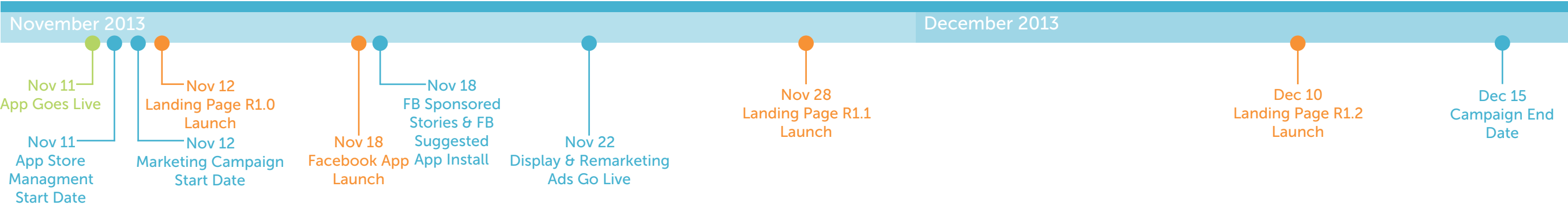
Landing Page Launch

Campaign Marketing

MyThomson

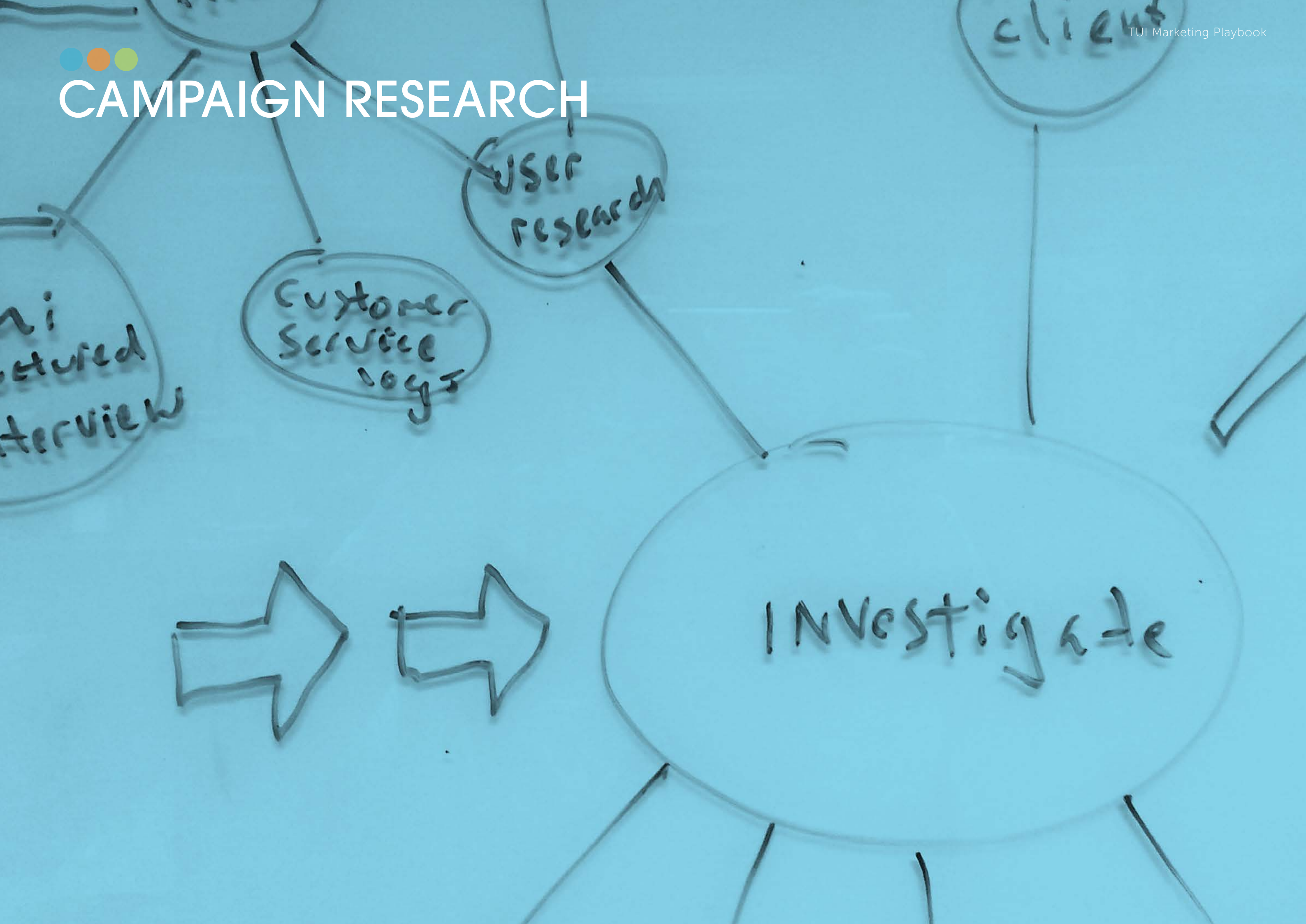


meine TUI





CAMPAIGN RESEARCH



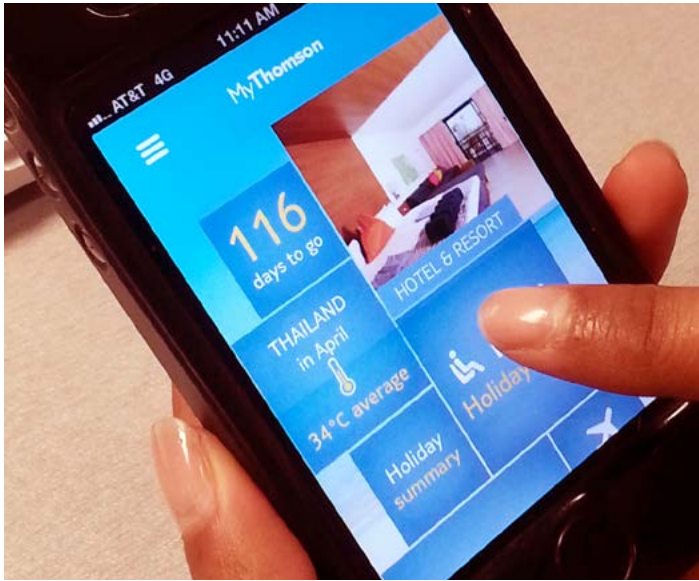
Product Research: TUI Apps

Product research began with examining the apps and their features. We found that the apps are highly customized and easy to navigate, with a clean, friendly design. The colour palette and iconography used throughout the app experience reflects the TUI brand personality.

Aditi Litehouse used the insights gained from the product research to ensure that the design of the marketing materials would visually connect to the look and feel of the apps. Each of the digital elements of the campaign are designed to stay aligned with the TUI Brand Guidelines, while at the same time adding some additional dimension and texture to the user experience.

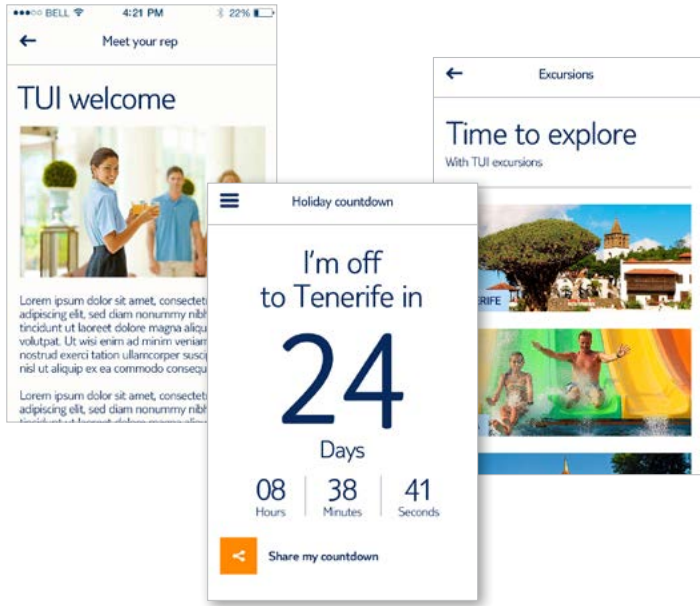
“Your holiday. Beautifully arranged in the palm of your hand.”

MyThomson App Tagline



User Testing

By testing with different accounts, our creative team was able to simulate the experience of the features and tools for different kinds of users.



App Screen Study

The type, colour, iconography and photography work together to orient the user, and reinforce the TUI brand.

HEADLINE COPY
used for rules
used for UI elements

1° ACCENT
used for UI elements

2° ACCENT
used for UI blocks

Visual Investigation

Aditi Litehouse used the TUI brand guidelines and the visual direction of the app itself as a springboard for the creative direction of the marketing campaign.

TUI Brand Research

The brand research efforts involved getting to know the TUI brand inside and out. Understanding the essence of TUI's brand was an essential step in making sure that marketing campaign elements would seamlessly convey the tone, look and feel of this fresh, modern brand.

The TUI brand, with its friendly, smiling identity is all about creating exceptional experiences that make travel special for their customers. The brand is also strong and well established throughout the EU. Tag lines such as "TUI

Anytime, Anywhere, Anyway." and "Enabled by technology, powered by product, content and people, all seamlessly connected." were powerful statements to consider when crafting marketing content. From a visual perspective, Aditi Litehouse looked at TUI's overall identity to make sure that all campaign components would not only successfully promote the app, but also amplify the inventive and intelligent TUI voice.

"Our digital strategy is to develop mobile capabilities that enhance customer experience."

—Mittu Sridhara, CIO of TUI Travel PLC



Exploring TUI's Brand and Vision

The TUI brand is all about progress and creating exceptional experiences for their customers. Capturing that brand vision in the marketing campaign was essential to a successful launch.



The TUI Wheel

The TUI Travel Wheel, created by Aditi in partnership with TUI Group CIO, Mittu Sridhara, is a visual representation of the different phases a consumer experiences while holidaying, from how they gather inspiration and do research, to how they share and relive their experiences upon their return.



Leading Digital Solutions at the Hub

The TUI customer is social, mobile and global. To reach them, TUI is working toward developing rich, integrated digital experiences that resonate and connect with their tech-savvy audience.

Market Research

Market research activities provide meaningful ways to identify user needs and preferences. Our market research efforts for the TUI campaign included a comprehensive analysis of the competitive landscape, including other travel web sites and apps.

Aditi Litehouse gathered and synthesized data to shape an understanding of how technology serves as a powerful tool to enhance and

simplify the travel experience for TUI customers. We learned that travel apps are heavily used to research, compare and plan holiday experiences and excursions. Additionally we identified social media sites (namely Facebook) are a powerful forum that holiday planners use to identify and compare their options and share their experiences after their journey.

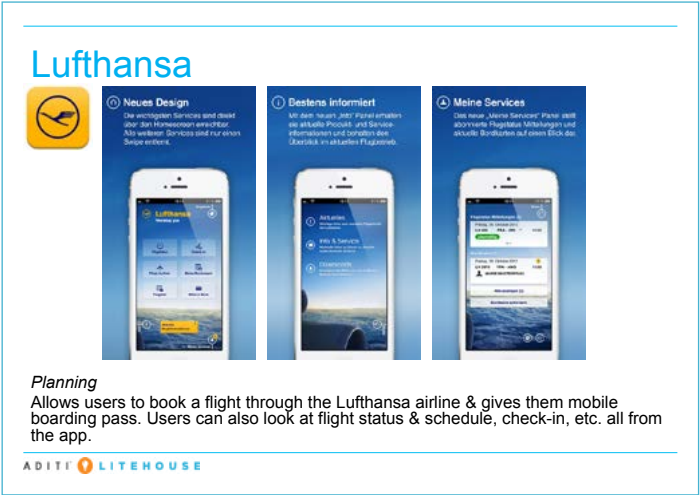
“Next to a suitcase, the most indispensable travel accessory these days is a smartphone.”
—huffingtonpost.com



Market Research Documents
Conducting in-depth market research gave Aditi Litehouse visibility to the competitive landscape and provided qualitative and quantitative data to inform and drive marketing strategy.

Site	Rank (in Germany)
holidaycheck.de	94
Fluege.de	210
Tripadvisor.de	246
Odopo.co.uk	286
Expedia.de	332
Reisen.de	346
Lufthansa.com	489
Falk.de	691
Viamichelin.de	724
Sonnenklar.tv	754
Neckermann-reisen.de	1,411
Marcopolo.de	4,072
Reiseplanung.de	5,158

Looking at the Competition
An analysis of the competition helped to identify what’s happening in the marketplace and assess gaps and other opportunities to shape smart campaign tactics.



Analysis of Competitor Apps
Looking at apps developed by other travel and tourism companies provided a broader perspective on what travellers are looking for to enhance and simplify their holidays.

User Research

Extensive user research gave Aditi Litehouse a more vivid understanding of the target audiences, their behaviours (especially in terms of online activities) and preferences. This user research provided valuable visibility into how a user would ultimately interact with the digital tools planned for the campaign – and determined possible ways to collect data from customers as a byproduct of those interactions.

We observed through our user research that the TUI traveller does a great deal of online research when planning their holiday. The TUI traveller is very much an “in advance” planner – in fact, nearly every detail of their journey is considered

before their departure. As mentioned earlier in this document, the TUI customer trusts and actively utilizes social media and other online resources to find the very best value, sort out and firm up their trip details (such as transportation options, local currency requirements, excursion options, restaurant recommendations, etc.) well in advance of their trip.

Additionally, they share their opinions online after their journey ends, often in great detail. With this user data in mind, developing marketing tactics that were highly social in nature became a top priority.

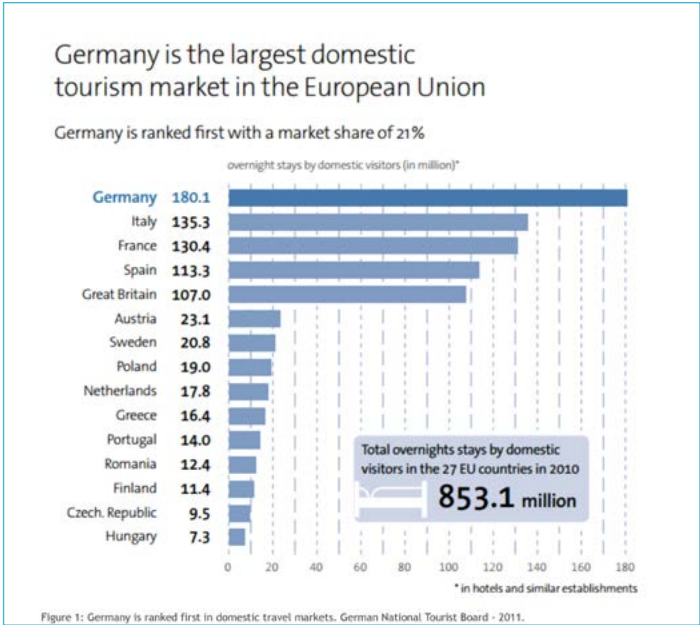
“Americans maximize their [happiness] by working, and Europeans maximize their [happiness] through leisure.”

—Okulicz-Kozaryn, 2011



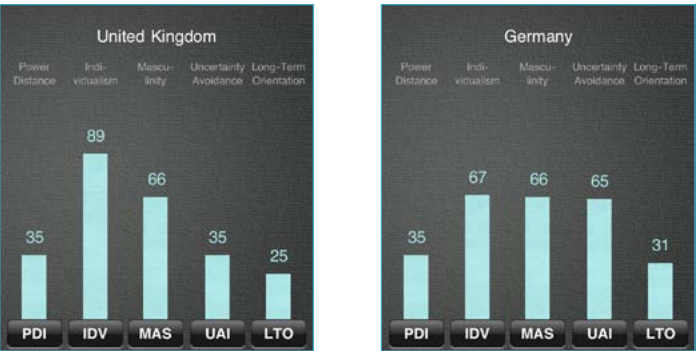
German User Research

By conducting meaningful user research in each source market, we truly get to know the audience. Understanding culturally specific behaviours and preferences allowed Litehouse to design smart and more impactful marketing solutions.



Domestic Travel In Germany

German travellers are at the top of the list as the most prolific domestic tourists in the EU, with over 180 million overnight stays per year.



Cultural GPS Analysis

Culture counts. We learned through an analysis of Hofstede’s research that there is a spectrum of distinguishing behaviours that vary between different countries and cultures.

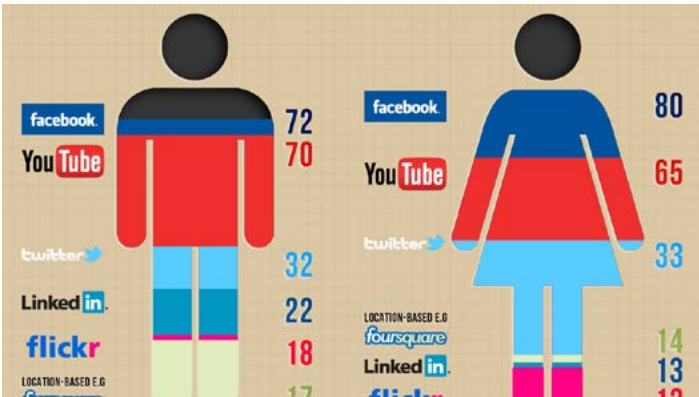
Social Research

Social media research was conducted to gain a solid understanding of how social media is being used to inform and drive decisions about travel. Aditi Litehouse examined what effective methods the competition and the travel industry are engaged in on social platforms to reach and interact with their audiences.

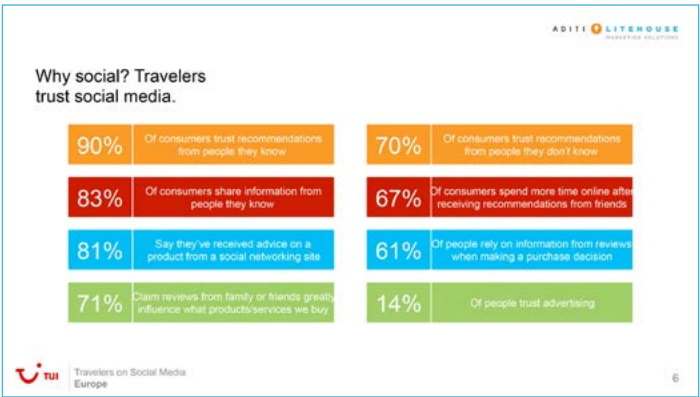
This research step reinforced the reality that social sites are the go-to source for information for the modern traveller. Social tools are used during all phases of the travel “cycle” to provide inspiration and insights to drive decision-making and share experiences before, during and after their holiday. Social media-based campaign elements were then crafted to expand TUI brand and product awareness and to encourage a reciprocal dialogue with the customer.

“70% of travellers update their Facebook status while on vacation.”

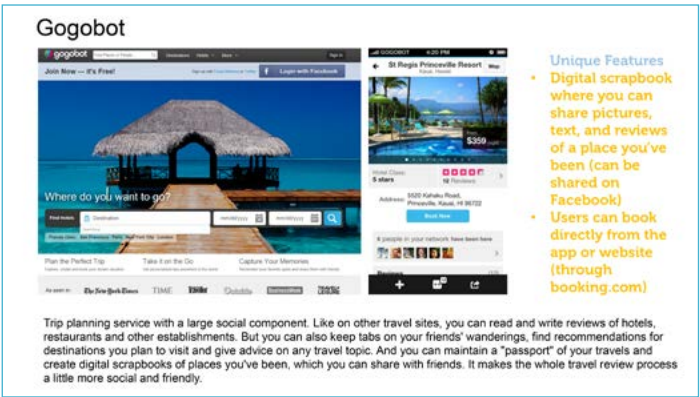
—newmediatrendwatch.com



Popular Social Media Platforms in the UK
This infographic tells a compelling story about the relevance and power of social media in the UK.



Consumer Trust of Social Media
The TUI target audience trusts and actively uses social media to obtain information about travel options. This observation duly informed our strategy around including social media-based tools in the campaign.



Competator's Social Media Strategy
Learning more about what the competition is doing to effectively engage customers through social platforms helped shape and focus our efforts for TUI.

Visual Design Research

The cumulative research activities conducted by Aditi Litehouse provided a great foundation for visual design exploration for the campaign. The Visual Design Research document served as a foundation for the visual brainstorming process. Our goal was to engage the target audience visually, while communicating information and details about the app in a branded way.

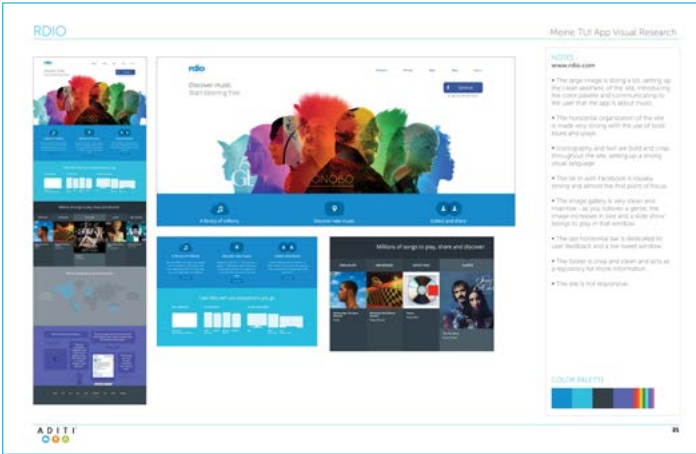
We looked at the design and functionality of the app, digital trends in the travel industry, as

well as digital trends in web design – all while keeping in mind TUI’s brand vision. We then began to explore how these insights would inform and begin to shape the landing page. Word clouds, mood boards, and a style matrix worked to inform our creative direction for the campaign assets.

The end result was an **on-brand, uncluttered, culturally relevant** and **highly experiential** design solution.

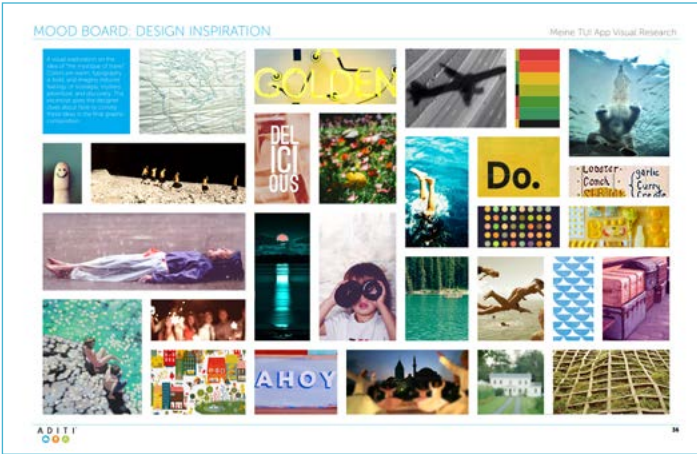
“The dumbest mistake is viewing design as something you do at the end of the process to ‘tidy up’ the mess, as opposed to understanding it’s a ‘day one’ issue and part of everything.”

—Tom Peterson



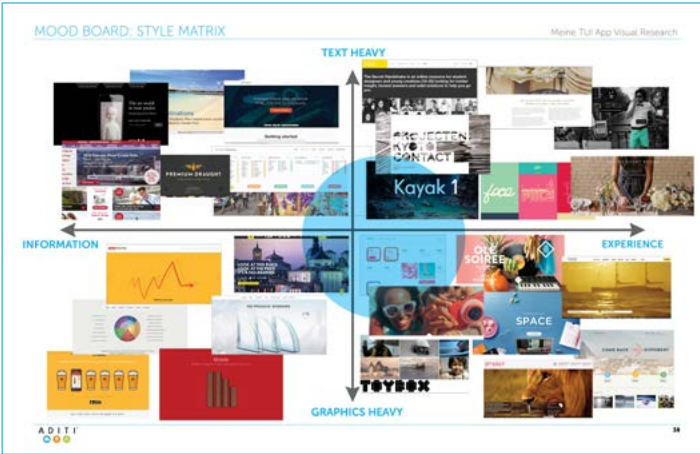
Non-Industry Landing Page

Looking at and analyzing popular one page landing sites, inside and outside of the travel industry, acts as inspiration and educates the designer of current trends in web design.



meine TUI Sample Mood Board

The mystique of seeing new places is what draws many people to adventure. A mood board allows the designer to experiment with how this feeling might be incorporated into the final landing page design.



meine TUI Style Matrix

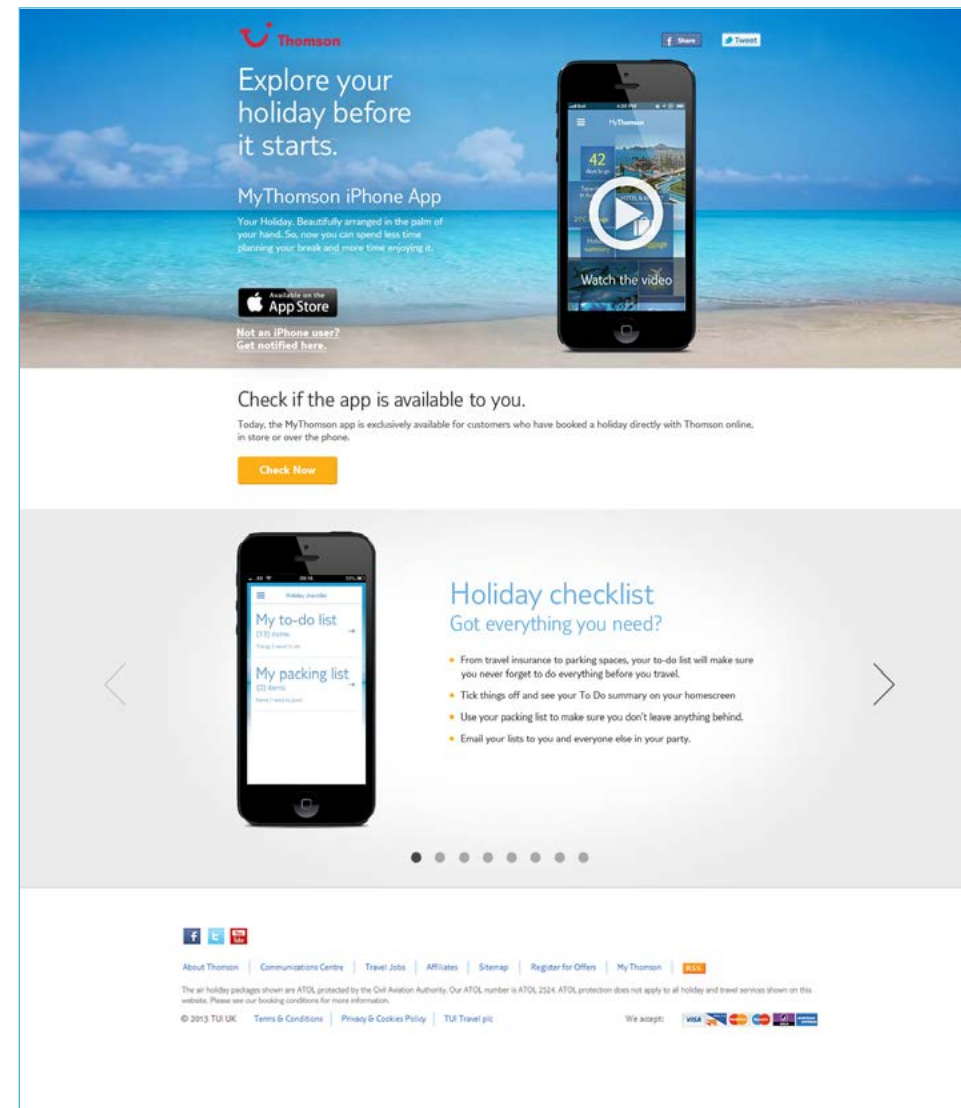
Here the visual language of the landing page is dissected into opposite strategies. This kind of comparison allows the designer to further conceptual decisions.

CREATIVE DELIVERABLES



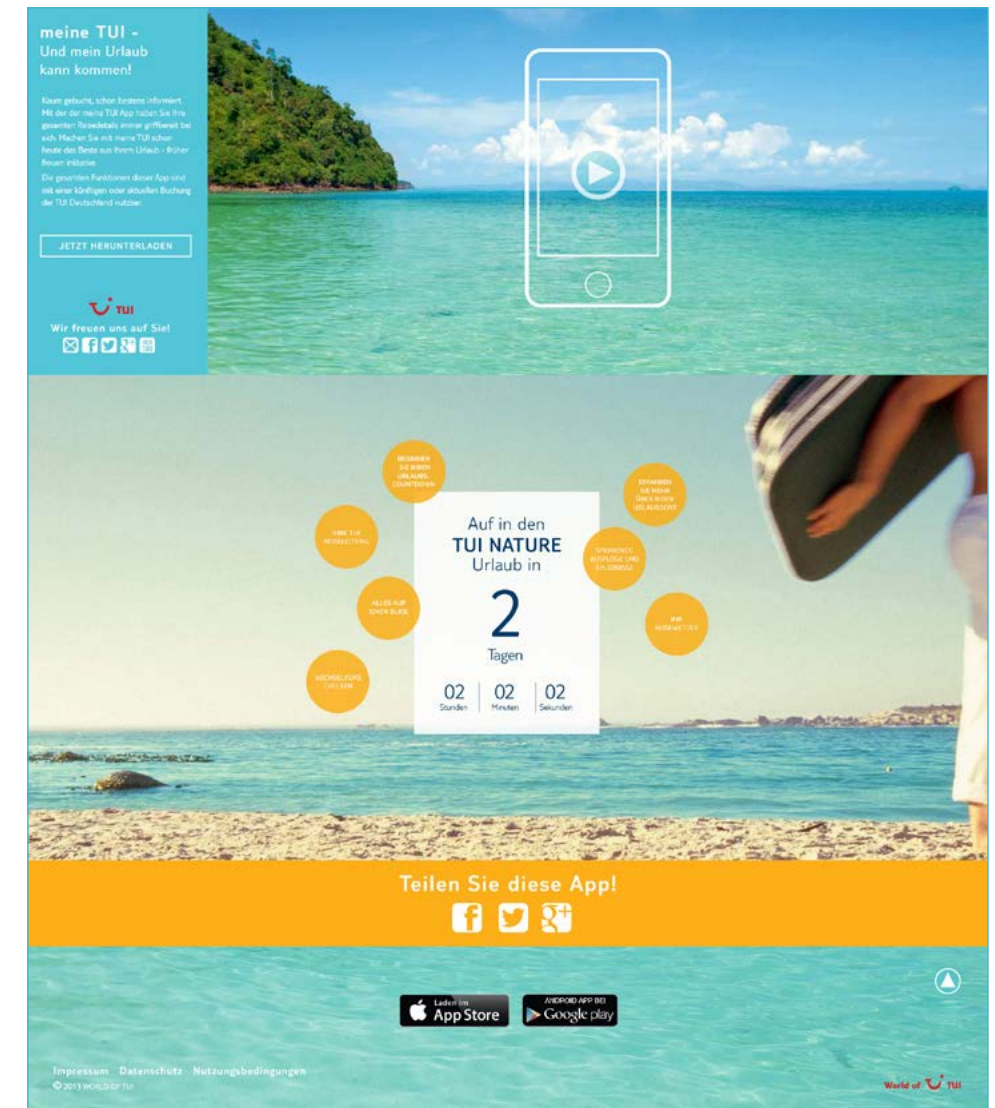
Landing Pages

Aditi Litehouse delivered an **innovative, user centered, responsive** design for the landing pages, which served as the destination for both existing and potential TUI customers. The landing pages introduce customers to the apps and their functionality, and are designed with scrolling features to add depth to the visuals and maximize the content.



UK: MyThomson App Landing Page

<http://www.thomson.co.uk/myapp/mythomson.html>



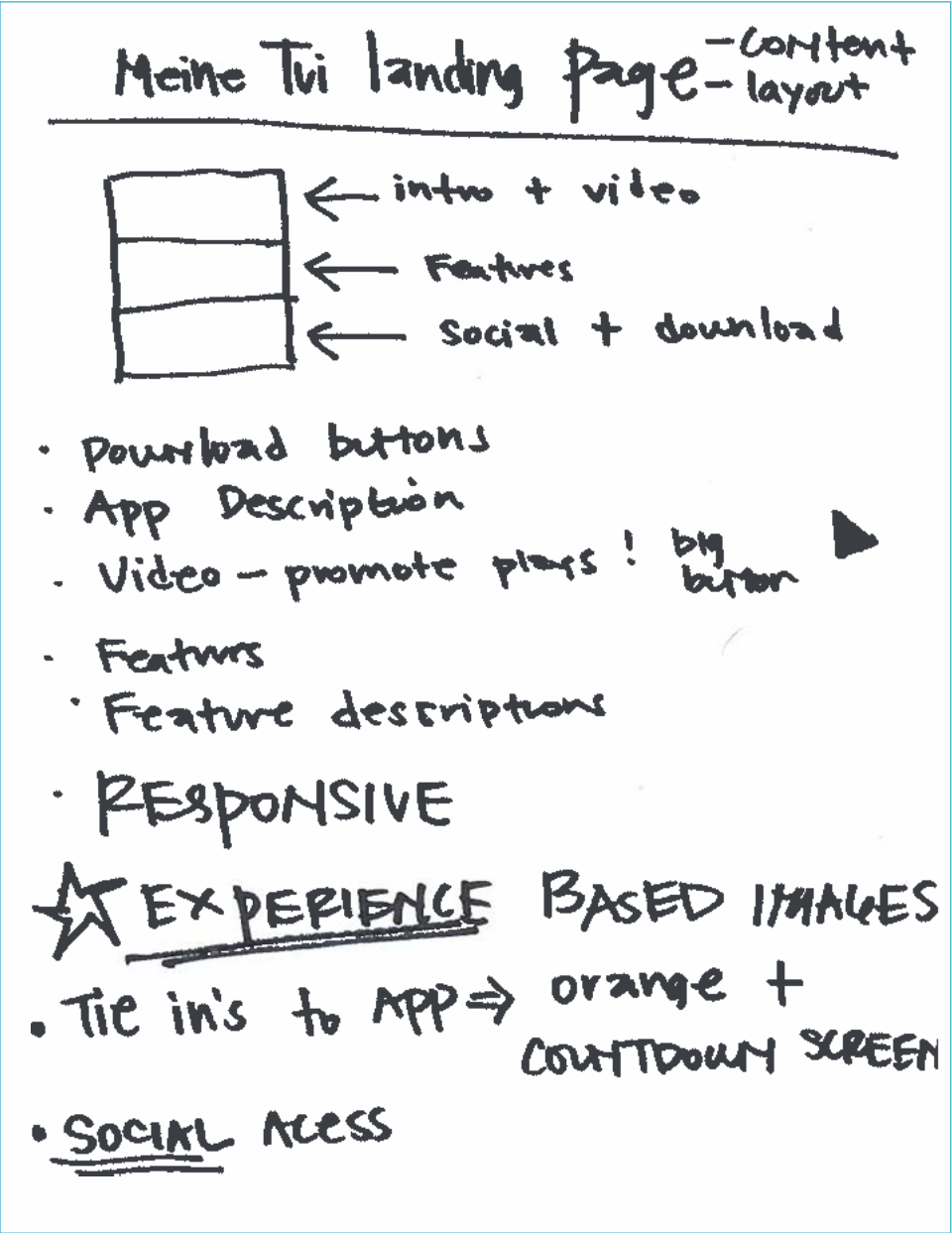
Germany: meine TUI App Landing Page

<http://app.meine-tui.de>

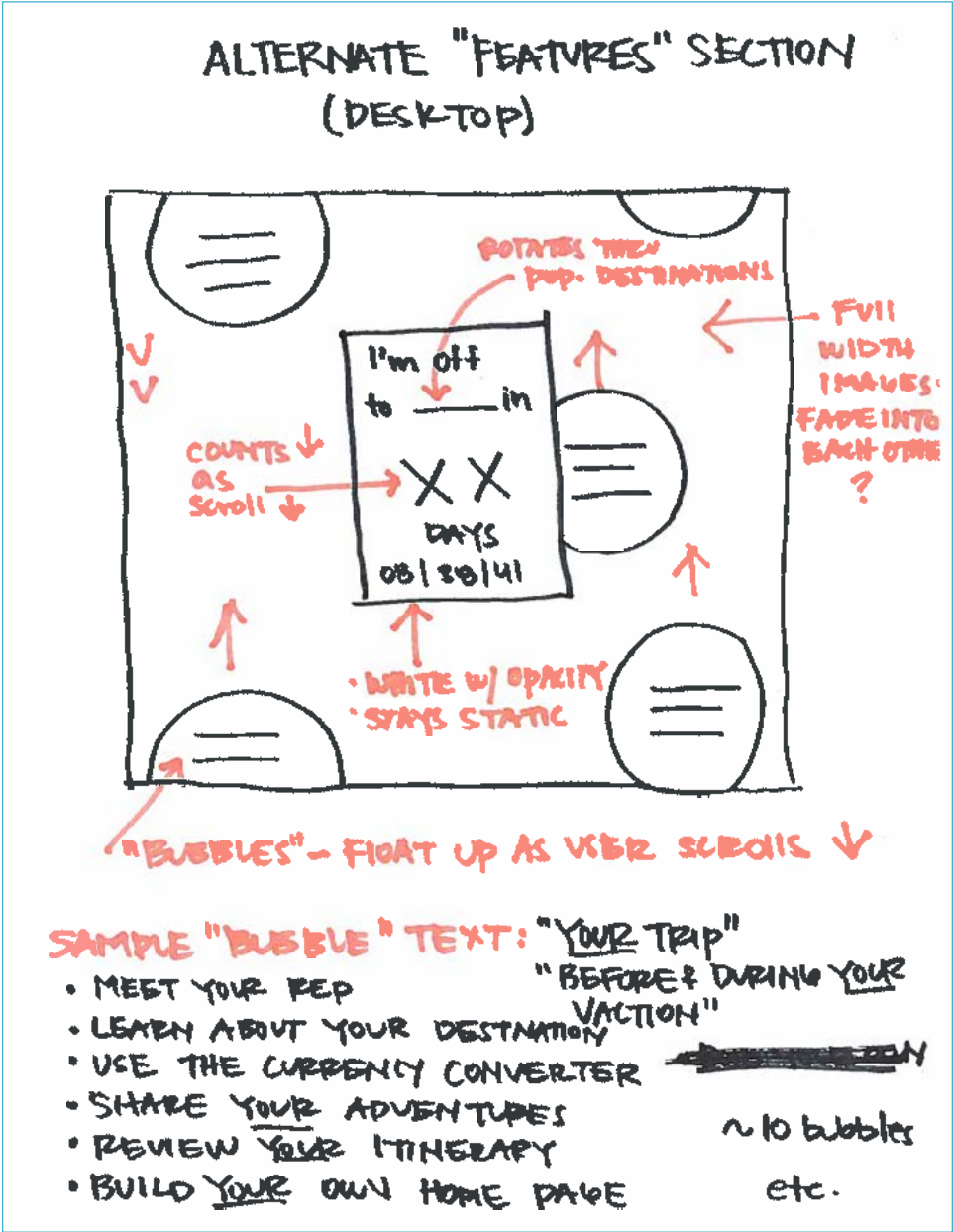
Design Brainstorming

The first step in designing a digital property is agreeing on the metrics, or goals, of the site. With that locked down, brainstorming and initial ideation can begin, resulting in initial conceptualizing and sketches.

This is an important step in the **user centered design process**, as it allows all the information gained about the product, its place in the market and its users to drive design decisions.

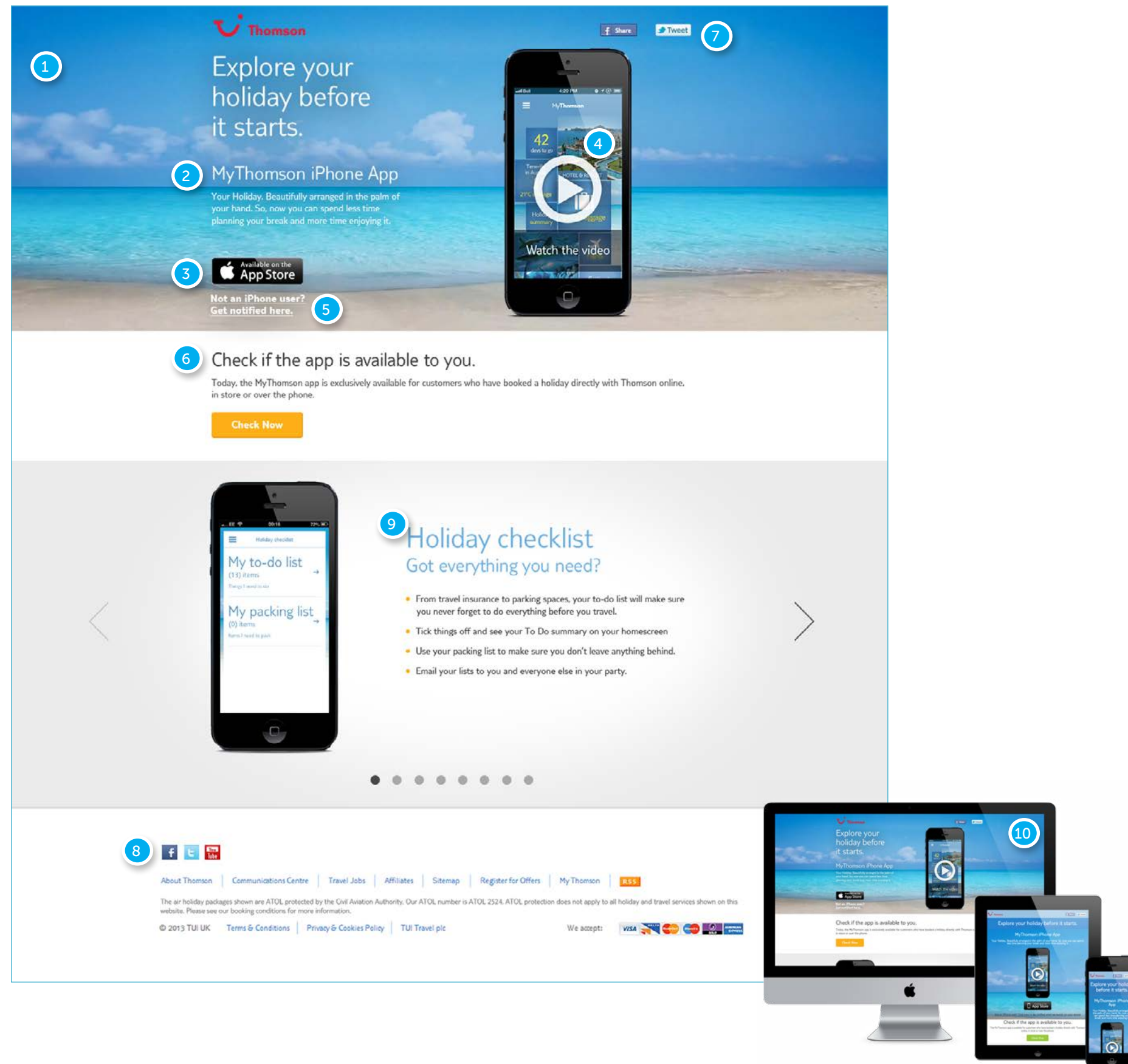


Landing Page Ideation Sketch
This sketch represents an initial outline that captures the key words and thinking to be communicated within the framework of the landing page.



Wireframe Sketch
Wireframes provide a blueprint or skeletal framework for a web experience. This foundational exercise helps to test and refine navigational elements and see how content will work best in terms of its overall layout.

MyThomson Landing Page



The MyThomson Landing Page was built at the very start of the Aditi Litehouse engagement with TUI – in fact, it was built just five days after the team was brought on to support MyThomson. This fast delivery necessitated that research & review cycles were kept to a minimum. Unlike Germany, when time allowed a couple weeks before we began coding, MyThomson conceptualization occurred without an ideal amount of source market input.

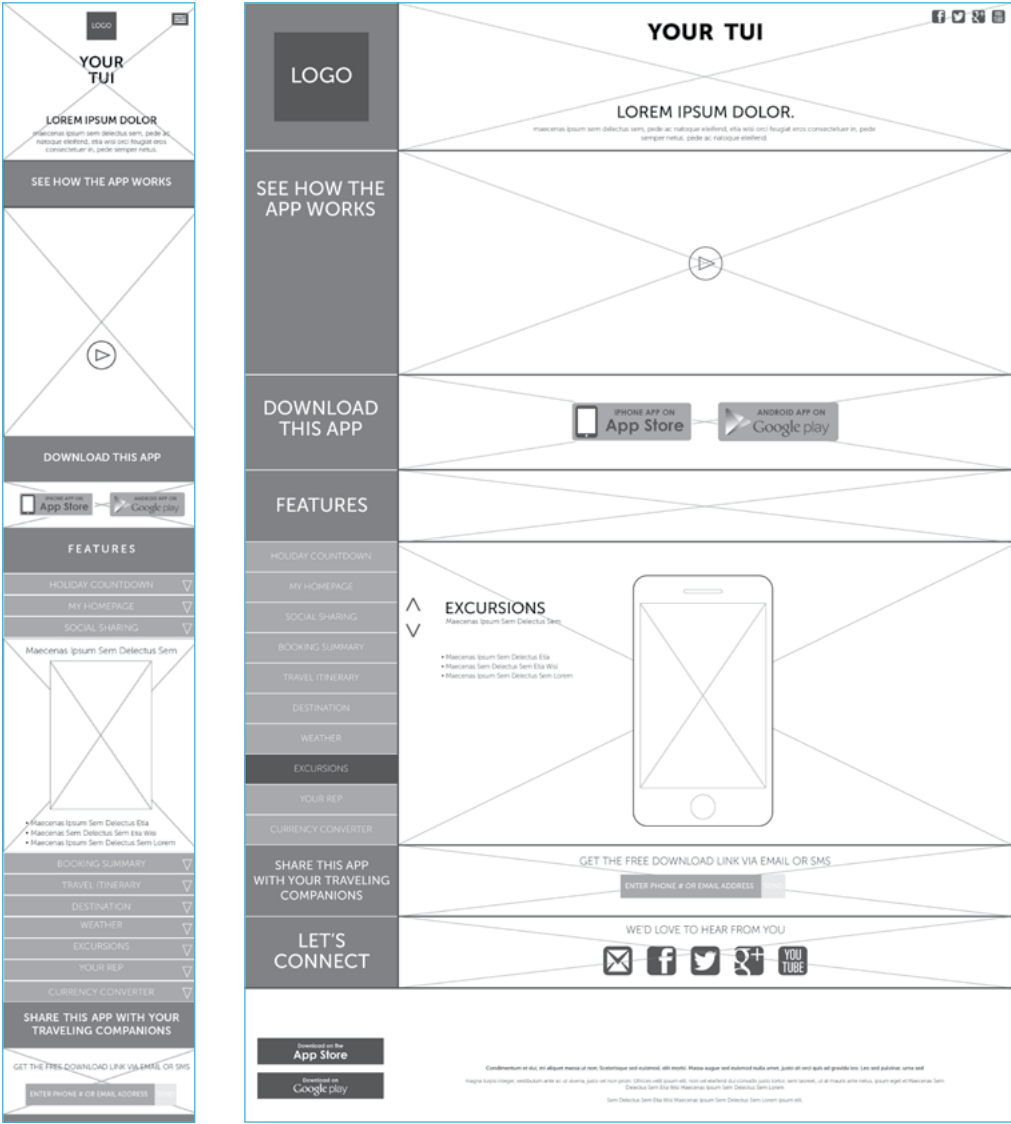
Notes:

- 1 On-Brand Imagery**
user immediately recognizes TUI brand
- 2 App Description**
gives user a quick description of the app
- 3 Download Button**
prominently displayed for users who come to this page specifically to download the app
- 4 Play Video Button**
prominently displayed as an immediate call to action - analytics show the video to be a source of strong engagement
- 5 Email Capture**
this adds the user information into the Thomson database so they can be targeted with personalized emails and notified when the app launches on their platform
- 6 Booking Validator**
Due to the complex intersection of technologies in the Thomson systems, only a subset of TUI customers in the UK are able to use the MyThomson app.
To help frustrated users, Aditi Litehouse designed a booking validator service that connects to the Creator data store to validate if the app is available for the specified booking.
- 7 Social Share Buttons**
allows user to share this page in their personal feed
- 8 Social Connect Buttons**
allows user to connect to Thomson's social platforms
- 9 App Features and Descriptions**
gives user detailed descriptions of the apps features
- 10 Responsive Site Design**
styled for optimal viewing on mobile devices

meine TUI Wireframes

Aditi Litehouse was involved from the very beginning with TUI Germany. This allowed us to follow the proper process of conceptualization, followed by creation of wireframes. With these wireframes, we communicated key functionality to TUI Germany before starting discussions about color and imagery.

Three options were explored, ranging from more traditional landing pages to more innovative ideas of communicating the information about the app.

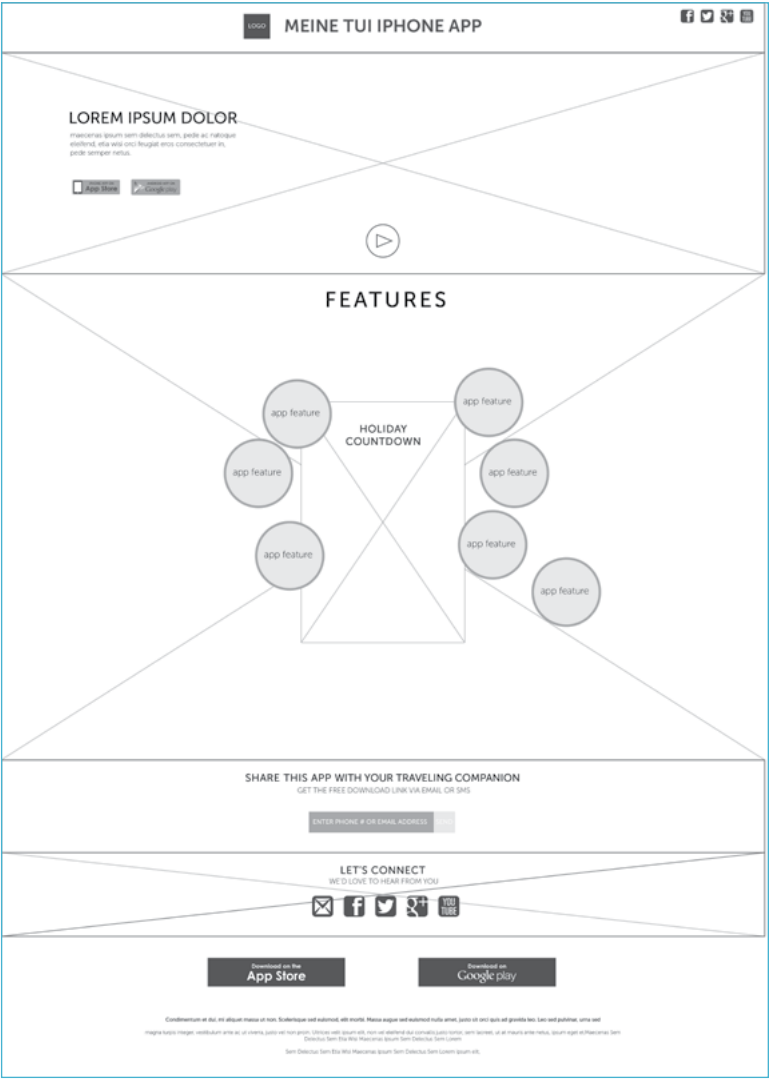


Wireframes: Opt A

This wireframe outlines a more horizontal way to experience the content, with text in the left rail or column, and imagery on the right.



Option B1

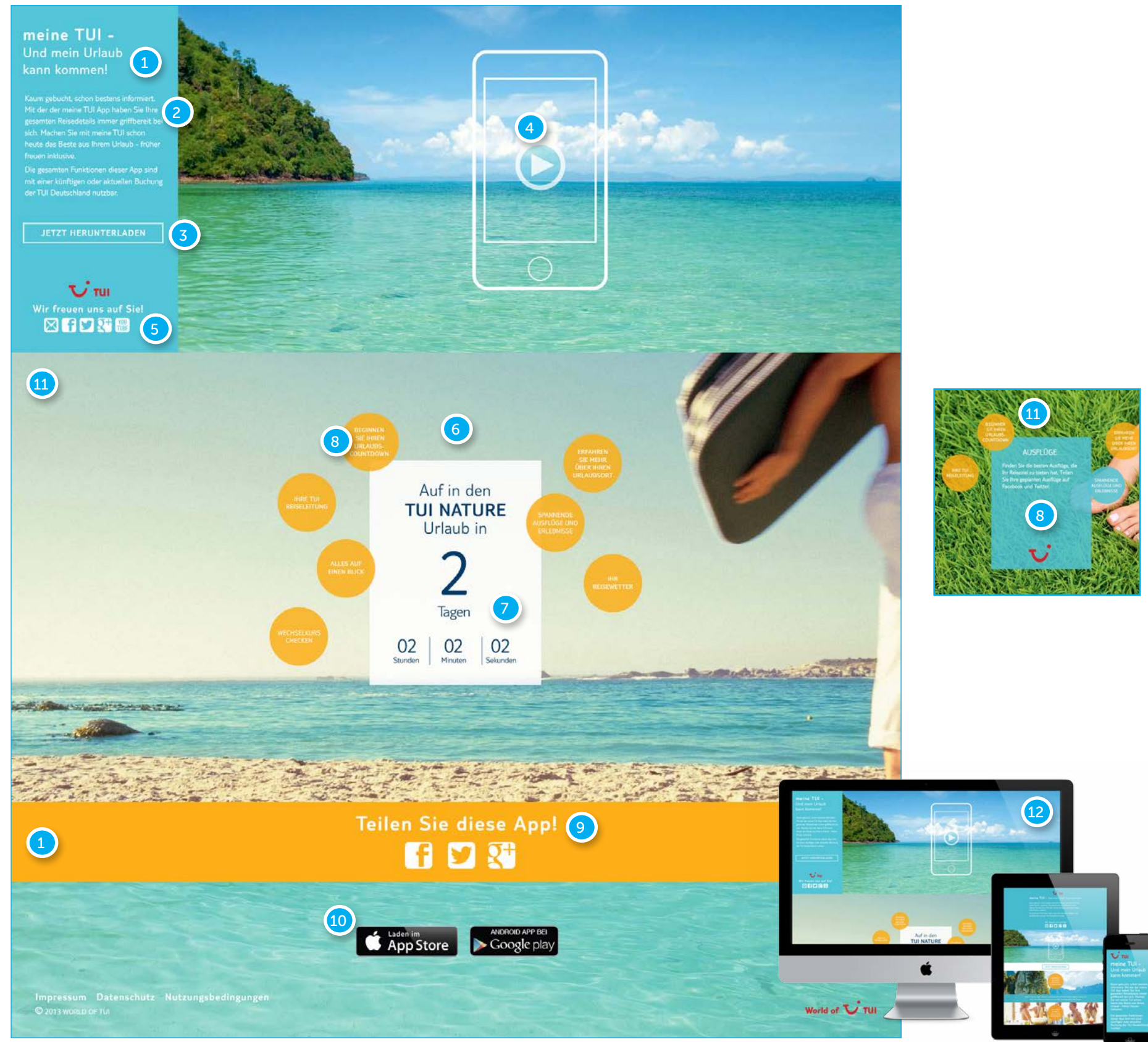


Option B2

Wireframes Opt B1 & B2

These options outline a more “full screen” approach with copy and imagery blended in each section. Option B2 proposes a parallax scrolling feature that lends additional depth and dimension to the user experience, including a more detailed look at the features of the app.

meine TUI Landing Page



An innovative design, the meine TUI landing page delivers a parallax experience on desktop, with a responsive design that supports tablet and mobile users. Each part of the page has been examined for fidelity to TUI brand guidelines, with an overarching focus on a clean, simple user experience.

Notes:

- 1 Color Palette**
TUI-Orange (B3) and TUI-Turquoise (B6)
- 2 App Description**
gives user an overview of the app
- 3 Download Now Button**
guides users who want the app to an easy download
- 4 Play Video Button**
prominently displayed to prompt views
- 5 Social Buttons**
encourages social interaction with the TUI brand
- 6 Parallax Scroll**
utilizes a current design trend to engage the user and brand TUI as a top leader in the digital marketplace
- 7 Countdown**
here the user is directly connected to the app's "Holiday Countdown" and to the TUI brand with the countdown referencing the seven TUI Reisewelten.
- 8 App Features**
seven of the most enticing app features are introduced here and described further with an interactive rollover.
- 9 "Contact Us!"**
encourages users to connect to TUI via social platforms
- 10 Direct Download buttons**
- 11 Experience-based Imagery**
instead of the user watching someone else on vacation, images were chosen to induce the feeling that the user was in the photo
- 12 Responsive Site Design**
the landing page is styled for optimal viewing in both mobile and tablet

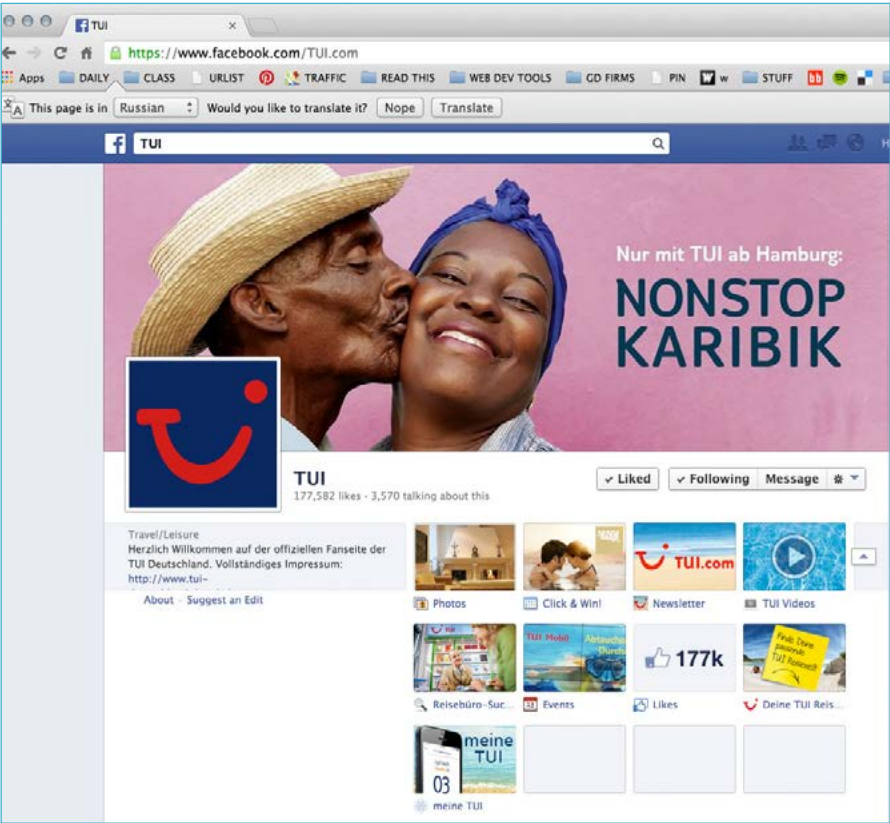
meine TUI Facebook App Page



meine TUI Facebook App Page

The Facebook page mirrors the look and feel of the landing page to visually unify the elements of the campaign.

Aditi Litehouse crafted a unique Facebook experience to communicate the features and benefits of the app without users having to leave the Facebook environment. The page supports TUI's goals of building a meaningful brand presence on highly frequented social networks, driving traffic to digital properties, and encouraging customer feedback.



meine TUI Facebook App Page Icon

The Facebook App is integrated with the existing TUI.com page to leverage the fans that TUI has already built on Facebook. The app icon prominently features the app to reinforce the campaign.

Advertising

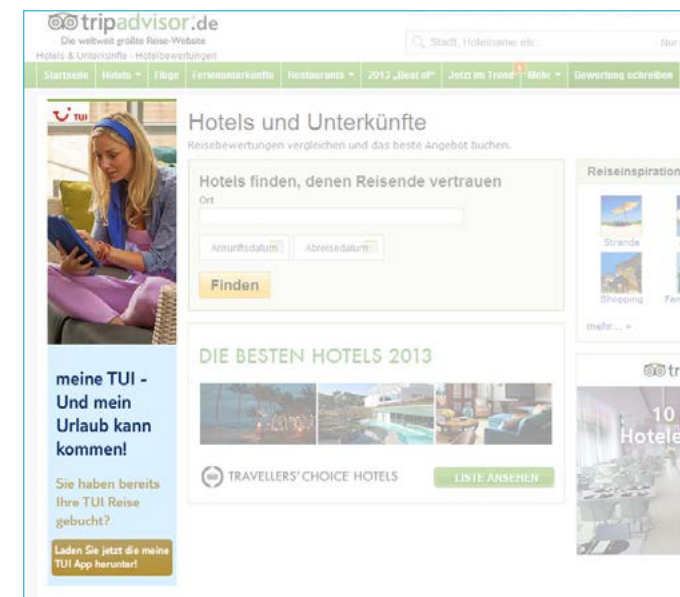
With the background research on the TUI brand and TUI customer, Aditi Litehouse was able to generate a customer profile for the TUI customer in Germany. After consultation with the business owners, we agreed upon an advertising plan with multiple different channels selected to target different types of TUI customers.

Display advertising on travel sites often frequented by comparison shoppers in Germany allowed for the targeting of casual browsers to inform them about the existence of the app. Unlike other types of advertising, a low conversion is expected here as each ad emphasized that a pre-existing booking is required in order to download the app. These ads drive awareness about TUI's new app and initiatives.

To directly drive downloads, users who book on TUI.com – and therefore are eligible to use the app – are targeted with **remarketing advertisements**. For a defined time period, these ads follow users across the web to remind them to download the app after they successfully completed booking a TUI holiday.

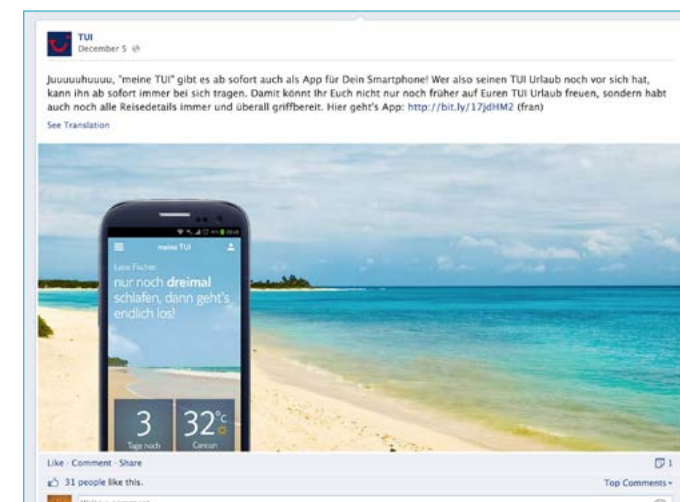
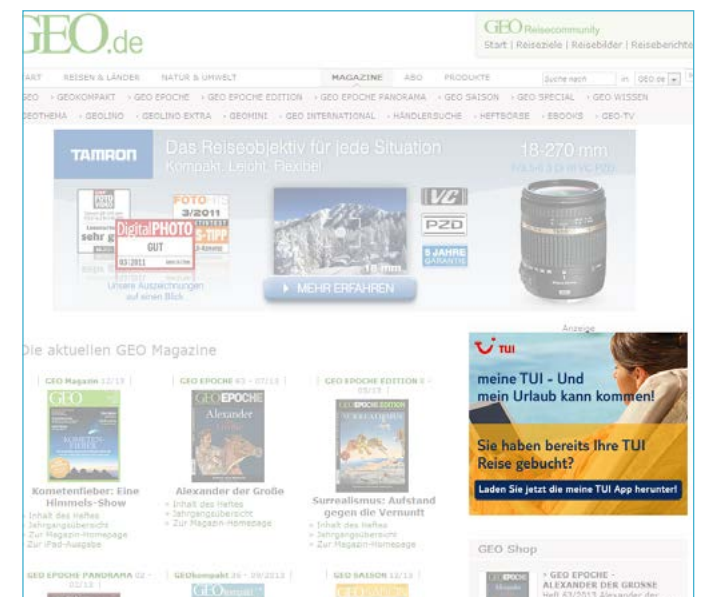
In Germany, Facebook rules the social networking landscape. To target Facebook users, Aditi Litehouse used **social media advertising**, targeting users who are connected with TUI. In addition, Aditi Litehouse ran a series of advertisements using Facebook's powerful demographic targeting to reach out to frequent travellers that match TUI's customer base.

By using the landing page as an intermediary between the advertisement and the App Store, the ROI of each program can be tracked, and programs are dialed up or down based on how they are performing. Although TUI was unable to put key SDKs, or Software Development Kits, into the app that would allow for identifying relationships between advertising and downloads, the landing page gives an idea of trends, though without causation.



Display Advertising: Banner Ads on Partner Site

Display adverts in multiple sizes were designed and placed on targeted industry sites in order to reach a broad spectrum of existing and potential TUI customers. All adverts also served as remarketing banners to drive traffic to the app landing page.



Facebook Stories

Facebook Stories appear as banner ads directly within a user's feed to drive traffic to the landing page or to the app store. Data is continuously collected to view and track how customers are responding to the posts.





MEASURING RESULTS

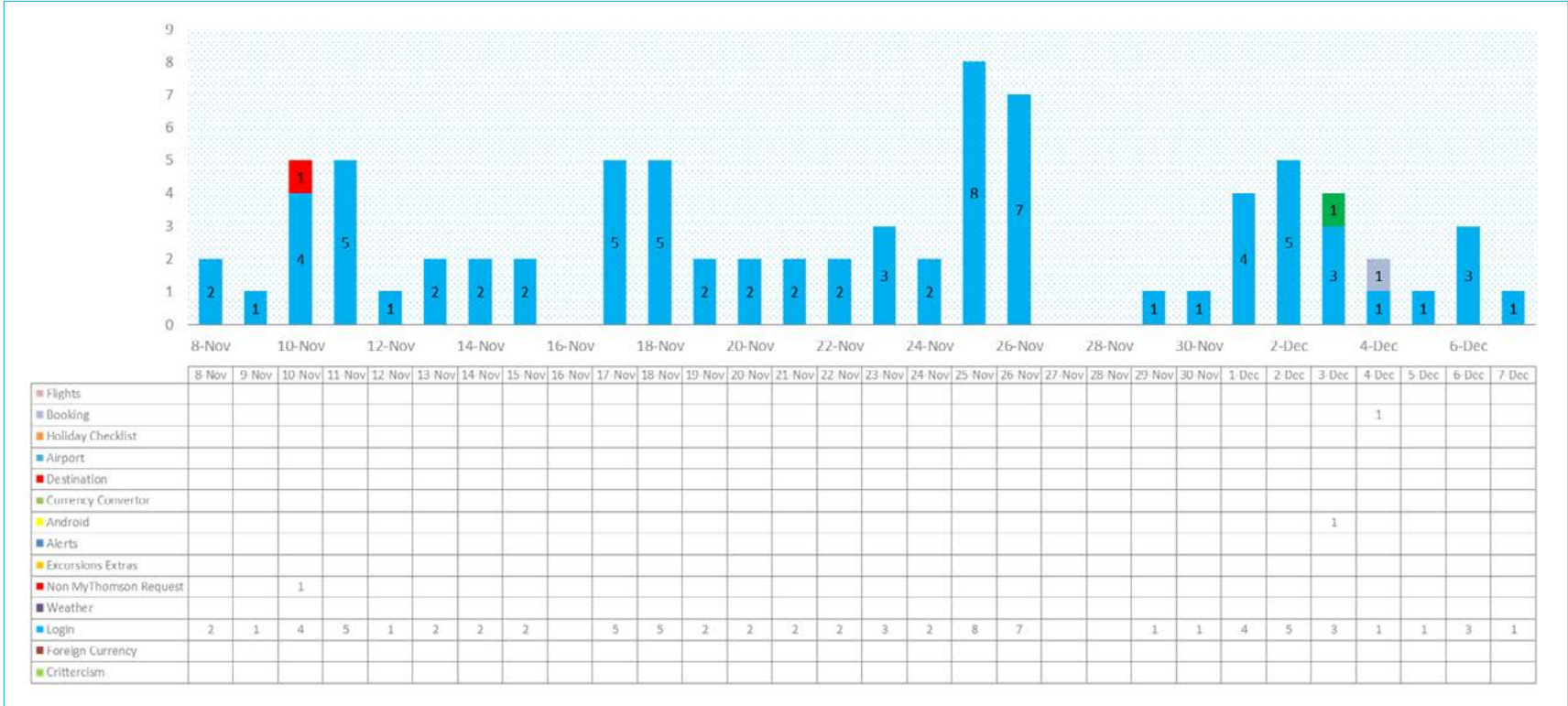


Measuring Results

Metrics matter. In order to determine the value and effectiveness of the various marketing campaign activities, Aditi Litehouse committed to continuously reviewing the data and feedback received on each campaign element. This “continuous improvement” approach allows for retooling and rethinking the functionality and/ or design of campaign components based on behaviours and insights extracted from that data.

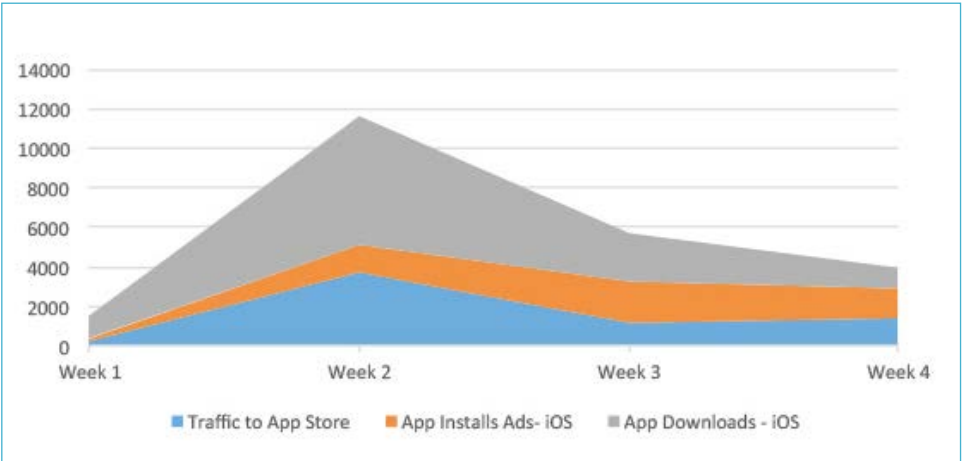
For the TUI campaign, Aditi Litehouse merges outbound clicks, advertising reports & downloads data to deliver a complete picture of the reception of the app in the market.

Instead of delivering just raw data, the reports show an **analysis of trends** to **demonstrate the efficacy** of different program elements. This allows us to optimize and adjust campaign funds smartly and effectively. User tracking and behavioural data collected across the digital campaign properties provides rich insights for the product development team to use in order, to validate strengths and refine any trouble spots.



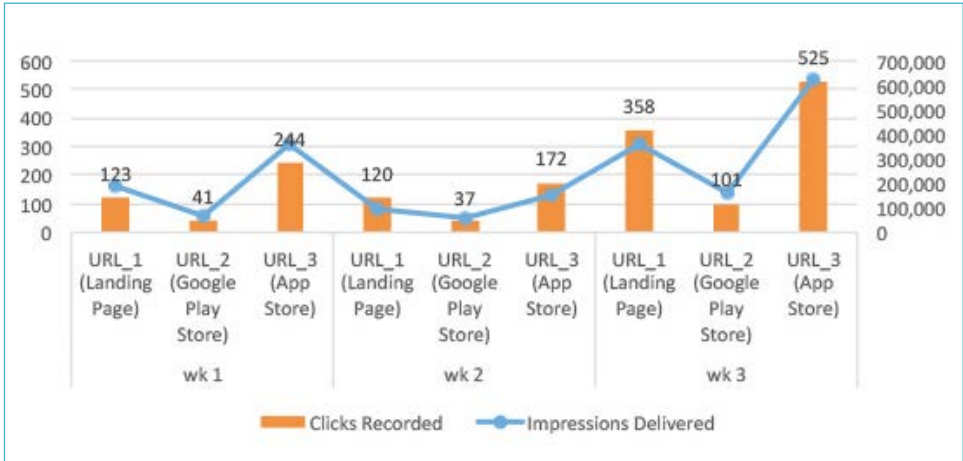
Monthly View Of All Tickets

Through analysis of this Monthly View of Support Tickets, Litehouse derives insights on what types of problems are most afflicting users, and, when combined with engagement and downloads data, how those problems are affecting users.



iOS Engagement

By keeping a close eye on traffic to the iOS store, as well as advertising and net download numbers, we are able to determine the impact that each marketing initiative is having in driving a successful app reception.



Display Ad Engagement

Using different types of advertisements allows different segments to be targeted — while some ads may appeal to a certain type of users, it may turn off others. It is equally important to take a macro view to see past any short term aberrations.

App Store Management & Rankings

Managing the marketplace is a key contributor to the success of a mobile app launch. Successful management of the app stores results in higher discovery of your application, leading to adoption and usage.

App Store Hygiene

To ensure successful management of the Android and iOS marketplaces, Aditi Litehouse identified ways to drive user traffic to the app, knowing that the iOS App Store algorithm in particular weighs that traffic data heavily. The Google Play Store algorithm, by contrast, responds well to both paid advertising and Search Engine Optimization (SEO) tactics. To achieve optimal rankings in both online storefronts, we focused our efforts on three specific tactics: SEO, paid advertising and user management.

1. Search Engine Optimization (SEO)

We defined and isolated the best “levers” for optimizing search by utilizing dynamic image alt tags, key words and other elements to help boost the app’s ranking and relevance. Over time, as we are able to glean what users are looking for in the travel app category, we could refine and adjust the “levers” to improve overall SEO.

2. Driving Paid Traffic

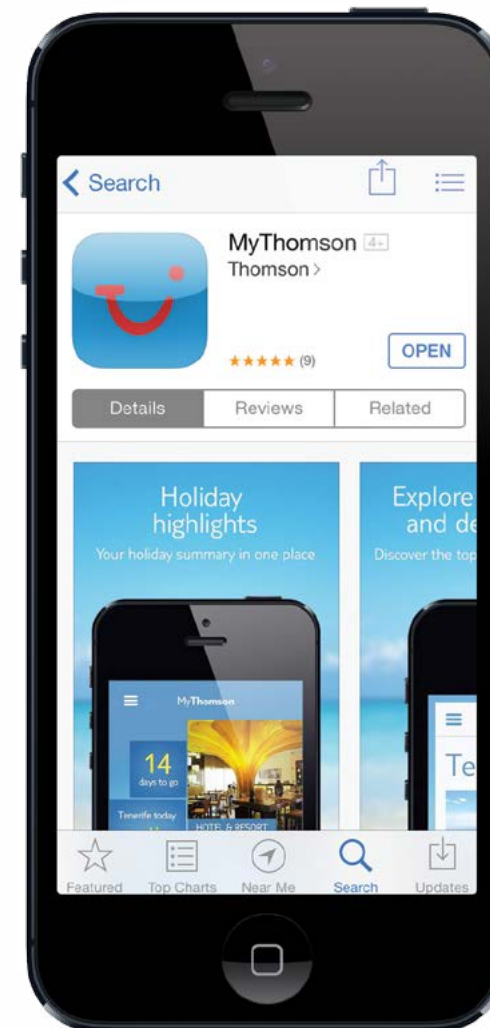
Secondly, Litehouse developed and placed rich media adverts to drive traffic to both app stores, helping to influence the “scoring” algorithm. This is a particularly effective tactic for iOS App Store.

3. User Management

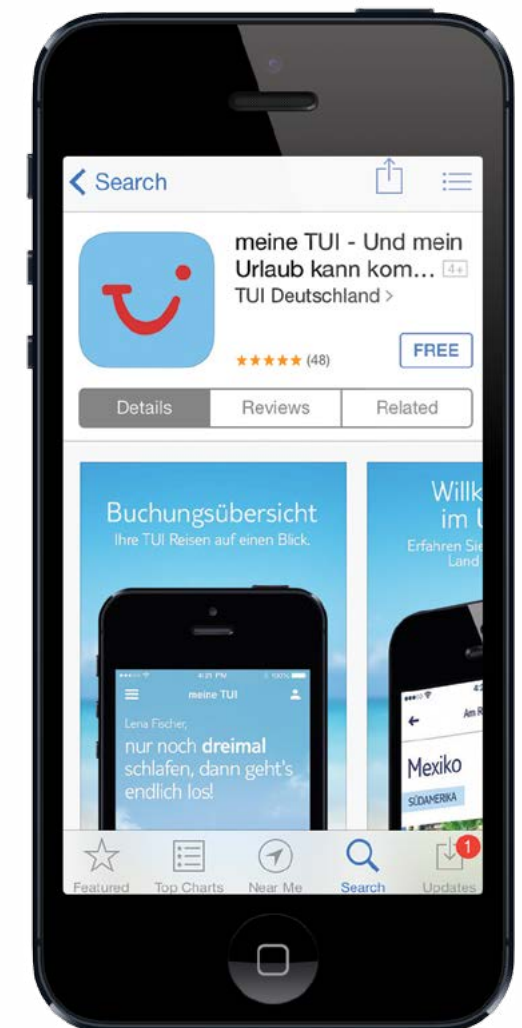
Thirdly, we know that a successful app in literally written “in the stars.” Every star and app receives in the marketplaces counts in a big way, and securing and maintaining solid reviews is critical.

Aditi Litehouse set up the MyThomson and meine TUI launches for success by encouraging positive reviews in advance of the launch dates, ensuring that both initial and on-going reviews were glowing. During the first four weeks of each launch, Litehouse established a dedicated team to monitor comments, and respond to them promptly, in order to minimize and mitigate any potential negative statements surfacing in the reviews section.

We also created a program to promote the app amongst would be enthusiasts and encouraged them to leave behind a review as they see fit. Our “review guide” walked the user through the innovative features and usage paths and encouraged and reminded users to review content.



MyThomson App Store Reviews



meine TUI App Store Reviews



LOOKING FORWARD



Looking Forward

The TUI Travel apps have been a notable success. And we'd like to congratulate TUI Travel and their technology partners on winning the award for the Most Effective Mobile & Travel Tourism Solution for the MyThomson app at the November 2013 Effective Mobile Marketing Awards.

Looking ahead, Aditi Litehouse would like to build on that positive momentum and work with TUI to continue to expand and enhance the critical recognition and promotional possibilities for the apps.

Recommendations

Add CPI Advertising

Shore up existing CPC adverts with additional CPI-based efforts to allow for increased visibility to what placements are working best.

Increase Customer Engagement

Measure Net Promoter Score by instituting a Solid App Review Framework.

Consider enhancements that prompt reviews and feedback to help increase the overall score and elevate credibility for the app.

Prompt users to leave reviews when they are most likely to be feeling positive about the app, using intelligent, context-aware targeting.

Capture issues and comments and set those issues on a swift path to resolution prior to a poor review or comment showing up in the App Store.

Secure New Customers

Use push notifications and email to insure that users who have downloaded the app, but not yet used it, are encouraged to do so.

Identify new ways to reach people and make it personal.

Build more robust functionality into the landing pages to add personalised features and data capture elements. This could best be realized through a creative, promotional giveaway or other (perhaps seasonally-focused) contest opportunity.

Learn from Super Users

Identify Super Users who are using the app frequently and invite them to become part of the app development team. Engaging this type of customer in marketing efforts is a personal and powerful way to harvest great insights, improve functionality and secure brand loyalty.

Leverage Employee Expertise

The TUI employee base is also a powerful resource. The individuals within your organisation who are talking with customers on a daily basis can provide real-time, relevant and consistent input to help refine and enhance the overall app experience and marketing activities developed for the end user. Tapping into your employee's knowledge and putting it to work is a great tactic. We would also like to work with TUI to discover ways to incentive those employees (chiefly agents) who actively promote the app with customers and through their own individual social networks.

THANK YOU.

Aditi Litehouse would like to thank TUI for its partnership on the launch efforts to date. We look forward to working with you to explore more creative possibilities, and to being a continued part of your success.