



PROPOSED CAMPAIGN

TIMELESS *Beijing*

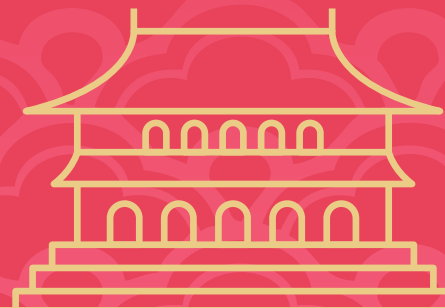
2020 Beijing Tourism Promotion Program



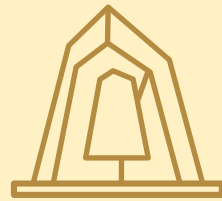
Beijing is one of the most important cities and the capital of People's Republic of China (PRC). It houses the center for politics in the country, as well as hubs for culture, arts, finance, education, and technology. The megacity is a global powerhouse that is full of color and history.

Why TIMELESS?

During the ancient times, Beijing pioneered global trade through the Silk Road. Times may change, but Beijing still remains a city of importance for trade, politics, and business like a true powerhouse. A fusion of the old and new China: that's what Beijing is—timeless!



Objectives



To spark interest for Beijing as an international hotspot



To re-imagine the city as the global center for the world tourism



To reconsider Beijing as a destination for the next trip of Filipino tourists



To have a 20% increase from the 97,000 Filipino tourists going to China
(Philippine Statistics 2018)



Strategies

Attention

- **Influencer Partnership (Familiarization Tours)**
- **Digital Ads (Email blasts, Social Media Ads, and Promotional Video Clips)**
- **OOH Advertising (Transportation Ads)**
- **Website Landing Page**

Interest

- **Events (Chinese New Year – Chinese Film Festival, Culture and Tradition)**
- **Travel Expos (PTAA, NAITAS, DOT)**
- **Commission for Accredited sub-agents (Booking No. and Forms)**

Desire

- **Barkada Promos (10+1 package)**
- **Free Pocket Wifi on Tour**
- **4R Magnet Souvenirs from Beijing**
- **Timeless Beijing App for Raffle**

Interest

- **3 Grand Winners (Date with Influencer)**
- **15 Selected Fans for a Fans' Day in Beijing**



Strategies

Attention

Influencer Partnership

Who is Joshua Garcia?

Joshua Garcia is a Filipino actor who started his career after his appearance as a housemate in *Pinoy Big Brother: All In* in 2014. Only after a year after this, he bagged roles and contracts in television and film. His enormous potential on the show business made his rise to stardom steady.



Why Joshua Garcia?

Joshua quickly rose to fame for his good looks, undeniable charms, and excellent morals. These, mixed with his goofy yet polite personality, have made him a household name for every Filipino regardless of age and social status. The huge market that he can encompass, as seen in his Instagram following which is at 2M, makes him the best bet for *Timeless Beijing*.

Strategies

Attention

Digital Ads

TIMELESS Beijing
A fusion of old and new China

Fulfill Your Dream Date
with
Joshua Garcia
in Beijing

Why join the single squad this Christmas when you can have your dream date in Beijing?

Get to experience the #TimelessBeijing with the dreamy Joshua Garcia for #Christmas2020.

Be one of the 3 lucky winners to have this experience of a lifetime.

Book the trip to Beijing through the app to enter the raffle.

visitbeijing
www.visitbeijing.com.cn

Global Distribution Partner
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Email Blast

Strategies

Attention

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TIMELESS *Beijing*
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Fulfill Your Dream Date
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in *Beijing*

BOOK NOW!

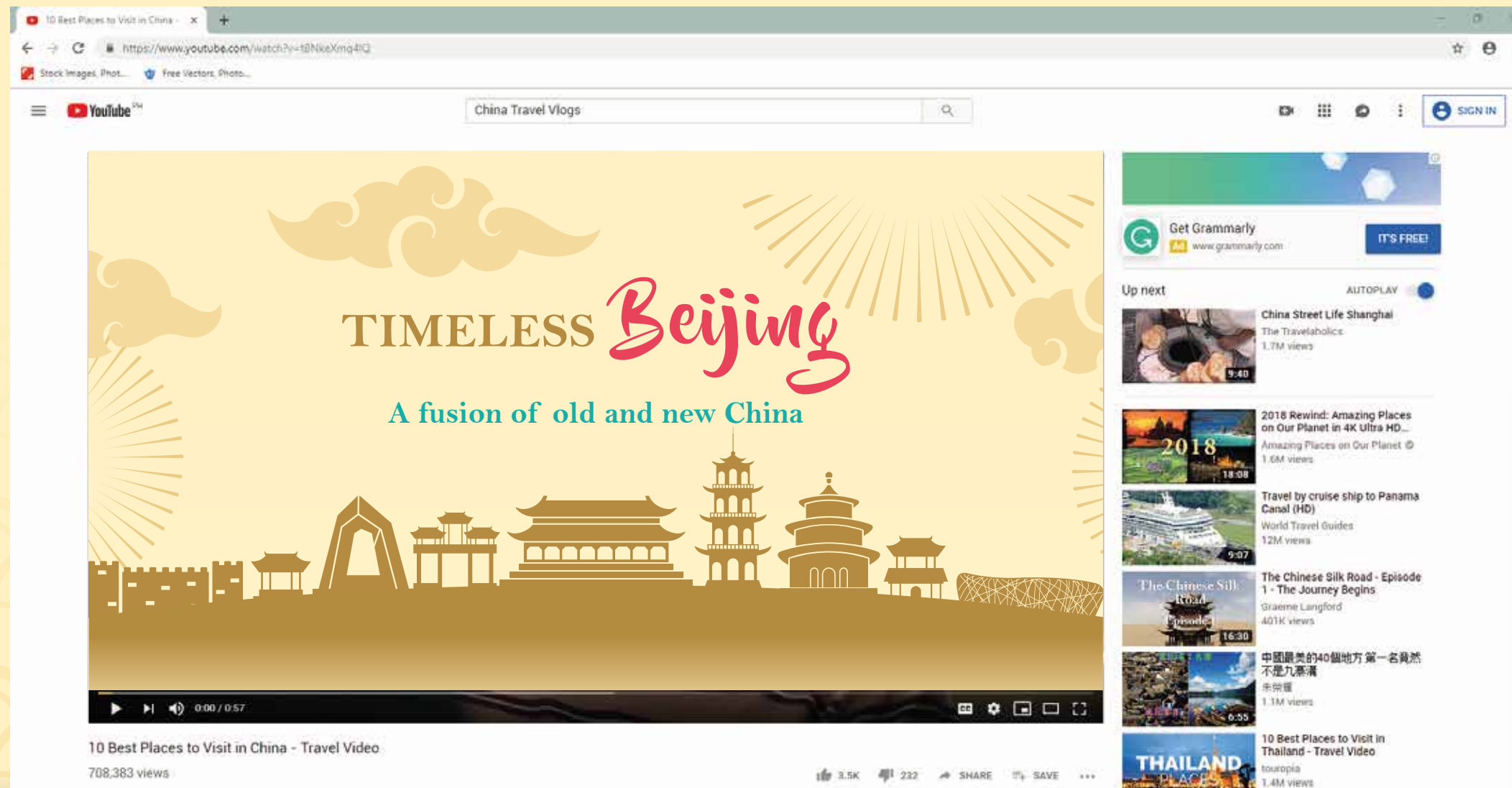
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Social Media Ads

Strategies

Attention



Promotional Video Clips

Strategies

Attention



Out-of-home (OOH) Advertising
(Transportation Ads)

Strategies

Attention



Website Landing Page

Strategies

Interest



TIMELESS Beijing

CHINESE FILM FESTIVAL
January 25-26, 2019
SM Aura Premier, Taguig

  [visitbeijing](https://www.visitbeijing.com.cn)
www.visitbeijing.com.cn 

Events - Chinese New Year Celebration
(Chinese Film Festival, Culture and Tradition)

Strategies

Interest



Travel Expos

Strategies

Desire



**Group Promos
(10+1 Package)**



Free pocket wifi on tour



**4R Magnet Souvenirs
from Beijing**

Strategies

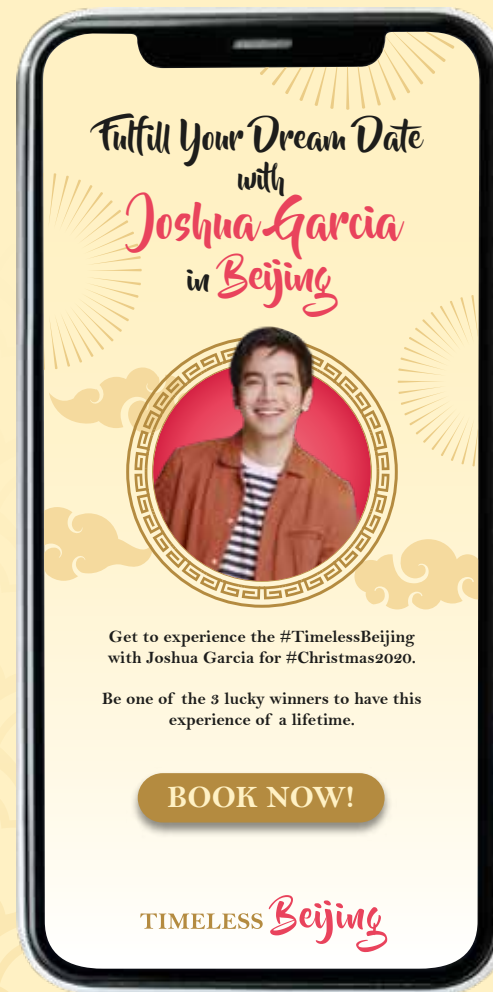
Desire



App Landing Page



Pop-up Ad



Promo Page



Feature Page

Timeless Beijing App for Raffle

Strategies

Action



3 Grand Winners
(Date with Influencer)



15 Selected Fans
for a Fans' Day in Beijing

Fulfill Your Dream Date Joshua Garcia in Beijing

To join, book your tour in HOP Travel and accredited sub-agents.

Enter your reference number through the Timeless Beijing app and get a chance to be:

One of three lucky winners for Dream Date with Joshua Garcia in Beijing.

Fan's Day with Joshua Garcia in Beijing

For the consolation prize, get to spend a day with Joshua Garcia with 15 other lucky fans!



THANK YOU!

