



# INSPIRING TRAVEL. INFLUENCING DECISIONS.

**Digital ambassadors for destinations and brands**

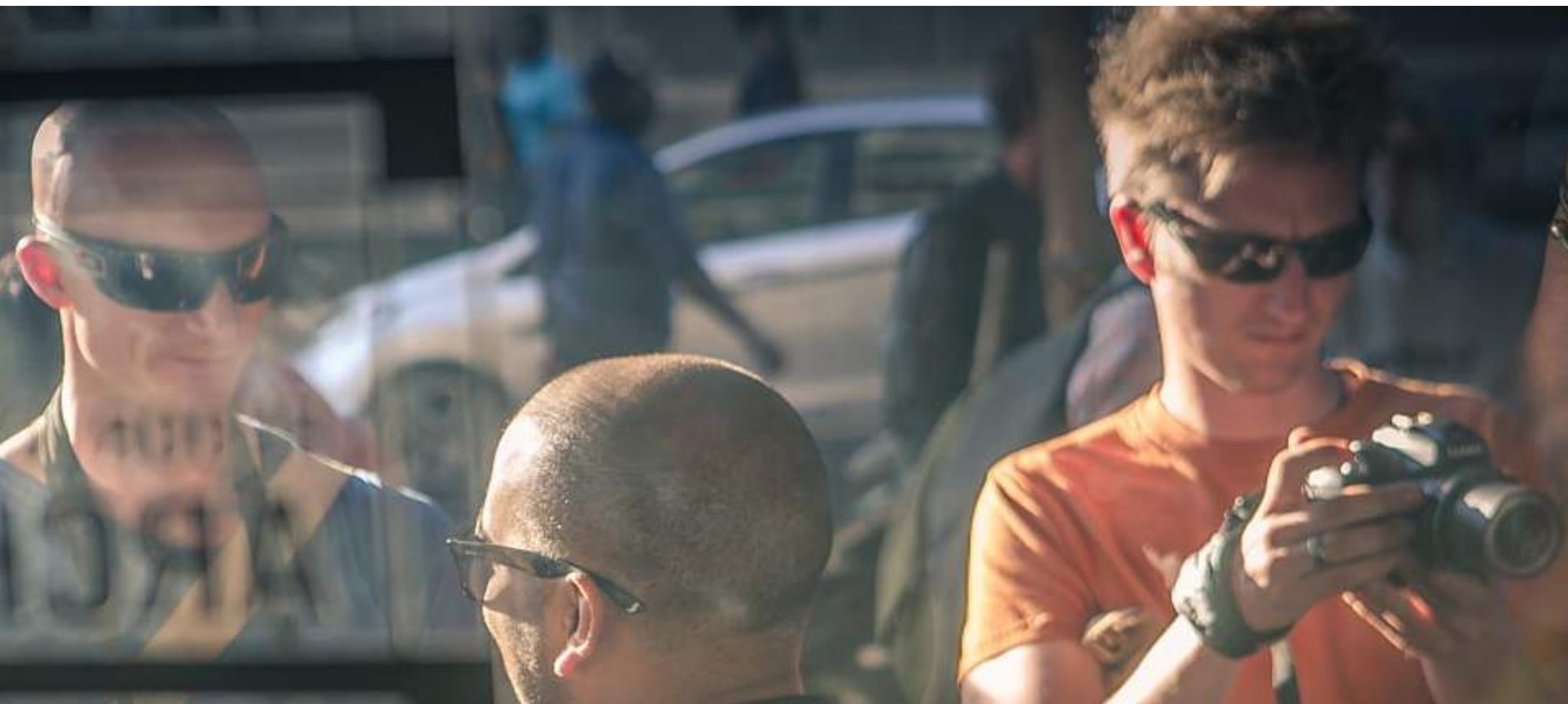
**iambassador**

*The world's premier travel influencer network*



# About

iambassador leverages the value online travel influencers offer by creating innovative marketing campaigns and events.



A network of leading online travel influencers from around the world ensures effective multimedia exposure via blogs, social media and online publications.



## Award Winning Influencers

Team members have been recognised internationally for their achievements in categories such as:

Best Luxury Travel Blog | Best Budget Travel Blog  
Best Travel Photography | Best Travel Blog Innovation  
Best Destination Coverage | Blogger of the Year



## Global Audience

The iambassador team of digital influencers includes some of the best known travel bloggers and social media travel personalities from around the world, as well as award-winning video producers. The team has a combined global audience exceeding 10 million every month.



## Quality

Our members have been specifically selected based on a variety of criteria including quality content, specialised niches, vast social media reach, and professional teamwork. All iambassador influencers adhere to the STS Code of Ethics.



# Our Influencers

The iambassador network of digital influencers includes some of the best known international travel bloggers and social media travel personalities from the most important markets:

 United Kingdom

 Ireland

 Germany

 Austria

 Switzerland

 France

 Belgium

 Netherlands

 Italy

 Spain

 Portugal

 Finland

 Sweden

 Norway

 Denmark

 Poland

 Czech Republic

 Slovakia

 Slovenia

 Hungary

 Bulgaria

 Romania

 Russia

 Turkey

 U.S.A.

 Canada

 Brazil

 Argentina

 Colombia

 Mexico

 China

 India

 Japan

 South Korea

 Malaysia

 Australia

 New Zealand

 United Arab Emirates

 South Africa



# Our Clients





# Why work with iambassador?

**iambassador** is a digital/influencer marketing agency and the world's leading network of travel influencers.

Established in 2011, iambassador creates, plans and executes successful online marketing campaigns which harness the reach and influence of several thousand of the most popular professional bloggers, photographers, videographers and social media personalities in the global travel industry.

Renowned for conceptualising ground-breaking collaborations with DMOs and travel brands alike, iambassador's marketing campaigns are multi-award winning, including back-to-back wins at the **World Travel Awards** (Europe's Leading Marketing Campaign 2017 and 2018) and success at **PR Week Global Awards** (Best Global Partnership with VisitBritain) and **Travel Media Awards** (Best Innovative and Content of the Year 2017).

Working with DMOs globally, travel brands like Expedia and Amadeus, and international organisations like the Council of Europe, iambassador designs bespoke campaigns. The process, from conceptualisation and influencer selection through to monitoring and reporting, is managed via iambassador's cutting-edge, in-house database. Additionally, iambassador provides digital marketing consultancy and education in the form of workshops and seminars, and its annual **Social Travel Summit** conference. Furthermore, through its partnerships with travel trade shows such as World Travel Market (London and Cape Town), ITB Berlin and BIT Milan, iambassador keeps the travel industry up-to-date with trends in influencer marketing.



# Key Benefits



## Immediacy

Influencers share their experiences via their social media channels in real-time. Furthermore, they publish their first articles/blog posts within a few weeks upon completion of a trip.



## Personal Perspective

Influencers tell stories and provide travel tips based on their personal experiences, thereby creating engaging content that speaks in a personal voice to readers and fans.



## Social Media Reach

Influencers utilise social media for a variety of reasons, most importantly to build traffic to their blogs and to interact with their readers. The established iambassador influencers have solid social media followings, offering partners an opportunity to reach a targeted audience.



## Long Shelf Life

Influencers are experienced in SEO and keyword optimisation so in addition to engagement with existing followers, the online character of their blogs and social media posts will attract new readers in the future promising clients a long-term return on published content.



## Interaction & Trust

Influencers interact directly with their readers and many iambassador influencers are long-established experts in various travel niches. This trusted relationship with readers makes influencers a respected source of recommendations and tips.



## Multimedia Content

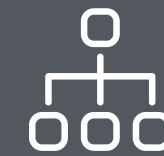
Online travel influencers are highly creative individuals with both story-telling expertise and reach across a range of platforms including video, photography and text.

# Services



## Campaigns

Influencer trip planning and Consultancy  
Viral Marketing / Brand Building  
Social Engagement  
Media Partnerships



## Content Creation and Marketing

Video production  
Social Media visibility  
Multimedia content  
Strategy



## Seminars and Workshops

Social Travel Summit  
Subject matter experts  
Experienced speakers  
Training and Consulting  
Thought Leadership



# Campaign Case Studies

**iambassador** has successfully planned and executed campaigns for a variety of clients, including tourism boards and travel brands.

Each concept was unique and tailored to meet the objectives of the client.

In the following pages you will find examples of some of iambassador's award winning and internationally recognized campaigns.





# #EuroFoodTrip



In a unique and innovative campaign, **iambassador** was proud to coordinate **#EuroFoodTrip**, a collaboration between **Costa Brava Pirineu de Girona Tourist Board (Spain)** and **Apt Servizi Emilia-Romagna Regional Tourist Board (Italy)**. With both regions boasting similar historical and cultural profiles, they have often been considered competitors. **#EuroFoodTrip** effectively turned this around and made the two collaborators, and in doing so created a brand new travel product.

**#EuroFoodTrip won the World Travel Award 2017 for Europe's Leading Marketing Campaign.**

- 40 million campaign impressions-opportunities-to-see (OTS)
- 1,600 campaign mentions on social media
- 300,000 views of the campaign video
- 2017 Cannes Tourism & Cultural Film Festival nomination
- 25 campaign articles/blog posts, 50 HD photographs and 7 YouTube videos
- Five international influencers taking part in a six-day campaign
- €700,000 AVE (Advertising Value Equivalent)

[Read more](#)



# Cultural Routes of Europe



In late summer 2016, as part of a prestigious partnership with the **Council of Europe** and the **European Commission**, a team from **iambassador** went on a journey discovering two historic routes in Southeast Europe. The Cultural Routes – Blogging Europe campaign was part of the **Council of Europe's Cultural Routes** initiative, which has been inviting bloggers and influencers to experience Europe's historic routes since 2014.

- 37.7 million campaign impressions-opportunities-to-see (OTS)
- 3,200 campaign mentions on social media
- 10,000 views of the campaign video
- 20 campaign articles/blog posts
- Five international influencers taking part in a six-day campaign
- €533.500 AVE (Advertising Value Equivalent)

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# BlogVille



The **BlogVille** project is a partnership between **iambassador** and **Apt Servizi Emilia-Romagna Regional Tourist Board (Italy)**. Since 2012 an apartment in Bologna is provided by the tourism board to influencers in order to explore the destination at their leisure, allowing the bloggers the opportunity to experience Emilia Romagna and Italy like a local and to write about what really is important for their fans, followers and readers.

- 18 million users reached on social media
- 1.8 million readers of 1,200 articles and blog posts
- 15.000 shared photos and videos of the campaign
- 180 international influencers
- Innovative Initiative Award, Social Media Tourism Symposium 2014
- Best Travel 2.0 Innovation, World Travel Market 2012

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# 24 Hours in the UK



Designed to highlight the round-the-clock appeal of the United Kingdom, 24 Hours in the UK was a dynamic multi-destination campaign involving ten bloggers and social media influencers from the iambassador network. The influencers filmed their experiences across England, Scotland, Wales and Northern Ireland. These scenes were then edited to create 32 videos that were released during a 24-hour Facebook campaign. Visit Britain and iambassador worked closely together to execute the trips, the content creation and a very impactful launch that stretched over 24 hours.

- **119.4 M campaign impressions-opportunities-to-see (OTS)**
- **3 M number of accounts reached on social media**
- **30,000+ engagements on social media**
- **32 videos produced**
- **24 campaign articles/blogposts in 5 languages**
- **10 international influencers**
- **1.4 M GBP Advertising Value Equivalent**
- **World Travel Awards WINNER for Europe's Leading Marketing Campaign 2018**

[Read more](#)



# #LoveSabah



Selected travel, food and wedding bloggers of the **iambassador** network were tasked with amplifying social media activity to showcase the unique offerings of **Royal Brunei Airlines (RB)** and **Sabah** in Borneo, specifically tailored to a honeymoon audience. The content they produced was designed to highlight RB as the airline of choice when flying from London via Brunei to Sabah and the unique attractions, heritage, culture, cuisine and activities that make Sabah a wedding and honeymoons destination.

- 52.3 million campaign impressions OTS (Opportunities to See)
- A year-on-year 100% increase in flight bookings from London Heathrow to Kota Kinabalu, Sabah
- 35 campaign articles/blog posts, photographs and videos
- One cinematic video
- Six UK influencers taking part in a six-day campaign
- \$1.1 M (USD) AVE (Advertising Value Equivalent)

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# #inLombardia365



**Explora** and **Regione Lombardia** partnered with **iambassador** to create the **#inLombardia365** project. This project saw selected influencers participating in ten excursions throughout the year within the Lombardia region and discovering the region together with locals, destination ambassadors and tourists. iambassador sent some of the top international travel influencers from its network to Lombardia throughout the year and assisted in the management of trips, published content and amplification.

- 215.5 million campaign impressions OTS( Opportunities to See)
- 85,900 campaign mentions on social media
- 60 campaign articles and blog posts
- 20 international influencers taking part in a total of ten-3 day campaign trips
- € 4.9 million AVE (Advertising Value Equivalent)

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# Content Creation & Marketing

In addition to generating content for publication on their own blogs and social networks, the **iambassador** team creates custom content for corporate blogs. Tailored to meet client needs, content can be developed for a wide array of companies, products, and services.





# Photography & Video

The **iambassador** team includes award-winning photographers and video producers. High-resolution images produced by the bloggers are available for purchase. Images for online or social media purposes such as Facebook pages are also available. Professional destination and/or corporate videos are also offered. The number of crew, video length, duration of filming, and distribution channels will be determined in consultation with you.



See Reunion – Island of Adventure, a joint production between iambassador and Réunion Tourism, for an example of one of our video production projects.



# Other Content Platforms

The **iambassador** team has extensive experience in creating e-books and micro-sites that showcase destination and product content collated from blogs and social media. These secondary platforms are ideal for re-purposing content generated from a campaign.



## WELCOME TO THE ART CITIES OF EMILIA ROMAGNA

EAT, FEEL & LIVE LIKE A LOCAL IN ITALY.

We created this e-book to highlight the jewels located in every art city in Emilia Romagna. The authors of this e-book are travel bloggers who come from all corners of the globe. Each one took part in the Blogville Emilia Romagna project, and this ebook is a collection of their travel stories, tips and advice. It was written for travellers by travellers to help you get the most out of your trip to the Emilia Romagna region.

We did this because we wanted to create a fresh and new guide for everyone who wants to experience our cities. We use





# Education

The **iambassador** team members are also accomplished speakers and are available to share their expertise with the travel industry professionals, regional and national tourism authorities and influencers. Educational workshops on blogging, photography, video production, and social media can also be easily combined with a campaign trip. Educating local travel influencers can be beneficial to tourism boards in a variety of ways, not least the continuous generation of high quality digital content from a local perspective which will increase online visibility of a destination through social amplification and engagement.





# International Trade Shows

**iambassador** experts also conduct workshops and seminars for the tourism industry. Topics include 'Effective Influencer Marketing - Best Practices' and 'How to Drive Engagement and Conversions'. In this way, imabassador has long-running partnerships with the most important international trade shows (**ITB Berlin**, **WTM London**, **WTM Africa**, **WTM Latin America**, **BIT Milano**, **TTG Incontri Rimini**, **Matka Helsinki**) where customised programmes and workshops are delivered each year. In addition, iambassador has been present at ITB Berlin since 2015 with its own stand - the only stand by an influencer network - located in the eTravel World - Hall 6.1.





# The Social Travel Summit



The **Social Travel Summit** is an annual gathering of tourism marketing executives and professional travel influencers. The Summit is an exclusive opportunity for industry representatives to engage and connect with specially-invited leading travel influencers from around the world, and to be part of a high-level discussion about the future of online travel marketing. Professional keynote speakers reveal trends in digital marketing.

Through workshops, seminars and round table forums, the focus of The Social Travel Summit is to exchange success stories and innovative ideas in an unprecedented way; one that focuses on education and collaboration.

[Read more](#)



# What People Are Saying

We selected **imbassador** to organize a bloggers' trip during the Summer of 2016 in order to promote the visibility of the **Cultural Routes of the Council of Europe** and we were delighted with the result! From the beginning, **iambassador** demonstrated the utmost professionalism, seeking to understand our needs in order to respond to them as closely as possible, always proposing excellent solutions. In record time, the **iambassador** team found bloggers from across the globe matching their skills and competencies with our cultural routes product. They selected a team of passionate professionals specialised in various fields, such as history, culture, nature and gastronomy. **The results produced exceeded our expectations** both in terms of quality of the articles, photos and videos produced, as well as the wide extend of their online distribution. We are delighted to have led this project with a team with such a high level of professionalism / innovation and are pleased to warmly recommend them without hesitation.



– Stefano Dominioni, Council of Europe, Director European Institute of Cultural Routes.



# What People Are Saying

*We were delighted with the results from the joint travel blogger **#MelbourneTouring** campaign with **iambassador**, **Tourism Victoria** and **Four Travel**. Through the powerful social reach of the iambassador bloggers, the campaign met all of its objectives and **got people talking about Royal Brunei Airlines, Brunei and Melbourne as destinations**. Most importantly, we **saw an increase in Melbourne online bookings made in the United Kingdom** compared to the previous year, which can be directly attributed to the blogger campaign. Based on the results we are aligning our marketing strategy towards building connections and customer engagement through blogger campaigns and will be looking to continue working on other campaigns with iambassador in the future.*

*– Adiel Mambara, Sales and Marketing Manager UK*





# What People Are Saying

Keith's conceptualisation of **iambassador** – using travel bloggers and online publishers as partners in destination marketing campaigns – is ground-breaking. He understood Cape Town Tourism's brief of destination storytelling through social media and online content instantly and has been an **invaluable partner** to us in what we consider to be **our most successful social media campaign to date**. He not only coordinated the campaign but interacted with the international partner bloggers, the tourism products in Cape Town, his readers and followers and ourselves in a passionate and engaging manner. Keith's thinking is ahead of its time – I believe that the campaign partnership such as the **#LoveCapeTown** campaign will change the landscape of destination marketing in the next three years. He has displayed a single-minded focus and professionalism in the lead-up, during and after the campaign and has shared much of his social media and travel blogging expertise with our tourism partners and us. I am looking forward to continuing our working relationship – the #LoveCapeTown campaign will be repeated annually and Keith will be central in the coordination thereof.

– Skye Grove, Communications Manager, Cape Town Tourism.





# Organisation



**Keith Jenkins**  
CEO



**Melvin Böcher**  
COO



**Nicholas Montemaggi**  
CMO



**Frits de Graaf**  
CFO



**Kash Bhattacharya**  
Director of Creative  
Concepts



**Erik Van Erp**  
Director of IT



**Caspar Diederik**  
Director of Video



**Sarah Lee**  
Regional Director  
UK - Ireland



**Matt Long**  
Regional Director  
North America



**Claudia Saleh**  
Regional Director  
Latin America



**Frankie Thompson**  
Communications Manager



# iambassador

*The world's premier travel influencer network*

Amsterdam | London | Cologne | Milan | Washington D.C. | Rio de Janeiro




Winner of the [World Travel Award 2018](#) for Europe's Leading Marketing Campaign  
Winner of the [World Travel Award 2017](#) for Europe's Leading Marketing Campaign  
Winner of the [PRWeek Global Award 2017 for Best Global Partnership](#) with VisitBritain  
Winner of the [Travel Media Innovative Campaign and Content of the Year 2015](#) Award




# Let's Talk

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