

**Agency**

Goss Gothenburg

**Client**

Langley Travel

**Product**

Ski Trips to Japan

**Title**

Destination Japan

**Country**

Sweden

**Background**

Langley Travel, a Swedish travel agency, had a widespread reputation as "the skier's travel agency" in the Nordic countries because they specialized in trips for winter sports enthusiasts.

Every year they added new exciting destinations for skiers to gear up in places such as Siberia, Iran and Kashmir. This particular year, they were offering ski trips to Japan.

**Idea**

The purpose of the mailing was to strengthen Langley's position as "the skier's travel agency" and to sell the trips to Japan.

A pair of chopsticks in a miniature ski case was mailed out to dedicated skiers who had travelled with Langley before on one of their more exotic holidays. Niseko, the name of the ski resort, and a phone number to call to make a booking were engraved on the chopsticks.

Could anything else have said "skiing in Japan" so succinctly?

**Results**

Langley was snowed under: virtually every one of the places on the trip was booked within two weeks. The campaign also created a tremendous buzz, greatly enhancing the perception of Langley as the skiers' travel agency.

**Insights**

Wit and charm are not essential ingredients to a creative idea, but they can help make an impression, which in turn helps trigger a decision.

A laugh or a smile is about the most direct response you can get from a mailing. Psychologists say that when you are provoked into laughter, it sets up a series of expectations about the brand which are all entirely favourable. Not only do you enjoy and appreciate the moment but the brain starts looking out for the brand in the hope of more pleasant experiences.

So, what makes this idea brilliant brand advertising as well as successful direct marketing? Its humour.

**CREATIVE TEAM**

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