cărtouești ™

Travel Light

cărtourești

Nu rata calatoriile momentului! Paris, Istanbul, New York cu preturi incepand de la 29,95lei!

Calatoreste inauntru cu Cartouresti.ro

Paris de la 37,60lei!

Călătorește înăuntru cu Cartouresti.ro
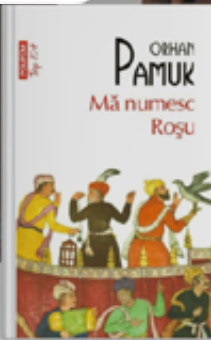
UN APARTAMENT LA PARIS

de MICHELLE GABLE

REZERVĂ CĂLĂTORIA

cărtourești

↑

cărturești

MĂ NUMESC ROȘU

de ORHAN PAMUK

THEME AND CAMPAIGN CONTEXT

2020. A year where we locked down our longing for adventure, our wandering spirit, our desire for novelty. A year that caged us inside our apartments with no traveling perspectives. Carturesti, the biggest bookstore chain in Romania, came up with a solution to boost its online business presence.

PLANNING

We've created the perfect way to escape this claustrophobic context. When you can no longer travel outside, **you can instead travel inside through imaginary journeys to literary destinations**, where new horizons welcome you.
So we've decided to change the perspective from the outer constraints to the inner freedom.
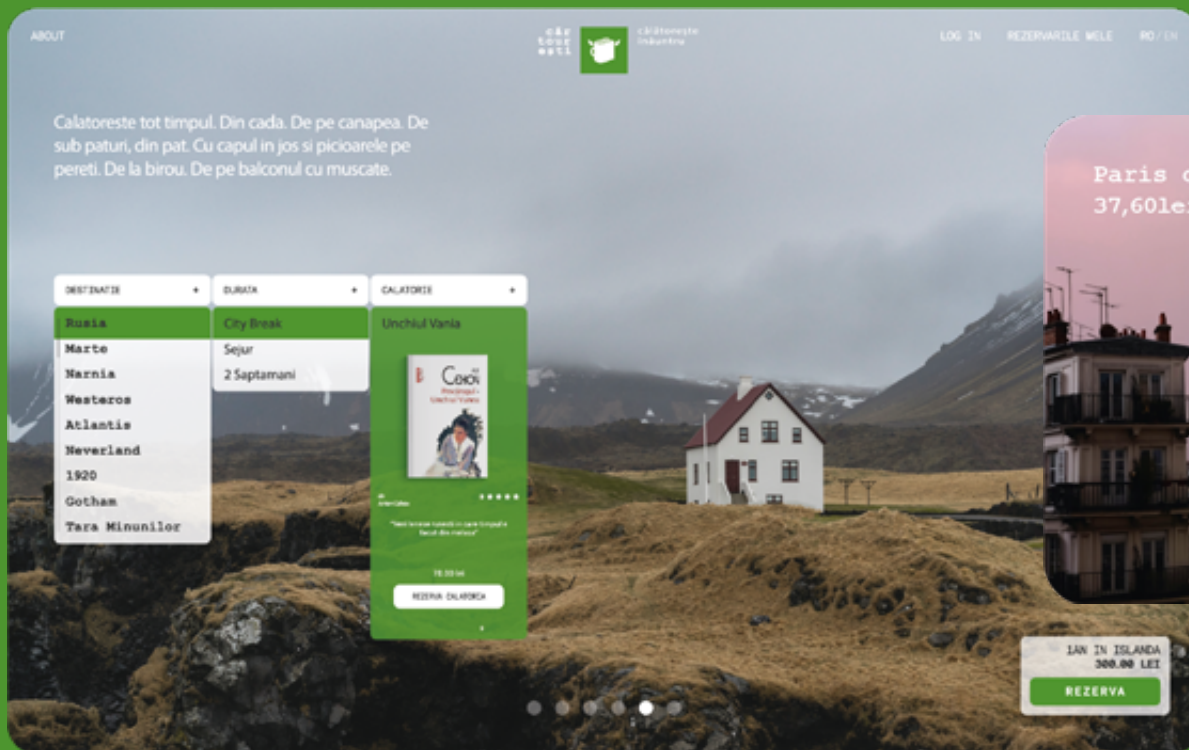
We've transformed Carturesti in CarTouresti, the "literary" travel agency, a place where the traveling aficionados, hungry for new sceneries could redirect their frustrated expectations to a compensatory journey of the mind.
And we've created buzz around it with the help of influencers and KOLs.

First, we redirected everyone's attention to CarTouresti. ro through unexpected banners on traveling sites, where top touristic locations where priced at the cost of a book.

After entering Cartouresti.ro and choosing a destination and desired length of stay, the user got a journey in the shape of a book. All they had to do was to "book it".

The "traveling inside" philosophy continued as we sent to bloggers & KOLs "journeys" in a tote bag: books, postcards & fridge magnets from our literary destinations. The response was amazing: each of them posted about our campaign and contributed by spreading the idea of imaginary traveling to their online communities.

Sejur în Moscova de la 28.76lei!

Călătoreşte înăuntru cu Cartouresti.ro

DOCTOR JIVAGO de BORIS PASTERNAK

REZERVĂ CĂLĂTORIA

Descoperă peisajele greu de uitat din cărți! Eu sunt gata pentru o nouă călătorie. Tu?

SEJUR DE VIS ÎN NAPOLI CU DOAR 46 LEI

City Break în Chişinău cu doar 23 lei

GRĂDINA DE STICLĂ de TATIANA ȚÎBULEAC

E V A L U A T I O N   /   R E S U L T S

The internet community fell in love with the idea and shared it with a total of 57 non-paid content pieces generated by influencers.

This offered the campaign more visibility with an estimated total reach of 84,529, 68,654 from InstaStories and 15,875 from posts.

Thus, we generated an increase of 92,2% new visitors for our online bookstore.

CarTouresti. Travel inside, we're open.