

Perú

Content proposal

June 2025 to September 2025



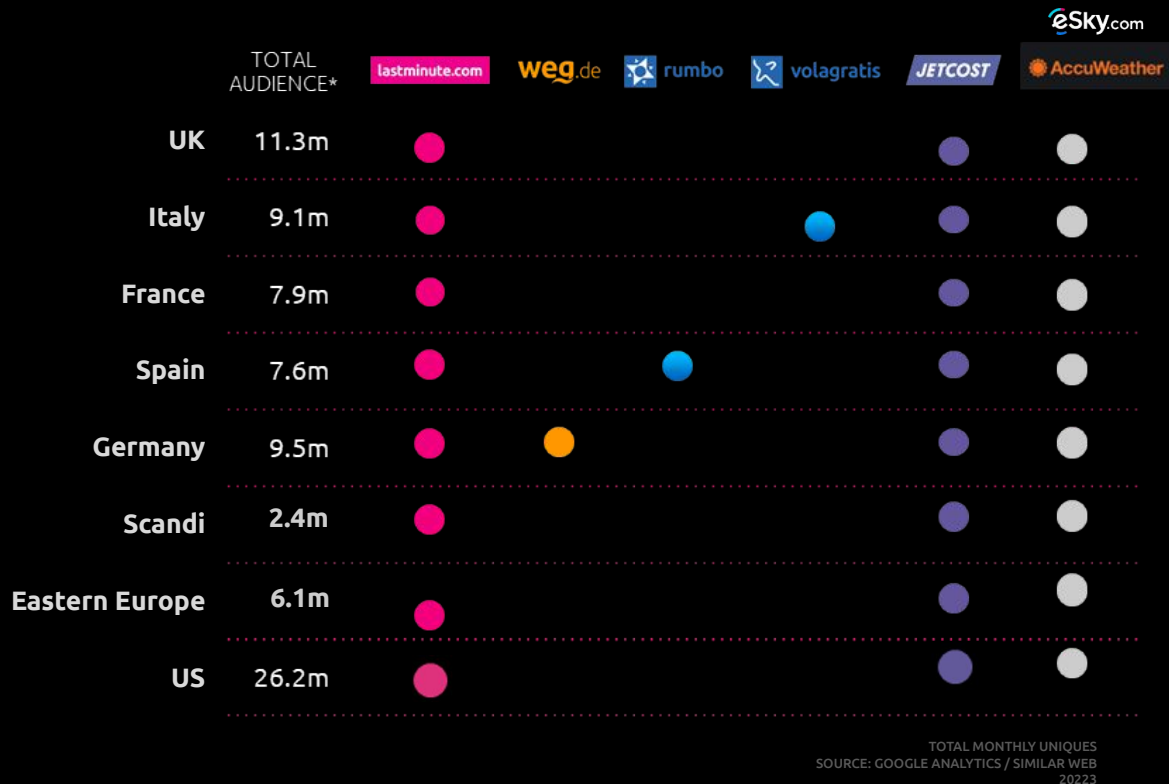
Born from

lastminute.com



Our audience

We reach over 72M travellers across our owned and operated sites.



lastminute.com

Ranked within the **top five for awareness** in the travel package brand market across all of our core markets.

<https://www.lastminute.com/>

We are **lm** group

Our Story

We've evolved from some of the first dot.coms to a member of the travel establishment

From revolutionary start-up ideas to becoming trusted members of the travel industry establishment – it's been a rollercoaster of a ride.

When our flagship brand lastminute.com was founded in 1998, and our brand Volagratis was established as the first Italian low-cost flight search engine in 2004, people didn't think "buying things off the internet" would ever take off. Fortunately, we've always thought differently.



The lastminute.com group you see today is a truly pan-European online travel player, having expanded its coverage of markets in and outside of Europe.

Today, our Company provides solutions to thousands of customers every day leveraging on its unique data platform, its cutting edge Dynamic Packaging engine, vast inventory and supply and the regulatory advantage of being a fully licensed player to act as a tour operator on a pan-European level.



Our travel audience

We reach over 60M travellers across our owned and operated sites. We extend fluently into social and any form of paid media including most recently connected out of home.

This gives us access to the global traveller community, powered by our data.

We operate 1,300+ behavioural enriched audience segments and 10,000+ micro segments of travellers with a high propensity to travel.

We are fully GDPR compliant and operate all of our activations in brand and customer safe environments.



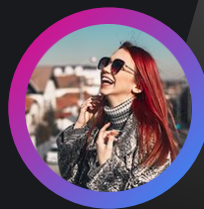
Weekenders



Family odysseys



Silver surfers



City breakers



Business travellers



...and many more.

How we reach the KPI's

Audience targeting

Using our technology and data, we can build bespoke audiences in our Data Management Platform (DMP).

We **dynamically serve** creative to the relevant audience with display and social formats.

We target customers both **on** and **off** **lastminute.com network**.



BEHAVIOURAL TARGETING

- Destination
- Origin
- Airport
- Country
- Trip duration
- Travel window
- Start & End Dates trip
- Days until Trip starts
- Travel Group composition

e.g. New York interests audience, Weekend City breakers, Spontaneous travel audience, Winter sun seekers, Audiences departing from LHR etc.



USER PROFILE

- Interests
- Family
- Age
- Gender
- Income
- Brand affinity

e.g. Travelling mums, Young adventure lovers, Silver surfers etc.



CUSTOMISATION

Behavioural Targeting



Origin



Destination



Travel window

+



Couple



Interests



and more

=



BESPOKE AUDIENCE

e.g. going to Peru + in the Summer + Authentic adventures = Bespoke Audience

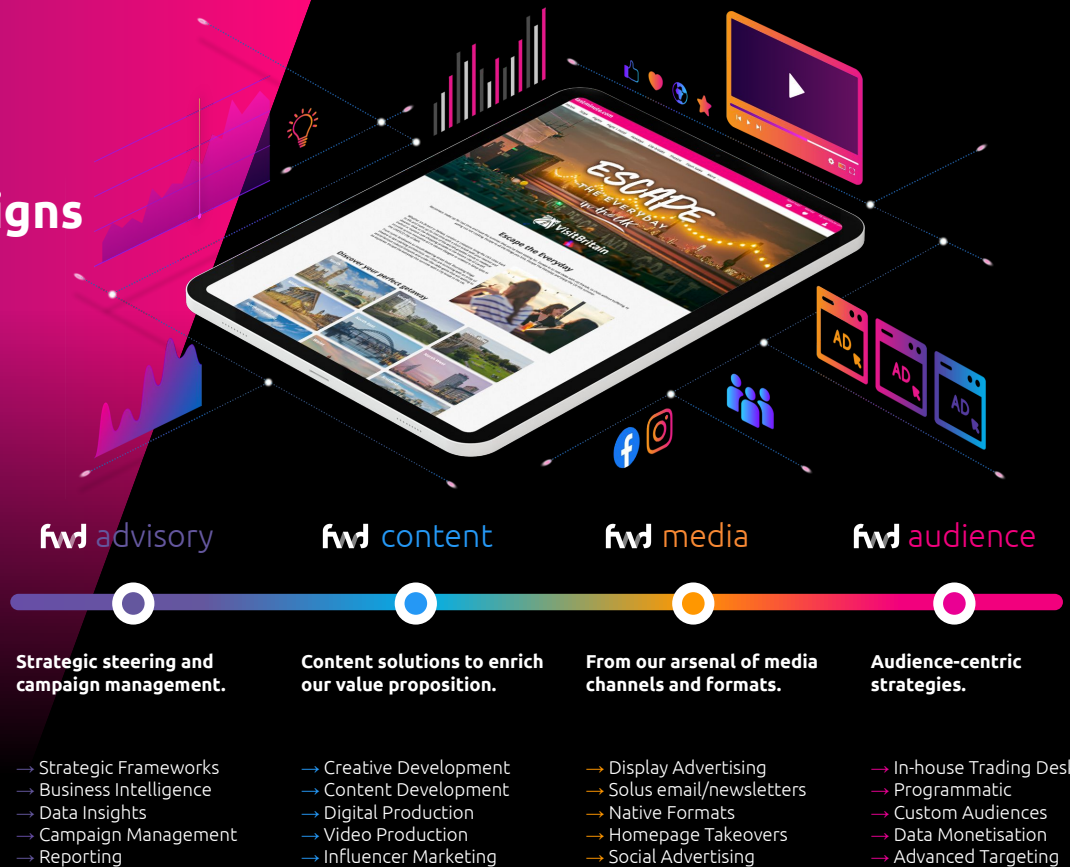
Forward

How we stay relevant

Integrated Marketing Campaigns

Digital campaigns designed for travel that drive measurable impact

Through **data, strategy, creative content production and top-class audience activation**, Forward offers a new and powerful value proposition that combines marketing + media strategy into integrated solutions for travel and leisure brands.



Adventure lovers

Travellers that want to discover the authentic nature of the place and love to do adrenaline activities.



WILD & FREE
9M

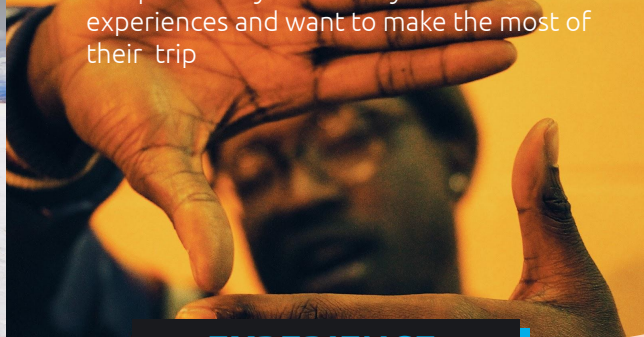
Sports junkies

Travellers who have a passion for sport, whether it's actively playing or cheering on their team.



Millennials

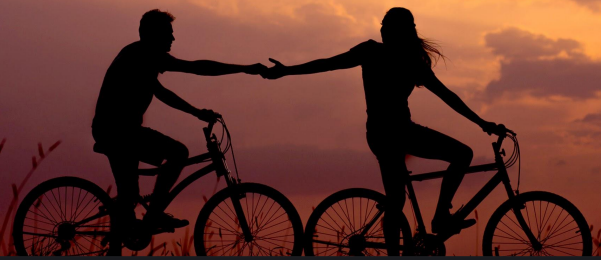
They are curious, adventurous and receptive. They continually search for new experiences and want to make the most of their trip



**EXPERIENCE,
PLEASE**
11,4M

Couples

Looking for adventure, nightlife and discover new places. Get away from the everyday work and routine.



Food Enthusiasts

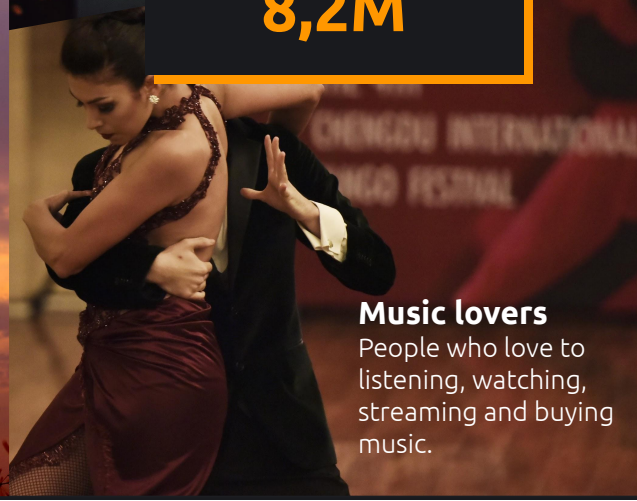
People who love food, culture and exploring culinary, cultural flavors.



CULTURAL BEAT
8,2M

Music lovers

People who love to listening, watching, streaming and buying music.



The brief

Develop an integrated marketing campaign proposal aiming at promoting **Perú** and its incredible offering to travellers looking for the perfect nature break.

Highlight the activities that can be enjoyed in this location with a pure aerial landscape video making approach.

The campaign will set out to:

- raise awareness around **Perú** and increase consideration;
- encourage the target audiences to book their next trip to the destination.

Target audience

Families
Couples
Solo
Group of friends (singles)
Culture Vulture
All year holidays

Markets

Reino Unido



Campaign Strategy

Perú is filled with unlimited, extraordinary possibilities, with the scene set for everyone to relax, explore and simply experience a unique destination.

We will **leverage the communication approach** to promote the different activities featured in those itineraries.

The assets will feed into an **effective multi channel media campaign** managed end to end by Forward/lastminute.com

During the period from the ***June 2025 to September 2025.***

Landing Page <https://www.lastminute.com/>

LANDING PAGE

June 2025 - September 2025

Starting from Pre summer time, we'll launch a campaign microsite to showcase **Perú** unique offering.

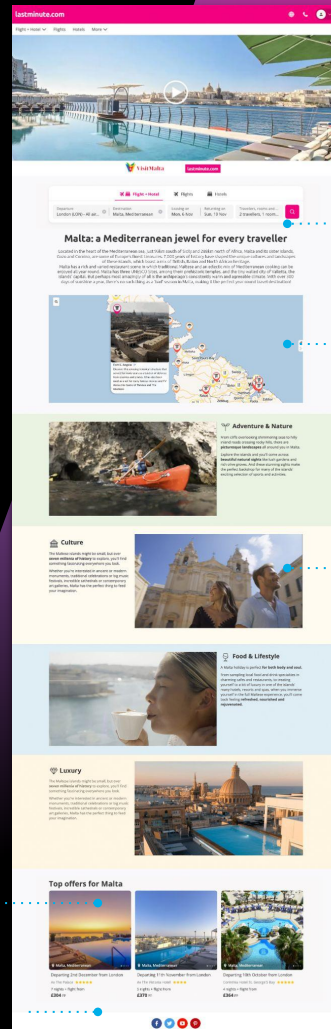
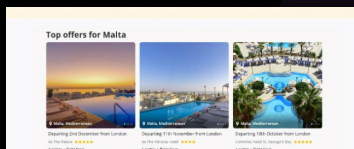
The landing page will host:

- **our best deals** to visit the destination;
- **immersive original video content** to experience the best of Perú;
- **shoppable activities** not to miss;
- **interactive maps** to explore and plan the trip in an engaging and fun way

Landing Example:

<https://www.es.lastminute.com/es/publicidad/viajes/los-cabos/>

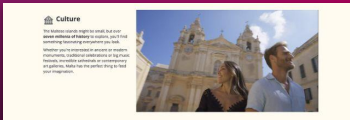
Best Flight+hotel offers



Custom Search box

Interactive map

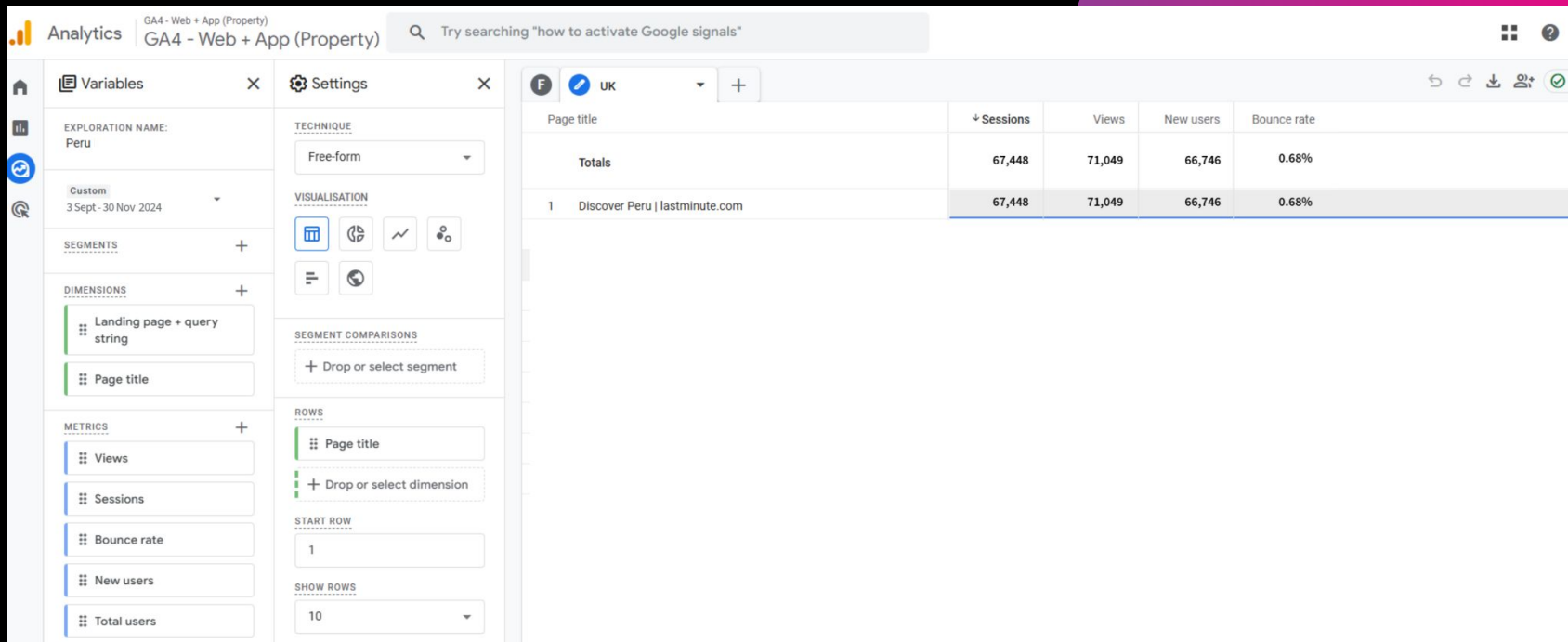
Original video for the pillar



*All the visuals presented in this deck are for actual production done for our clients

Branded Content: Landing Page Customized

Google Analytics Estimated Results



OTA distribution

NATIVE ADS

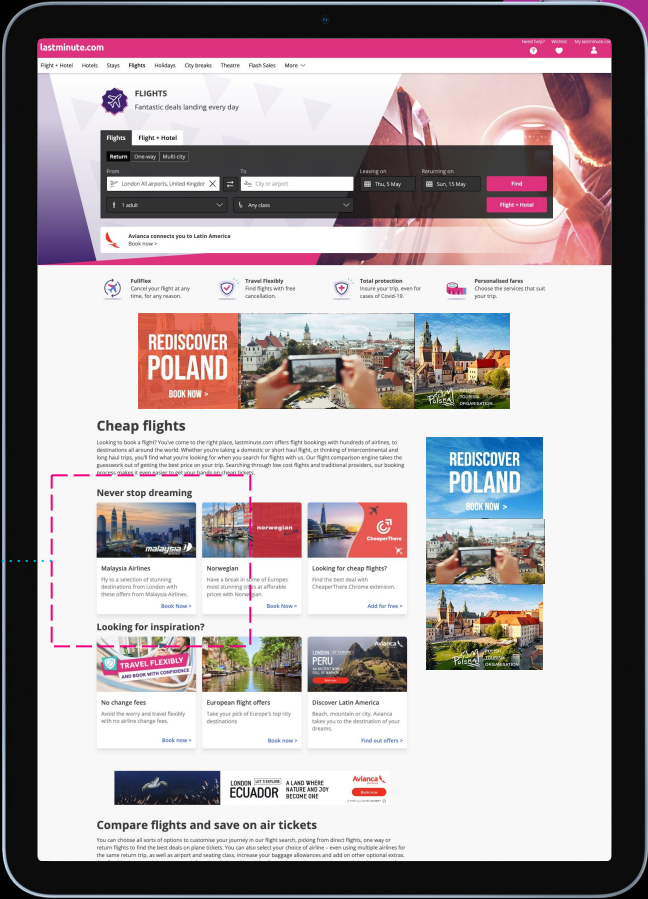
Available formats:

Native Banner aka In-Banner ads
500*277 format that take place in
the Home Pages during the **Perú**
campaign period.

KPI's Period campaign:

Total Passengers: 2755*
Total Growth: +40%**

Integrated **Native** Format



*Total bookings generated from the landings pages and Organically.

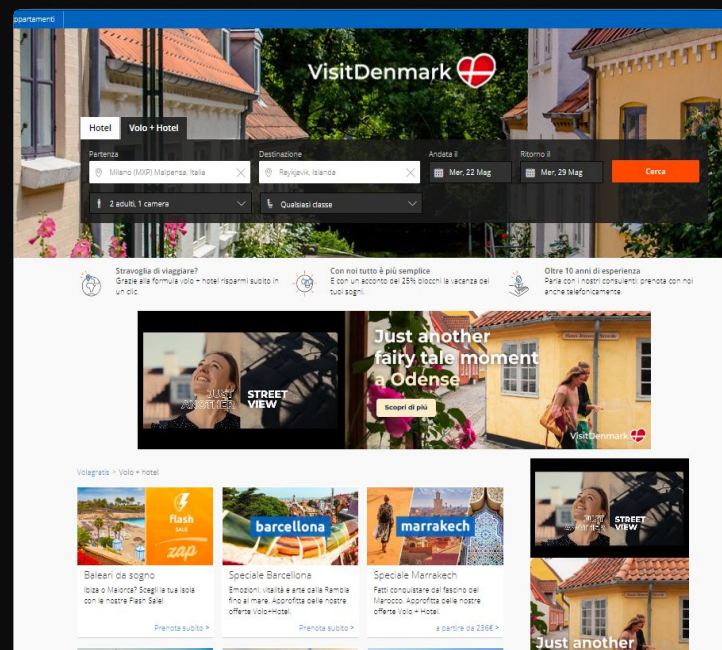
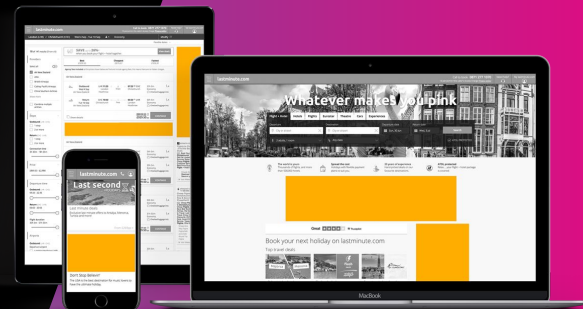
** Overall product growth

Display standard (Buscador)

We'll reach travellers across our OTA websites

For each campaign we analyze research/booking trends as well as the behavior of users, in order to tactically orient the display activity and to focus it on a potentially interested audience (on and off season).

- **Branding & awareness:** we'll activate specific high impact media formats (e.g. **300x600, 728x90**) addressed to the entire audience of LMN network, in order to reach the maximum number of users with impactful and inspiring messages.
- **Audience targeting:** thanks to our data management platform, your brand will reach the audience that you want to target. There are different kinds of data driven targeting (by geo, by data, by device).
- **Destination targeting:** the best way to target users following their needs and giving them answers or suggestions for their next travel is to serve them a dynamic adv on our result pages.



DOOH products

Thanks to the full integration with our OTA platforms, we are able to inspire, engage and convert by DOOH located in London & Manchester city Center

- London and Manchester
- DOOH
- QR code will be include to drive directly to the created landing page
- Report with all the Geo positions will be provided at the end of campaign as in the example:

https://docs.google.com/spreadsheets/d/1Tcu3yrvnDboA7IzHvpsky9-Xvhaimi9/edit?usp=drive_link&oid=109760676450698879896&npof=true&sd=true



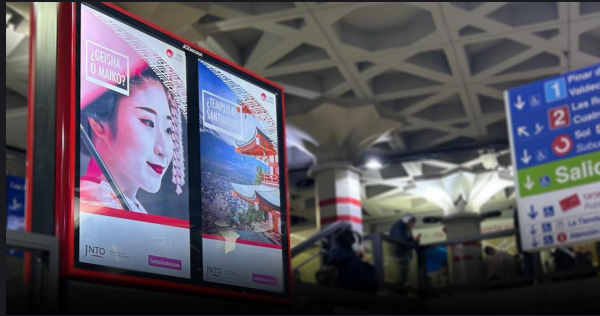
Metro



Espectacular

Exterior

Train/Metro Stations Central City : **offsite** 1.080 x1.920 px Slot Length 10"



Report

During the campaign will be send a position and GEO report of the impacts.

Screens UK	City
1 Brompton Road 2000164362	London
1 Brompton Road 2000164363	London
1 Crown Point, West Norwood, London 2000165676	London
102-104 The Highway 2000102995	London
102-104 The Highway 2000102996	London
113 Earls Court Road 2000172150	London
113 Earls Court Road 2000172153	London
12 Chiswick High Road 2000288591	London
12 Chiswick High Road 2000303646	London
12 Hoe St, London 2000201242	London
128 Tooley Street, Tower Bridge, London 2000165673	London
1302 High Road 2000167114	London
15 Craven Park Road, Harlesden, London 2000165670	London
162 Mitcham Road 2000114243	London
162 Mitcham Road 2000114244	London
172 Brompton Road 2000179395	London
172 Brompton Road 2000179396	London
194 High Rd, Hornsey, London 2000188851	London
20-22 Sloane Street 2000178683	London
20-22 Sloane Street 2000178684	London
209 Streatham High Road 2000288593	London
209 Streatham High Road 2000303325	London
240 York Road 2000288592	London
240 York Road 2000303650	London
247 high road London 2000284385	London
25 norwood road london 2000239984	London
257 High Street, Acton, W3 9BY 2000165657	London
276 Neasden Lane 2000288590	London
276 Neasden Lane 2000303651	London
308 North End Road 2000270070	London
313 Lewisham High St, London 2000165648	London
44 topsfield parade 2000304809	London
44 topsfield parade 2000304810	London
46-48 High Street North, East Ham 1234933657	London
51 High Street North, Os Primark ,East Ham 1234933661	London
59 Stockwell Road, London 2000268854	London
771/ Opp Abbey National 2000167121	London
771/ Opp Abbey National 2000167122	London
9 High St, South Norwood, London 2000165677	London
Albert Embankment (OS No.64) 2000114982	London
Arnos Grove (OS No.354 Bowes Rd) 2000212548	London

Arnos Grove (OS No.354 Bowes Rd) 2000212549	London
Atlantic Road (OS No.53 Jct Coldharbour Lane) 2000143870	London
Atlantic Road (OS No.53 Jct Coldharbour Lane) 2000143871	London
Avenue Road (Outside no 100 and Swiss Cottage Stati 200009	London
Avenue Road (Outside no 100 and Swiss Cottage Stati 200009	London
BRICK LANE 2000197590	London
Balham High Road (OS Lamberts) 2000115068	London
Balham High Road (OS No186-188, Holland and Barrett) 2000	London
Balham High Road (OS No186-188, Holland and Barrett) 2000	London
Barking Rd (OS No 372) 2000155504	London
Barking Rd (OS No 372) 2000155505	London
Barking Rd (OS No 411) 2000138610	London
Barking Rd (OS No 411) 2000138611	London
Barking Road (OS No 281) 2000139204	London
Battersea Bridge Road (OS Musgrave Court) 2000113546	London
Bedford Hill (OS No 39) 2000118763	London
Bedford Hill (Os No 39) 2000118764	London
Bethnal Green Rd (Jct Gales Gdns, Opp No 469) 2000100951	London
Bethnal Green Rd (Jct Gales Gdns, Opp No 469) 2000100952	London
Bethnal Green Rd (OS no 437 C/O Ellsworth St) 2000100943	London
Bethnal Green Rd (OS no 437 C/O Ellsworth St) 2000100944	London
Bethnal Green Rd (Out. No.281-285) 2000100945	London
Bethnal Green Rd (Out. No.281-285) 2000100946	London
Bethnal Green Rd (jun Turin St, OS Post Office) 2000100949	London
Bethnal Green Rd (jun Turin St, OS Post Office) 2000100950	London
Blackfriars Rd (Out. No.01 Valentine Pl) 2000100865	London
Blackfriars Rd (Out. No.01 Valentine Pl) 2000100866	London
Blackfriars Rd (OS No 240 Abokado) 2000119389	London
Blackfriars Rd (OS No 240 Abokado) 2000119390	London
Blackstock Road (No 209 - OS Highbury Vale Police 20001029	London
Blackstock Road (No 209 - OS Highbury Vale Police 20001029	London
Borough High St (Opp Brit Sch of osteopathy No. 275) 200010	London
Borough High St (Opp Brit Sch of osteopathy No. 275) 200010	London
Borough Rd (Out. Southbank Uni Student centre) 200010086	London
Bow Rd jct of Bromley High St 2000102991	London
Bow Rd jct of Bromley High St 2000102992	London
Brixton Hill (OS No.110) 2000118642	London
Brixton Hill (Os No.292) 2000114966	London
Brixton Rd (OS Kennington Business Park) 2000115124	London
Brixton Rd (OS Kennington Business Park) 2000115126	London
Brixton Road (OS 420-2) 2000115064	London
Brixton Road (OS No.76) 2000115062	London
Brixton Road (OS No.76) 2000115063	London

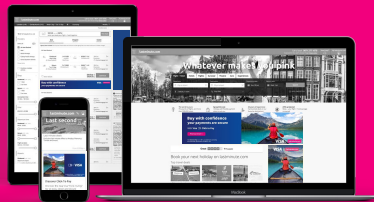
COLINDALE 2000165672	London
CRYSTAL PALACE 2000165675	London
Caledonian Road (O/S No.174, Ritson House, Juncio 2000102	London
Caledonian Road (O/S No.174, Ritson House, Juncio 2000102	London
Cambridge Heath Road (OS Nos. 228-232) 2000102997	London
Cambridge Heath Road (OS Nos. 228-232) 2000102998	London
Camden High Street (Opposite Junction Inverness S 20000992	London
Camden Rd (OS No.57 by Rail Bridge) 2000119387	London
Camden Rd (OS No.57 by Rail Bridge) 2000119388	London
Cephas St outside No. 64 Cambridge Heath Road Lond 20001	London
Cephas St outside No. 64 Cambridge Heath Road Lond 20001	London
Chiswick High Road,20M Aft British Grove 1234933860	London
Christchurch Road 26, Colliers Wood 1234933803	London
Christchurch Road 26, Colliers Wood 1234933804	London
Christchurch Road, Bef. High St 1234933482	London
Christchurch Road, Bef. High St 1234933483	London
Clapham High Street, Os 17, At Clapham Nth Str S O Bedford Rd	London
Clapham Road (OS No.14) 2000119382	London
Clapham Road (OS No.14) 2000119385	London
Clapham Road (OS No.300) 2000134091	London
Clapham Road (OS No.300) 2000134092	London
Commercial Rd (Adj To No.60, Aldgate Student acc) 20001009	London
Commercial Rd (Adj To No.60, Aldgate Student acc) 20001009	London
Coombe Lane Aft Lambton Road, Coombe Lane Aft Lambton Ro	London
Coombe Lane Aft Lambton Road, Coombe Lane Aft Lambton Ro	London
Denmark Hill (OS No.122) 2000139200	London
Denmark Hill (OS No.122) 2000139201	London
Earls Court Rd (OS No.248 Earls Court Medical Centre) 20001	London
Earls Court Rd (OS No.248 Earls Court Medical Centre) 20001	London
Edgware Road, Nr Costa Opp William Hill, Hyde Park 1235237	London
Eltham High Street, Os Prezzo 183-187, Eltham 1234933614	London
Eltham High Street, Os Jd Sports And Ee, Eltham 1234933612	London
Eltham High Street, OS Nationwide Building Society, Eltham 12	London
Euston Rd (OS No.250 Opp UCL Hospital) 2000178756	London
Euston Rd (OS No.250 Opp UCL Hospital) 2000178757	London
Euston Rd (OS No.338 Regent's Pl) 2000165720	London
Euston Rd (OS No.338 Regent's Pl) 2000165721	London
FULHAM 2000165684	London
Finchley Rd (out. William Hill No.3 Northways Pde 20000994C	London
Finchley Rd (out. William Hill No.3 Northways Pde 20000994I	London
Finsbury Square, O/S 30, 1234933989	London
Footpath outside Shell Garage, Western Road, London 20002	London

Activities recap

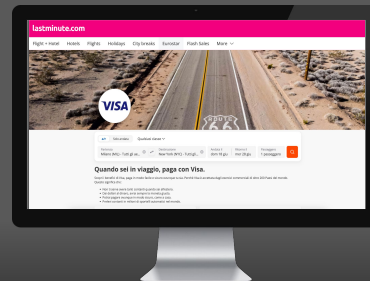
What we have done so far



DOOH London & Manchester
(Screen Digital OOH)



Media distribution
(on/off-site, social media)

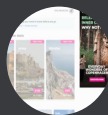


Custom campaign
landing page/
Perú

Digital Customer Journey

//MEDIA FORMATS

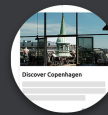
ONSITE + OFFSITE



DISPLAY

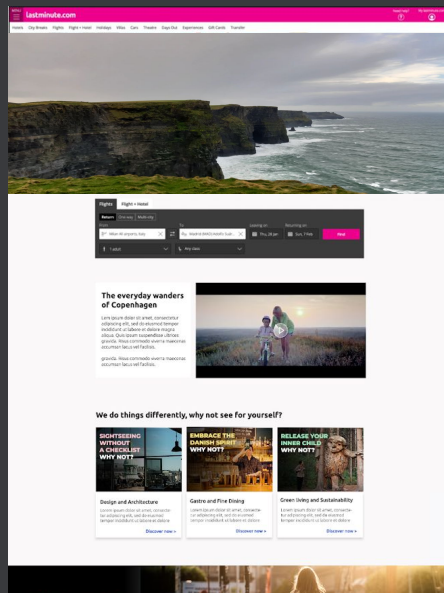


SEARCHING

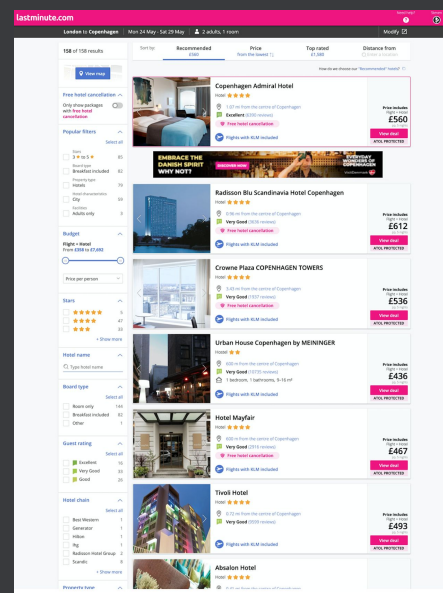


NATIVE & BRANDED
CONTENT

//MINISITE



//OTA/META



//FUNNEL



VIEWS



ENGAGEMENT



CLICKS



BOOKINGS



Born from lastminute.com

Thank you.

www.thisisforward.com