

OFFLINE ADVERTISING

TV Advertising

We recognise that Linear TV Advertising remains a relevant and impactful medium for the travel market. Despite a gradual decline in viewership, linear TV continues to offer unmatched reach, credibility and emotional storytelling power. We plan and book campaigns that strategically leverage strong programmes, prime viewing moments and seasonal demand.

WHY CHOOSE TV ADVERTISING

- Unmatched reach and credibility for travel brands
- Strategic use of strong programmes and prime viewing moments
- Channel and time-slot selection aligned with seasonal demand
- Powerful emotional storytelling on the big screen



Big-screen storytelling at moments of full attention.