

Amadeus  
30 Years of Innovation  
By The Think Tank



Brand or client:

Amadeus UK

URL or microsite:

[www.innovation30.amadeus.com](http://www.innovation30.amadeus.com)





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Summary

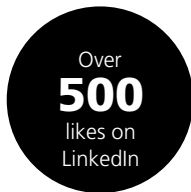
Amadeus, a global leader in travel technology, wanted to create activity around their 30th anniversary in 2017, through global and local initiatives. Using the key message of “30 years of innovation”, we were asked to communicate the following topic in an engaging way:

‘How to highlight Amadeus R&D efforts that turned into innovative products included in our portfolio for Travel Agencies?’

Using major company milestones a digital campaign was created comparing past and present and offering a glimpse into the future (based upon research and insights developed by Amadeus).

An interactive microsite, [www.innovation30.amadeus.com](http://www.innovation30.amadeus.com), was created as the campaign hub, with an accompanying video to display the information in an engaging way. To support this blog posts, authored by Amadeus senior staff, social media posts, email newsletters and online banners (on Amadeus websites) were distributed to encourage engagement.

The campaign results have been extremely positive with over 3,000 site visits to the site, over 400 video views, 1,000+ blog visits and over 500 likes on LinkedIn.





## Amadeus

Amadeus has led the industry in travel tech for over 30 years with solutions that facilitate journeys and improve the travel 'experience' for hundreds of millions of people.

Amadeus is helping travel, tourism and hospitality businesses all over the world harness the power of digital transformation to delight travellers and drive long-term business value, working alongside customers to deliver everything from mission-critical systems to emerging innovations.

Amadeus operates in 190 markets, with a worldwide team of 15,000 people.

## Strategy

As well as strict brand guidelines – overarching global guidelines were in place around the promotion of the Amadeus 30th anniversary. In addition, many other regional initiatives promoting the anniversary were already in place. The challenges were to stand within EMEA, whilst turning dry research and development information into engaging, easy-to-digest content.

The strategy developed was to engage the target audience with innovative digital formats, whilst reflecting Amadeus' expertise in research and development. Through a digital first approach, the channels selected appealed to the audience and reflected the nature of the topic – technological advances in the travel industry.





## Objectives of the Campaign

The following key objectives were set out for the campaign:

Amplify the 30 Years of Innovation pillar, proving we're the partner at the heart of travel innovation best equipped to enable our customer's future success

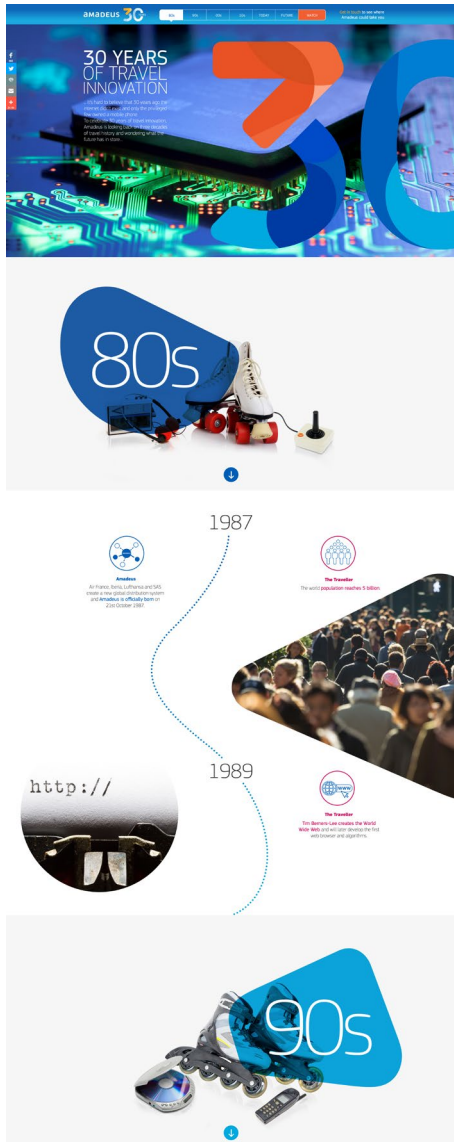
Create a conversation about Amadeus' contribution to the travel industry in the past, present and future (demonstrate commitment to innovation, customer centricity)

Establish a sense of pride amongst employees and help build employer brand





Campaign Microsite



The Target Audience

The target audience included the following key individuals that interact with the Amadeus brand (therefore most professionals within the travel sector are the core targets):

- Customers
- Prospects
- Partners
- Media and influencers
- Employees

The campaign used owned and earned media to communicate with this audience.

Media, Channels and Techniques Used

An inspirational content marketing campaign was created to celebrate Amadeus' 30th anniversary.

This used an interactive timeline format - displaying travel sector advances, key Amadeus milestones and consumer travel developments, segmenting past, present and future in a creative and engaging way.

The use of bright colours, animations and white space created a fresh look and feel for all materials created.

Keeping the content as concise and light as possible, whilst also in a professional tone, was a balance struck across all materials.

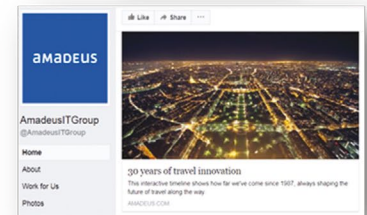
**Microsite:** [www.innovation30.amadeus.com](http://www.innovation30.amadeus.com) is an interactive timeline that takes a trip down memory lane featuring the major Amadeus milestones alongside the 6 innovation trends that Amadeus is focused on today. Using animations and parallax effects, the page is impactful and engaging.

**Video:** [https://youtu.be/vCD\\_H7vxwR0](https://youtu.be/vCD_H7vxwR0) - a video format of the timeline was used to communicate key milestones in a format that inspires and engages the target audience, whilst also reinforcing the brand as thought leaders in the travel sector.

**Blog:** A blog post was published by Decius Valmorbida, Senior Vice President, Travel Channels, Amadeus - as part of 30th anniversary celebrations. This kicked off the campaign, helping to introduce the themes at the heart of our story: just how much travel has changed in the last 30 years, how many of these changes have been shaped by new technology and how Amadeus has been behind much of this innovation.

**Tactical emails / social media / online banners:** A social media campaign was created, with posts from Amadeus IT Group Channels (including Facebook, Twitter, LinkedIn and YouTube) and quotes from senior Amadeus spokespersons across Twitter and LinkedIn. This was used to amplify the campaign in the travel industry and amongst Amadeus staff to drive traffic to the microsite.

Campaign Assets





## Results

The campaign had extremely positive awareness results (see topline statistics below), with all stakeholders providing positive feedback.

**3,000+ site visits to date**

**400+ video views**

**1,000+ blog visits**

**500+ LinkedIn likes**



## Client Testimonial

"30 years is a long time in any industry. We've seen incredible changes enabled by an explosion of technological advancement; the dawn of the internet and the birth of online travel sites, the rise of low cost airlines, the sharing economy, driverless cars and the beginnings of commercial space travel to name but a few. Looking back on these achievements, who can even begin to imagine what could happen in the next 30 years?"

We asked The Think Tank to come up with ideas to tell the story of 30 years of travel innovation to industry colleagues, media, digital influencers, Amadeus customers and employees.

Think Tank's ideas really blew us away. The scrolling parallax site and video timeline was the perfect vehicle to hook in industry colleagues and tell our story in a meaningful way. Their creative direction really stood out with users spending well-above average times interacting with and sharing the campaign. As an EMEA regional initiative, The Think Tank navigated the multiple stakeholders and contributors with ease, delivering on time, on budget and beyond all expectations.

Using [www.innovation30.amadeus.com](http://www.innovation30.amadeus.com) - an interactive timeline and accompanying video at the heart of the campaign. It takes users on a trip down memory lane looking back at what's shaped the industry, featuring the major Amadeus milestones along with the most important innovation trends we're focused on today. Plus a light hearted look at what travel in the future could look like. The campaign was launched with social media and blog posts from senior Amadeus spokespeople to raise awareness and drive traffic to the site. Email newsletters and online bannering on Amadeus' digital estate helped to spread the word."

**Robin Colbeck**  
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**UK & Ireland**