



Egyptian Tourism  
Authority



# Egyptian Tourism Authority - Integrated content



## Key message

As host country for the 2006 CAN, the Egyptian Tourism Authority wanted to

- Leverage a major international event
- Promote the country's attractions

## Markets

- European 5 biggest countries (UK, Germany, France, Italy & Spain)
- The whole of Europe

## Targets

- Upmarket European audience

## Environment

- African Cup of Nations



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## Sport event coverage

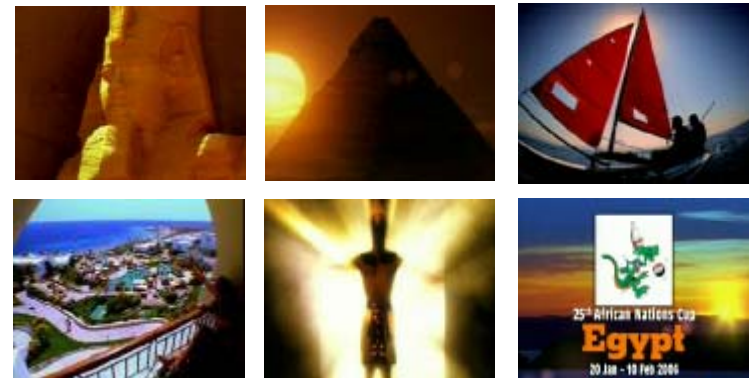
- 100 hours of broadcast to the African Cup of Nations
- Exhaustive & exclusive coverage
- Specific & dedicated “Egyptian” on-air look on Eurosport.



CAN Promo spot

## Classical media plan & brand integration

- Close association of the Egyptian Tourism Authority with the event
- Classical but appropriate spots & broadcast sponsorship campaigns
- Eurosport produced a dedicated billboard in total synergy with the client



30" spot

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## Tailor-made program

- Eurosport produced a series of 2' programs called "African Diary"
- Through testimonials & interviews of African sport stars, Egypt various attractions were strongly promoted by country images.
- These 22 short programs, aired in a privileged environment – before each match - informed viewers about Egypt as a touristy destination.



Specific on-air look  
& African Diary program

## Benefits & results

- The Egyptian Tourism Authority has been fully integrated on screen with a distinctive African Cup of Nations look and feel.
- This combined classical & tailor-made campaign delivered massive results, and particularly outperformed amongst upscale Europeans.