



JOINT MARKETING ACTIVITIES OFFER 2018-2019

Billboards advertisement **B2C**

Outdoor advertising is the most effective way of promoting the service, as well as image of the company.

Advantages: audience reach, depth of impact and relatively low price.

1. We choose location geography on the busiest highways in cities with a large population: Kiev, Kharkov, Dnipro, Odessa, Zaporozhye, Lviv.
2. Design of the layouts is developed by a professional designer, taking into account style of the brand and all needs of the target audience.
3. After installation of posters, all of them are checked at the locations. After installing you will receive a full photo report.



Billboards & Street advertisement - B2C

N	Description/Details	City/Location
1	Outside of Kiev: boards on the most busy motorways on the exit roads (size 3*6 m)	Brovaryskaya, K.Svyatoshinskaya, Vasilkovskaya, Obukhovskaya roads
2	Outside of Kiev: boards on the highway in Borispol airport direction (size 4*8 m)	Borispol roads
3	Inside Kiev: boards in the most busy places of the city (3*6 m)	Kiev
4	Outside of region: boards on the most busy motorways on the exit roads (size 3*6 m)	Kharkov, Odessa, Lvov, Zaporozhye, Dnepropetrovsk
8	Inside Odessa: boards in the most busy places of the city (3*6 m)	Odessa

TRAVEL PROFESSIONAL MAGAZINE **B2B/B2C**

is a full-color glossy magazine about premium travel



Each of issues dedicated to a specific topic and represents an overview of selected destinations. Magazine cooperates with journalists, photographers and bloggers all around the world. Our authors tell readers not only about geographical rarities and novelties, but also about new impressions and vivid sensations.

Distribution: VIP clients of TPG, in TPG affiliates - Kyiv, Kharkov, Zaporozhye, Dnipro, Odessa, Lviv. In the offices of corporate partners - more than 200 outlets, banks, hotels, elite restaurants, car showrooms. **Readers** are experienced travelers 25+, with higher education, with medium and high income. They are self-made, ambitious, loving new impressions, having a wide range of interests.

Circulation: 30 000 copies

Periodicity: once in two months

Language: Russian

Volume: 124 full pages, A4 format

Advertising in the magazine - B2B/B2C

N	Description/Details	City
9	Travel Professional Magazine (travel magazine on fly board)	All cities in Ukraine

INTERNET ADVERTISING **B2B/B2C**

- ✓ include of distribution banners and articles on web resources
- ✓ take part web-sites for travel trade and online booking
- ✓ SMM

Internet - B2B/B2C			
N	Description	Details	City
11	www.tpg.ua	Distribution banner (home page)	All cities in Ukraine
12		Distribution banner (online booking)	All cities in Ukraine
13	www.turprofi.com.ua	Web-site for travel trade - Distribution banner	All cities in Ukraine
14		Web-site for travel trade - Article	All cities in Ukraine
15	www.ittour.com.ua	Web-site for travel online booking - Distribution banner (home page)	All cities in Ukraine
15	www.travelspy.com.ua	Web-site for travel online booking - Distribution banner (home page)	All cities in Ukraine



INTERNET ADVERTISING B2B/B2C

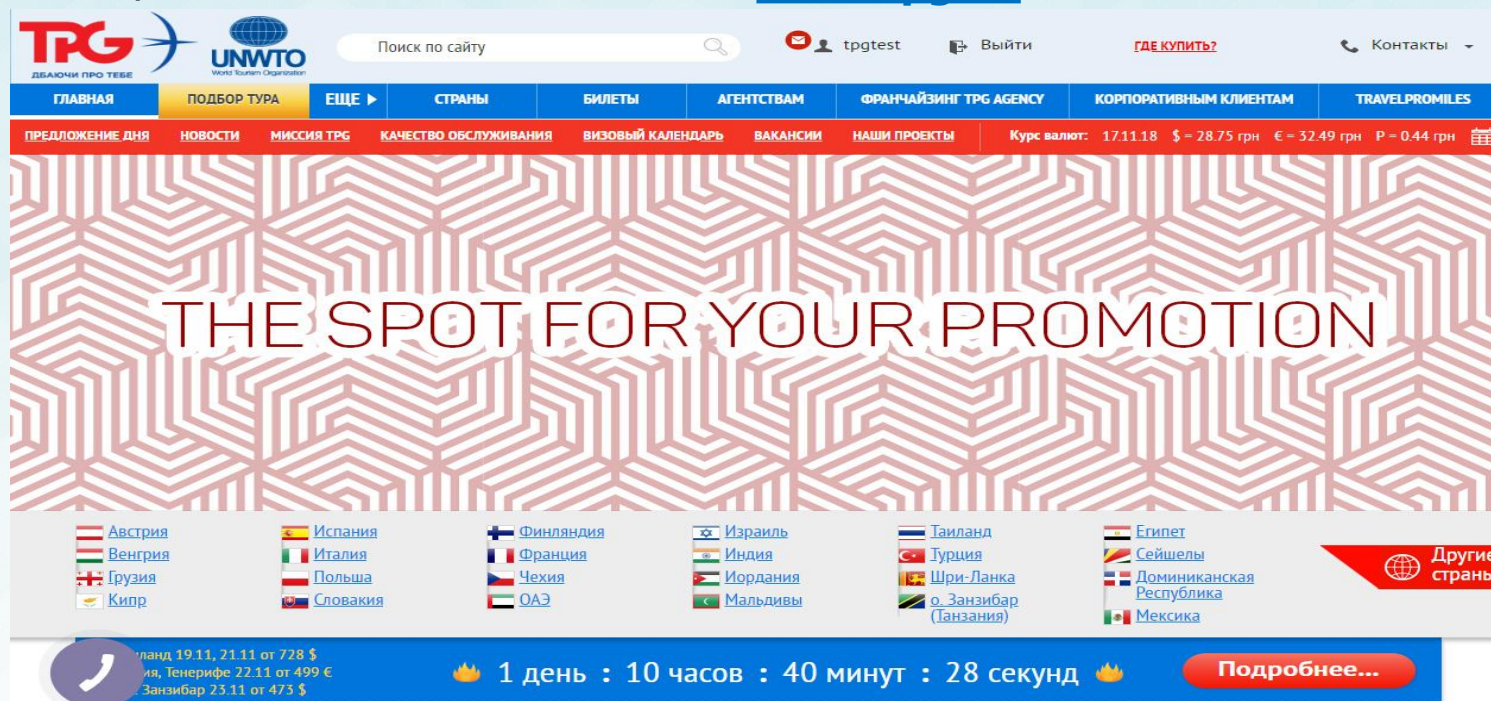
[TPG.ua](http://www.tpg.ua)

main informative place in web, where you can get answer on any question about flights, travel tours, tickets, reservations etc

2 100 000 visitors per month
840 000 users per month

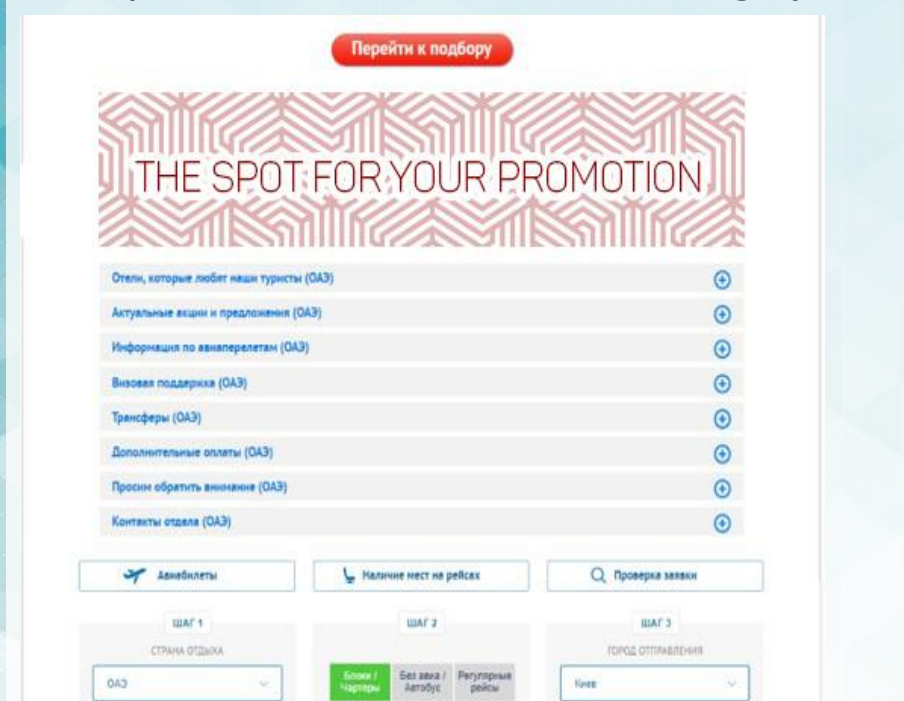
Example: main banner

www.tpg.ua



The screenshot shows the main banner of the TPG.ua website. At the top, there is a navigation bar with the TPG logo, UNWTO logo, a search bar, and user account options. Below the navigation bar is a menu with categories like 'ГЛАВНАЯ', 'ПОДБОР ТУРА', 'СТРАНЫ', 'БИЛЕТЫ', 'АГЕНТСТВАМ', 'ФРАНЧАЙЗИНГ TPG AGENCY', 'КОРПОРАТИВНЫМ КЛИЕНТАМ', and 'TRAVEL PROMILES'. The main banner area features a complex, repeating geometric pattern in shades of red and white. Overlaid on this pattern is the text 'THE SPOT FOR YOUR PROMOTION' in a large, white, serif font. Below the banner, there is a list of countries with their respective flags, including Austria, Hungary, Georgia, Cyprus, Spain, Italy, Poland, Slovakia, Finland, France, Czechia, OAE, Israel, India, Jordan, Maldives, Thailand, Turkey, Sri Lanka, Zanzibar (Tanzania), Egypt, Seychelles, Dominican Republic, and Mexico. At the bottom, there is a blue bar with a phone icon, a timer showing '1 день : 10 часов : 40 минут : 28 секунд', and a 'Подробнее...' button.

Example: banner above online booking system



The screenshot shows a banner above the online booking system. At the top, there is a red button that says 'Перейти к подбору'. Below this is a large banner with a repeating geometric pattern in shades of red and white. Overlaid on this pattern is the text 'THE SPOT FOR YOUR PROMOTION' in a large, white, serif font. Below the banner, there is a list of services with their respective icons and expandable arrows: 'Отели, которые любят наши туристы (OAZ)', 'Актуальные акции и предложения (OAZ)', 'Информация по авиаперелетам (OAZ)', 'Визовая поддержка (OAZ)', 'Трансферы (OAZ)', 'Дополнительные оплаты (OAZ)', 'Просим обратить внимание (OAZ)', and 'Контакты отдела (OAZ)'. Below the list, there are three buttons: 'Авиабилеты', 'Малочисленные места на рейсах', and 'Проверка заявки'. At the bottom, there is a booking form with three steps: 'ШАГ 1' (country selection), 'ШАГ 2' (transportation mode selection), and 'ШАГ 3' (departure city selection).

INTERNET ADVERTISING B2B

Turprofi

Ukrainian online magazine for travel professionals. This web-resource creates reviews of the tourism industry of Ukraine, publishes articles, different kind of market analysis, our national ratings among tour operators and travel agencies.

60 000 visitors per month

Example: Distribution banner

www.turprofi.com.ua

THE SPOT FOR YOUR PROMOTION

TPG
ДБАЮЧИ ПРО ТЕБЕ

Turprofi.com.ua

Перший український онлайн-журнал для професіоналів турбізнесу

Поиск...

Нравится Нравится вам и ещё 8,6 тыс.

Цены выросли на

Начался турагентопад

Апех Тур отправит на

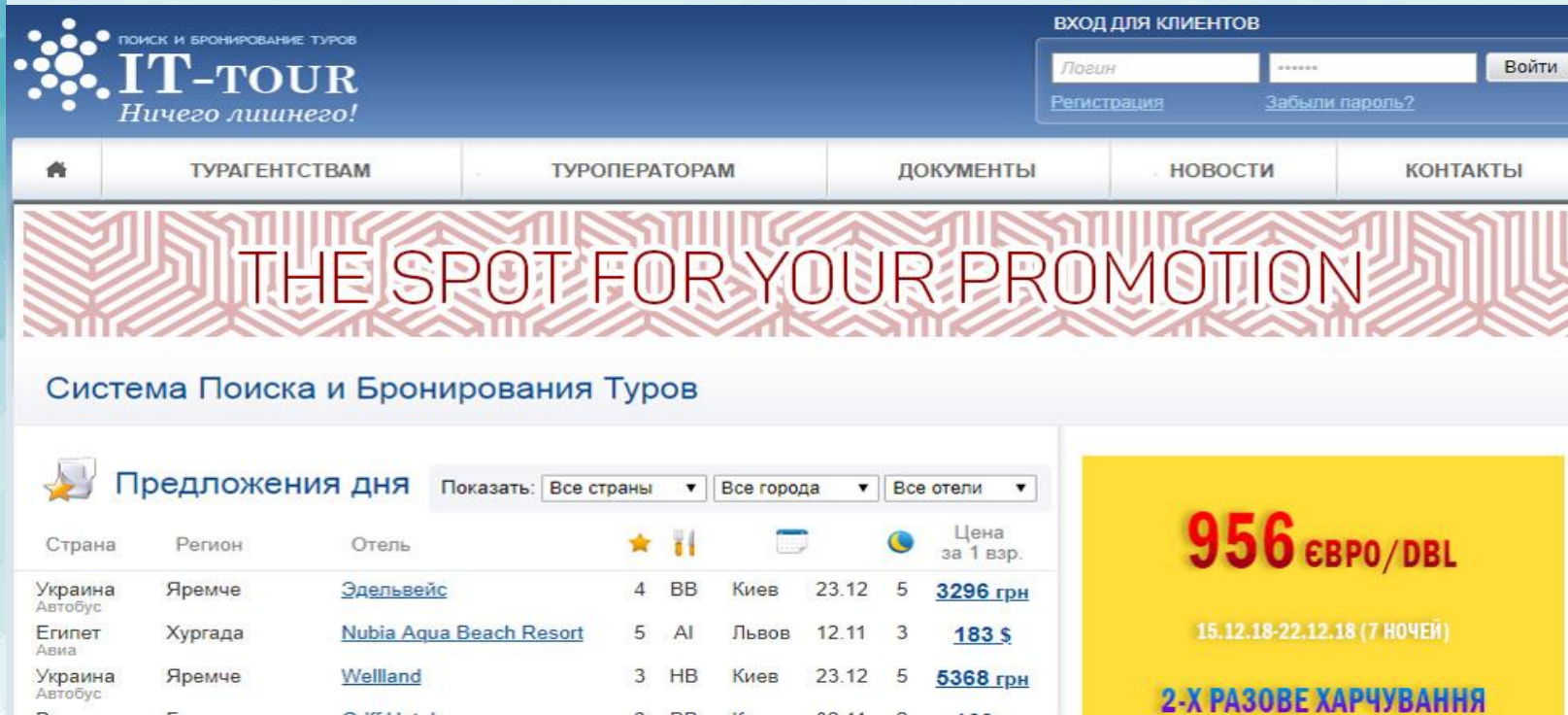
INTERNET ADVERTISING B2B

IT-tour

is reservation system in Ukraine which contains advanced description of tours and is used by about 97 percent of national travel companies. Managers selecting tours for their clients in the It tour system can compare offers from all tour operators.

100 000 visitors per month

Example: Distribution banner www.ittour.com.ua



The screenshot shows the IT-tour website interface. At the top, there is a navigation bar with the IT-tour logo and tagline "Ничего лишнего!". To the right, there is a login section with fields for "Логин" and "Пароль", and buttons for "Войти", "Регистрация", and "Забыли пароль?". Below the navigation bar, there is a main banner with the text "THE SPOT FOR YOUR PROMOTION" in a stylized font. Underneath the banner, there is a section titled "Система Поиска и Бронирования Туров". This section includes a search filter for "Предложения дня" with dropdown menus for "Показать:", "Все страны", "Все города", and "Все отели". Below the filter, there is a table of search results with columns for "Страна", "Регион", "Отель", "★", "🍴", "📅", "🌍", and "Цена за 1 взр.". The table lists three offers: one from Ukraine (Яремче) for Edelweiss, one from Egypt (Хургада) for Nubia Aqua Beach Resort, and one from Ukraine (Яремче) for Wellland. To the right of the search results, there is a yellow promotional banner with the text "956 €ВРО/DBL" and "15.12.18-22.12.18 (7 НОЧЕЙ)", along with the text "2-Х РАЗОВЕ ХАРЧУВАННЯ".

INTERNET ADVERTISING B2B

Travel Spy

Professional online portal includes news publications for specialist in tourism business. It`s about significant events and internal life of the companies. This channel represents the purpose of Ukrainian tourism on foreign market

110 000 visitors per month

Example: Distribution banner

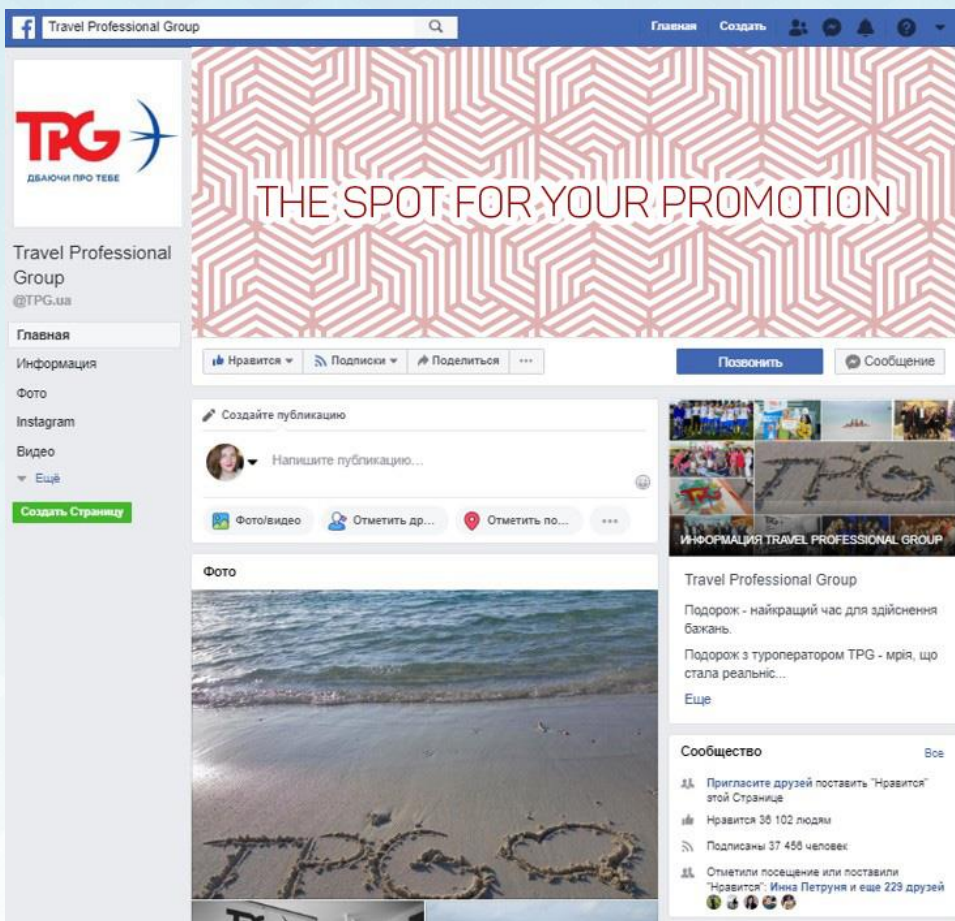
www.travelspy.com.ua

The screenshot displays the homepage of the Travel Spy website. At the top, there are navigation links: "О САЙТЕ", "РЕКЛАМНЫЕ ПРЕДЛОЖЕНИЯ", and "КОНТАКТЫ". Social media icons for Facebook, Twitter, Google+, and Instagram are also present. The main banner features the "TRAVEL SPY Online" logo on the left, a central graphic with the text "THE SPOT FOR YOUR PROMOTION" inside a red circuit-like pattern, and the "TPG" logo with the tagline "ДБАЮЧИ ПРО ТЕБЕ" on the right. Below the banner is a dark navigation bar with menu items: "ТОП", "НОВОСТИ", "СТАТЬИ", "ПРОФСРЕДА", "ГЕОГРАФИЯ", and "ГАЛЕРЕЯ". A search icon is located on the right side of this bar. Underneath the navigation bar, there is a news ticker with several items, including "Актуально: запретили посещать шанхайский Диснейленд" and "В UNWTO назвали самые быстрорастущие туристические направления". The main content area shows three featured articles: "Новости" with an image of an airplane, "Интервью" with a photo of a woman, and "Новости" with a photo of a tropical beach and the headline "TPG запустил зимнюю программу в Доминикану" dated October 26, 2018.

FACEBOOK PROMOTION CAMPAIGN B2B/B2C

www.facebook.com/TPG.ua
More than 37 000 subscribers

Example: Facebook banners and posts




Travel Professional Group
30 октября в 7:20

Двадцать другой тиждень нашого спільного проекту з телеканалом ICTV #trpразомкраще дарує незабутню поїздку до Об'єднаних Арабських Еміратів! Ти зможеш поринути в атмосферу розкоші, побачити на власні очі одну з найбагатших країн світу та і самому(-ій) відчутти себе арабським шейхом або витонченою принцесою з палацом у вигляді готелю Gulf Court Hotel Business Bay! Подорожуючи до ОАЕ разом з #TPG тобі гарантовані найкращі ціни, найбільший вибір готелів та найзручніші варіанти по...
Ещё Показать перевод

ВІДЧУЙТЕ АТМОСФЕРУ ДУБАЙ
Кожного #TPGразомкраще триває
TPG - розширяє відпочинок в ОАЕ за доступною ціною
ТУР НА ДВОХ ДО ОАЕ У ПОДАРУНОК

Yura Melnyk and ещё 518 Комментарии: 573 Репоствы: 543

MOBILE APPLICATIONS PROMOTION CAMPAIGN B2B/B2C



Examples:

TPG 2,2K members

September 1

TPG
Уважаемые коллеги,
Информируем вас, что в связи с технической неисправностью воздушного судна рейсы BAY4425/4132/4131/4424 IEV-DLM-KHE-DLM-IEV переносятся со 02.09.18 на 03.09.18 согласно следующего расписания (время местное):
03.09.18
BAY4425 IEV 05:30 – DLM 08:00
BAY 4132 DLM 09:00 – KHE 11:00
BAY 4131 KHE 12:00 – DLM 14:00
BAY 4424 DLM 15:00 – IEV 17:30


4,3K edited 19:18

September 14

TPG
Коллеги
Просьба обратить внимание на изменение полетных данных 14.09
BAY 4425 KBP-DLM 10.00-12.30
BAY 4304 DLM-KWG 13.30-15.40
BAY 4303 KWG-DL M16 40-18 50

MUTE

TPG Travel Professional Group




Шарджа – один із найкрасивіших еміратів ОАЕ.
Ідеальне місце для відпочинку та вирішення ділових питань.
Безліч розваг та популярних серед туристів місць не залишать байду жими нікого.
Не важливо, їдете ви розслабитися сім'єю чи полюєте більше екстрим-відпочинку – тут є все.
Дайвінг, серфінг, сафари, різноманітні парки розваг, музеї, археологічні центри, заповідники та багато інших активностей.
Кожен відайде свою Шарджу – нершій в дорогу!

[Підбрати тур до Шарджи!](#)

Просмотр рассылки | Список адресатов | Статистика кампании

Статистика рассылки | Карта открытий писем | Карта кликов | Устройства | Статистика ошибок

3 245 Отправлено	3 135 доставлено (96.61%)	109 Ошибок (3.36%)
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Не прочитано
2,329

Всего отправлено: 3245 писем

807	Открыто: 25.74%
193	Переходов: 6.16%
1	Жалоб на спам: 0.03%
14	Отписалось: 0.45%

Карта кликов: отображается количество уникальных кликов по каждой отдельной ссылке или картинке с

EVENTS B2B

Business meetings for travel agents

Our team of experts easily arrange any format of the hotel presentation with hotel representatives for regional TOP agencies of Odessa, Kyiv, Kharkiv and Dnipro.

During the event:

brand presentation - speech for the entire audience including photo and video content. (3060 minutes each participant)

informal communication - brunch with raffle of brand prizes

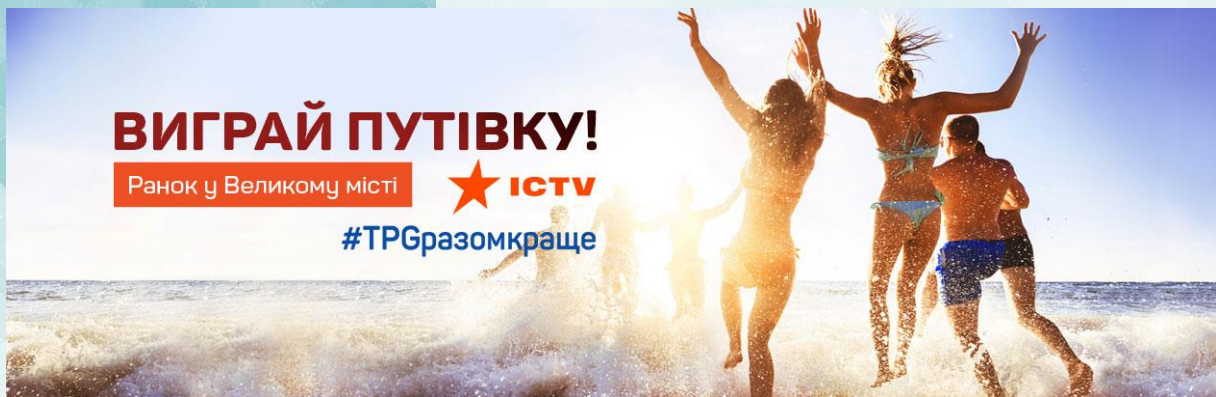


PROFESSIONAL EVENTS		
N	Description/Details	City
16	Business meeting for 30 agencies (per 1 city)	Kyiv, Odessa, Kharkiv, Dnipro
17	Webinars for travel agencies	All cities in Ukraine
18	Workshop for 150 visitors (per 1 city)	Kyiv, Odessa, Kharkiv, Dnipro
19	Roadshow in Ukrainian cities for 1000 visitors (per 1 city)	Kyiv, Odessa, Kharkiv, Dnipro

PROFESSIONAL PROJECTS - SPONSORSHIP

TPG Company considers the principle of cooperation an additional opportunity to reach success together with our partners. That is why we are glad to invite you to take part in our professional projects and get full range of benefits.

- **Travel Professional Intellect Club 9 3/4**
- **Miss Travel Ukraine**
- **Travel Professional Awards**
- **ICTV national channel Contest**
- **Cross Marketing Programs**





PROMOTIONAL PRODUCTS

Catalogue: 10 000 copies

Our catalogs contains the most complete hotel database. And we invite you to become a part of this project.

NAME: GUIDE TO RESORTS AND HOTELS

DISTRIBUTION: UKRAINIAN TRAVEL AGENCIES, TOURIST ACTIVITIES: EXHIBITIONS, SEMINARS, WORKSHOPS, ROADSHOWS, ETC.

DURATION: 2019-2020 YEARS

CIRCULATION: 10 000

NUMBER OF PAGES: 250

FORMAT: A4 (210X297MM)

LANGUAGE: RUSSIAN



Tourist Envelopes – 10 000 copies

Our envelopes for travel documents with your advertising will give more chances for our tourists to plan their next vacation exactly with you.

DISTRIBUTION: UKRAINIAN TRAVEL AGENCIES, ALL TOURISTS OF TPG COMPANY, TOURIST ACTIVITIES: EXHIBITIONS, SEMINARS, WORKSHOPS, ROADSHOWS, ETC.

DURATION: 2019-2020 YEARS

CIRCULATION: 10 000

FORMAT: A5 (148X210MM)

LANGUAGE: RUSSIAN/ENGLISH

