

## Madrid Turismo by IFEMA MADRID "Only in Madrid" Campaign



[Madrid Turismo by IFEMA MADRID](#)'s launch of the "Only in Madrid" campaign culminates with the deployment of a complex media plan in 16 markets of the Americas, Asia and the Middle East. The campaign focuses on high-impact tourists and aims to position Madrid as a top tourist destination, highlighting the unique combination of leisure, art, culture and gastronomy that makes Madrid's attractive lifestyle stand out from other competing destinations.

With a budget of 26 million euros invested in its deployment to date out, of the total 36 million euros the project has assigned until the end of 2024, this is the first time that the Regional Government of Madrid and the Madrid City Council have jointly promoted the destination with a unified message in all long-haul markets at the same time.

The approximate breakdown by markets is 10,800,000 euros for Asia, 9,600,000 euros for the United States and Canada, 3,600,000 euros for Latin America and 2,000,000 euros for the Middle East.

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In this context, the campaign launched by Madrid Turismo by IFEMA MADRID closed 2023 **impacting an audience of over 246 million people, with results reaching an equivalent advertising value of over 35 million euros.**

## **Worldwide launch of the campaign and innovative marketing strategies**

The "Only in Madrid" campaign highlights the particular experiences that can only be lived in Madrid. In its messages, creative and audiovisual pieces, the campaign highlights Madrid's lifestyle, which makes it the most vibrant destination in Europe. It also emphasizes the competitive advantage and unique value proposition of having an urban and non-urban offer so close to each other. Having picturesque villages, castles, vineyards and nature within half an hour of the center of such a major capital city is a huge attraction for long-haul audiences.

This is how the campaign also contributes to highlighting a wider spectrum of the territory, emphasizing on the social and economic dimensions of sustainability by distributing the positive impact of tourism along the value chain. By targeting outbound markets with different travel patterns, it also contributes to deseasonalization.

The agencies collaborating in the campaign are Miles Partnership, Sparkloft Media, ENVISIONIT, SOON Entertainment, Reputable PR, PTG Consulting, Development Counsellors International, Avoq, Connecting Travel, and JTB Tourism Research & Consulting Co.

Thanks to productions developed in July and December 2023, and January 2024, the campaign features proprietary videos, photography, creative and merchandising elements that tell the story of Madrid's lifestyle, the best in the world. All of this is accompanied by meaningful claims and copy that prove the value of Madrid's assets and distinctive personality.

As the centerpiece of the campaign, a video was produced and presented at FITUR 2023, celebrating the Madrileño lifestyle and allowing its global audience to recognize Madrid's vibrant and incredible rhythm. The best way to tell this story was by showcasing some of

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the best locations in the region and the city through the extraordinary talent of its musicians and dancers. A cinematic video driven by a specially commissioned song that has shaped its claim: "Dance to the beat of the best lifestyle in the world".



## [Promotional "Only in Madrid" Video \(ENG\)](#)

Music and dance play a fundamental role in this piece, produced under the creative direction of Miles Partnership agency. In close collaboration with composer and singer Patricia Kraus, a song has been created, bringing together the talent of outstanding musicians such as Zenet, Sandra Carrasco, Gherardo Catanzaro, Josemi Carmona and Manuel Machado, all examples of Madrid's open and international dimension. This song fuses different styles and genres, from flamenco and gospel to more contemporary trends, overlapping the sounds gradually in the form of a crescendo. Dancer Eduardo Guerrero, choreographer Sofía Pomeroy and the large cast of dancers participating in this promotional piece graphically materialize the energy and passion that Madrid exudes.

The original song composed with lyrics has been adapted to serve as the soundtrack for this promotional video that will be used in all target markets, with different formats and thematic adaptations.

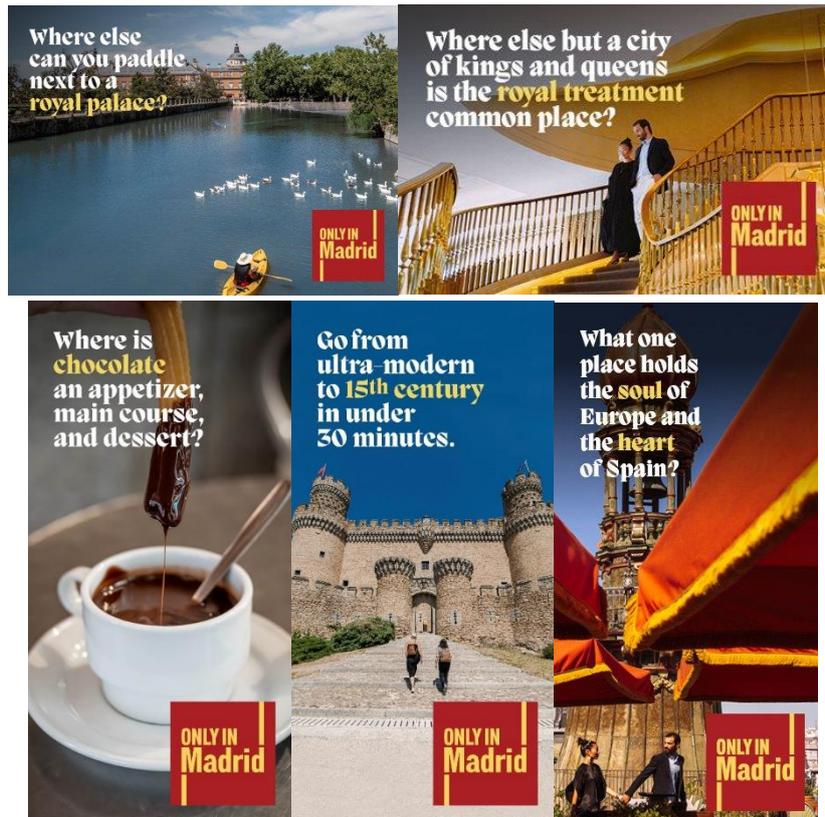
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## United States and Canada

In the U.S. and Canadian markets, a visually impactful strategic campaign was developed to attract high-value travelers from the North American market, adapting the creative and message to optimize and maximize the impact on the final audience.



*Examples of B2C digital campaign creative in the United States and Canada.*

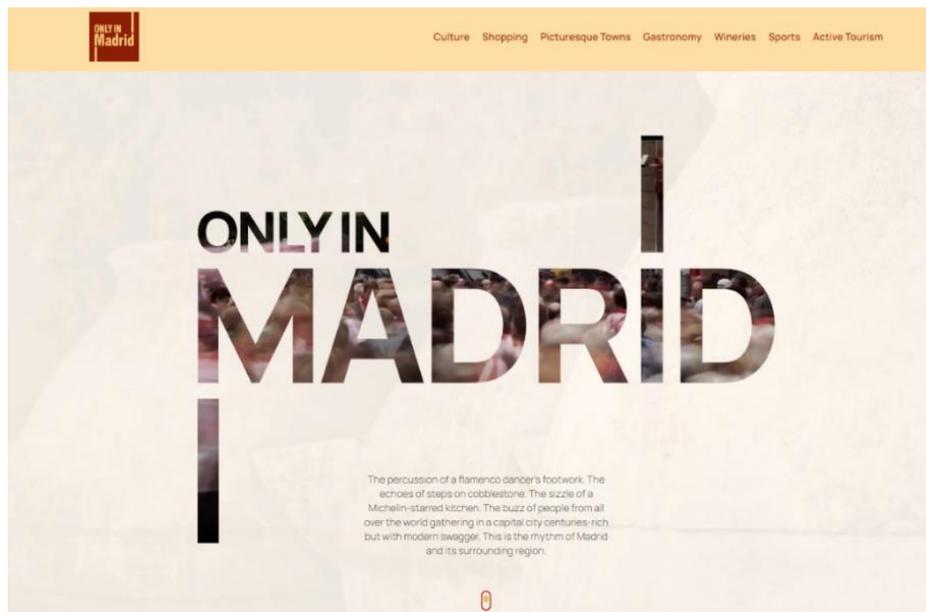
The B2C digital promotional campaign was launched in digital publicity media over the first days of February 2024, including: social media (Facebook, Instagram and Tik Tok), Display & Display Retargeting, Native Display and Google.

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The campaign redirects traffic to a [campaign microsite](#) that was specifically designed for the North American market, showcasing the city and region's tourism attributes in a unified way. All of this is done in order to offer inspiration to the potential traveler when planning their next trip. With a visual and dynamic format, the microsite focuses on the main pillars of the "Only in Madrid" campaign: leisure, art and culture, shopping and gastronomy.



*Image of the "Only in Madrid" campaign microsite for the U.S. and Canadian markets.*

The complex media plan that is now live will only grow in 2024. The campaign activities will be rolled out in the upcoming months while covering a wide variety of formats, including:

- Over-The-Top (OTT) TV with 30s videos on Hulu
- Connected TV (CTV) on Roku, Discovery + and Amazon TV, showcasing 15 and 30 second videos
- Digital video, showcasing 15 and 30 second videos, in-stream and outstream, on Magnite, OpenX, Index Exchange and YouTube TruView

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- Out of Home formats in locations that offer direct air connections with Madrid, such as San Francisco, Los Angeles, Houston, Miami, Atlanta, Washington DC, New York, Boston, Chicago, Charlotte and Toronto
- Branded content with specialised media such as Travel & Leisure and AFAR.
- Social Media
- Display & Display Retargeting, Native Display and Google

A monitoring and optimization process will also be carried out to ensure that the campaign delivers the best results and the highest return on investment. For example, the understanding of the target audience will be sharpened through the use of the MRI-Simmons survey program, to understand which will be the best and most efficient optimization techniques for the progressive development of the digital marketing campaign.

The campaign has already seen a high impact in the press during the second half of 2023, thanks to the branded content, earned media and co-marketing efforts, managing to reach a potential audience of over 300,000 unique users to date.

The branded content collaborations carried out with [The Washington Post](#), [Condé Nast Traveler](#), [The New York Times](#), [The Wall Street Journal](#), [Los Angeles Times](#), [Dallas Business Journal](#) and [Canadian Traveler](#) (this last one also available in print format) focus on the pillars that make the Madrileño lifestyle the best in the world. These efforts were combined with others invested in earned media, creating great visibility in relevant media such as [Financial Times](#), [Vogue](#) and [Forbes](#).

Co-marketing actions with paid media, which have allowed for visibility in AMEX's own media (Departures and Centurion) and are key for the luxury audience in this market, have boosted the efforts made to generate valuable content on the destination's current offer and strengthen its positioning in this segment.

This digital presence has gained further momentum thanks to the actions carried out with key opinion leaders (KOLs) and influencers in this outbound market. Two influencers

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specialized in travel and five focused on lifestyle visited Madrid to show their followers the unrivaled Madrid lifestyle, the best in the world.



### *Examples of influencer posts for North American audiences.*

The more than 200 posts published obtained more than 4.4 million impressions and exceeded 295,000 interactions on Instagram and TikTok, giving visibility to different areas of Madrid, both in the city and the region.

### **Asia**

Asia has become a key market for Madrid's global projection. The destination's promotion is focused on seven countries: China, Republic of Korea, Japan, Singapore, Malaysia, Indonesia and Thailand.

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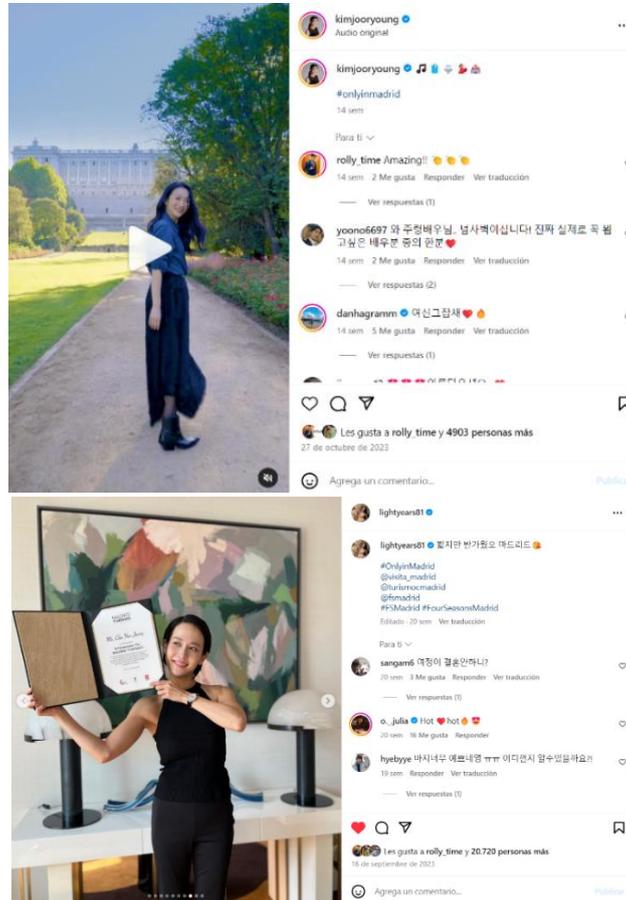


[Example of material produced for the campaign in the Asian market](#)

The visibility of the "Only in Madrid" campaign in the Asian market is very high thanks to the key opinion leaders (KOLs) & influencer marketing strategy. In the Asian market, a pure digital campaign, such as the one being carried out in North America, is less effective. Thus, a unique strategy has been deployed with 17 highly recognized celebrities and content creators in Asia. In fact, eight of them have been named official ambassadors of Madrid Turismo by IFEMA MADRID. These include the star of the Oscar-winning film "Parasites," Cho Yeo-jeong and actress known for her role in "The Squid Game," Kim Joo-ryoung; influencer couple, also singers and entrepreneurs, Raffi Ahmad and Nagita Slavina; influencer Ayana Moon; actors and singers Jeon Changha and Yang Dong Geun; and fashion designer Danha. The campaign launched through social media on Instagram and TikTok has resulted in 238 posts and over 200 million views to date.

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Examples of publications by two of the international ambassadors of Madrid Turismo by IFEMA MADRID

This is accompanied by documentary videos recorded by these celebrities in Madrid, as well as trailers in different versions to ensure their usefulness on different platforms. All of this content highlights the attractions of the city and the region, using the "Only in Madrid" concept as its main angle. In this context, the emphasis is placed on what makes Madrid unique and what experiences can only be lived in this destination, in contrast to the offerings of other European cities. Given that this traveler profile generally chooses to

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include several destinations when traveling to Europe, the goal is for them to perceive its differentiated value proposition and include Madrid in their itinerary without hesitation.



*Examples of campaign creatives in Asia*

The year 2024 this content will be distributed, while new audiovisual material will be filmed in Madrid by ten celebrities from various countries in the Asian market. This content will be shown via a digital marketing campaign deployed through:

- Digital publicity (Homepage, Search Ads, Display Ad Google GDN, Mobile Ad, SNS ad, Viral Ad, Jaodetabek WifiGratis Digital Ad, Happy Point Ads)
- Connected TV (Netflix non-skip ads and ITP Broadcasting in Korea)
- Out of Home Ads in Seoul, Tokio, Singapore, Kuala Lumpur, Jakarta, Bangkok, Shanghai, Beijing and Guangzhou

As in all other cases, each market has a "Only in Madrid" campaign microsite, specifically designed for each country to inspire and encourage travel to Madrid. Each microsite has a different structure and content, prioritizing the content pillars that are most interesting for each target audience. The Korean campaign is already active and will soon be active in Singapore (English), China (Chinese), Malaysia (Bahasa and Malay), Thailand (Thai), Indonesia (Bahasa and Indonesian) and Japan (Japanese).

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This strategy is strengthened by the visibility obtained in the media through branded content and earned media actions, resulting in articles published in notorious media such as [Tatler Asia](#), [Singapore Business Times](#) or [The Peak](#), reaching a potential audience of over 5 million. In all cases, the articles have been aimed at the luxury segment.

These advertising efforts will continue in 2024 thanks to pieces that will be published in Malasia (*FMT, The Star, Sin Chew, Harian Metro*), Korea (*The Neighbor, Noblesse, Luxury*), Japan (*Kinoro, 4travel, STW, Antenna, Retrip*) and Southeast Asia (*Tatler, Travel + Leisure*).

This will be complemented by B2C and B2B co-marketing actions with payment methods, specialized travel agents and other stakeholders such as Hyundai Card, Shinhan Card, Lotte Card, Nstyle Tour, Chalet Travel, IOS Travel, Klook, Line, Wechat Pay and Union Pay.

## **Latin America**

The "Only in Madrid" launch in Latin America began in December 2023 with an advertising campaign on social networks (Facebook, Instagram and Messenger) aimed at increasing visibility for the destination. The campaign was launched in Spanish for Mexico, Colombia and Argentina, and in Portuguese for the Brazilian public - with the necessary cultural adaptations applied to each country -. With this first launch, over 65 million impressions were been obtained in the first month, resulting in a reach of over 56 million and more than 74,000 interactions.

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*Creative examples for Mexico and Brazil*

In line with the campaign microsites in other markets, these allow potential travelers to interact with multimedia content and download customized itineraries designed exclusively for audiences in this geographic area.

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The media plan for 2024 contemplates increasing digital efforts for Latin American countries, since in addition to optimizing the efforts invested for META (Facebook, Instagram, Messenger), the spectrum is also expanded to advertising on TikTok, connected TV through Viant and digital advertising through Display & Display Retargeting, Native Display and Google campaigns.

These efforts will be complemented by outdoor advertising in Mexico (Mexico City, with a special focus on the Polanco neighborhood), Colombia (El Dorado and Bogota) and Brazil (São Paulo-Guarulhos, downtown São Paulo and the JK Iguatemi shopping mall).

Moreover, given the special relevance of the B2B audience in the Brazilian market, co-marketing campaigns have been closed with the four most renowned tour operators in the country; Teresa Perez, Mercatour, Agaxtur and Orinter. This includes a thorough communications plan with email marketing actions among travel agents specialized in luxury, with Madrid content on their websites and specialized magazines and publications on their social networks.

## **Middle East**

In the Middle East the target markets for the campaign are Saudi Arabia, United Arab Emirates and Qatar, where the content and its style are adapted to ensure that the "Only in Madrid" campaign is of interest to their target audience. Upcoming milestones include the following actions:

- 360º Promotion on SkyNews Arabia With 60 TV spots, 100 Radio spots, 3 digital thematic episodes and promotion on its website and app.
- Promotional actions on connected TV through MBC Shahid.
- Outdoor advertising in Riyadh and Jeddah.
- Co-marketing campaigns with Cozmo and Dnata.

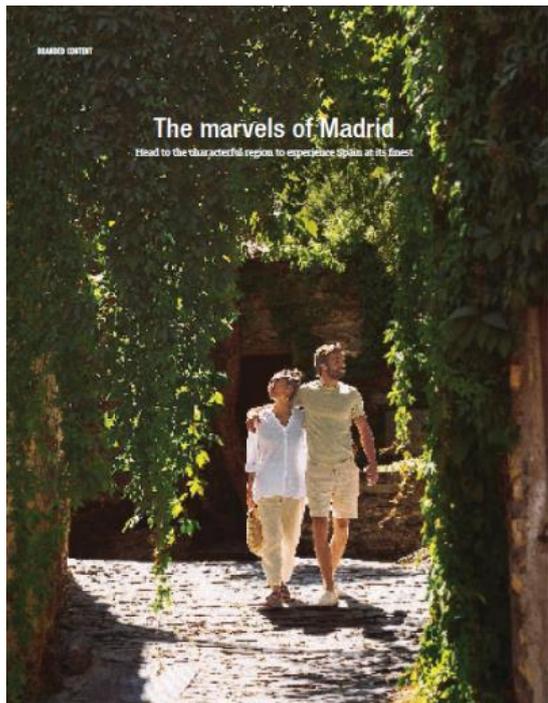
The activities carried out up until now have had an impact on a potential audience of over 280,000 users, including articles published in prestigious media such as [Vogue Arabia](#), [Business Traveler Middle East](#), [Condé Nast Traveler Middle East](#) and [Arabian Business](#).

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In fact, during 2024 additional pieces will be published in the following media: Destinations of the World, Harpers Bazar y Jamila.



January in Madrid is a time for hearty stews, fresh chorizo, hearty walks in El Retiro Park – and looking forward to spring. This characterful destination remains other European capitals with the quality of life, welcoming sun and warm, down-to-earth spirit. With an increasingly vibrant cultural scene, a wave of new hotels and a gastronomy offering brimming with interesting flavors, it's leading the way as one of the continent's number one city breaks. While Madrid is rich in its own history and customs, it's also a melting pot where cultures from various corners of the diverse country converge, so put this urban escape on the list for 2024, to see Spain at its finest.

#### WHAT TO DO

Though towering above 300 days of sunshine per year, Madrid is best explored on foot – start at the Puerta del Sol ("gateway of the sun"), and for the central point of Spain. Walk towards Plaza Mayor, one of Europe's largest public squares, to admire the Baroque architecture, before continuing to the Royal Palace, where a set of new galleries has opened to display more than 600 pieces from the royal collection of art, design and furniture. Soaking up this rich heritage, it's hard to see why Madrid's status as an art and culture hub. The Prado museum houses more than 6,000 famous paintings and sculptures ranging until the 20th century, while Arco Reina Victoria, just a short walk down the Paseo del Prado promenade, displays modern and contemporary masterpieces across its five floors, with masterpieces by Dalí, Miró, Picasso and more. And if this double dose of art is somewhat overwhelming, spare time should take a tour of Real Madrid's Santiago Bernabéu stadium and marvel at its fancy new retractable pitch. While shopping, keep your eyes peeled – and noses open – for brands that promote Spain's skillful role on the world stage. L'Oréal, one of the world's largest cosmetics brands, has created two a global platform for creating edge creativity, while Acqua di Giò is presenting all things consider and sustainable, and Van der Valk offers a collection of elegant pieces created by the dark forest.



First pages of a branded content piece for Condé Nast Traveler Middle East

The efforts to reach B2C audiences in this market culminated in a visit from renowned influencer Mimi (Meryem Karim or @eswaratti), who garnered more than 385,000 impressions among her more than 1.5 million followers.



Example of a post by Middle Eastern influencer @eswaratti.

A digital campaign will also be launched to distribute content with the "Only in Madrid" concept and launch content relevant to the market's target audience.

### **Air connectivity and campaign**

In addition to the 26 million euros invested, just over five million extra have been dedicated to promoting air connectivity with Asia. Of this amount, a fundamental part is directly related to the agreement signed with Iberia to support its Madrid-Doha connection, already underway, and the direct Madrid-Tokyo connection recently announced for next October. Both initiatives are supported by a media plan that also builds on the "Only in Madrid" concept. This includes outdoor advertising in Kuala Lumpur and Jakarta, audiovisual content for in-flight entertainment, as well as advertising in Iberia's own media (physical and also on the airline's social networks).

In addition to Iberia, conversations have taken place with over nine other airlines, following the same strategic objective of connecting with the Asian market. These airlines include Singapore Airlines, Vietnam Airlines, Air India, Philippine Airlines, Thai, Eva Air, China Airlines, China Southern, Korean Air and Air China.

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*Image of the launch event of Iberia's new Madrid - Doha route*

## **Madrid Experts in Tourism Panel**

This campaign is backed by a solid public-private collaboration, as its scope of action has been discussed at the Madrid Experts in Tourism Panel, the advisory body of the Madrid Turismo by IFEMA MADRID project.

The Panel is made up of Madrid's main tourism associations, -Asociación Empresarial Hotelera de Madrid (AEHM), CEIM, Federación madrileña de Agencias de Viajes (FEMAV), Hostelería Madrid and OPC Madrid, which have also designated companies to represent them in this context: Acotex, Corral de la Morería, El Corte Inglés, Four Seasons, Iberia, Marriott Madrid Auditorium, Melia Hotels International, NH Hotel Group and The Madrid Edition.

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## **About Madrid Turismo by IFEMA MADRID**

The objective of this joint initiative of the Regional Government of Madrid, the Madrid City Council and IFEMA MADRID is to jointly promote the city and the region in long-haul markets, in order to position the destination as a great holiday destination and the largest cultural destination in the world, while highlighting its unique lifestyle.

For more information, please visit: [Madrid Turismo by IFEMA MADRID | IFEMA MADRID](#)