

France Co-Op Marketing (Island of Ireland Industry) 2019

Activities: Advertising, Direct & e-marketing, Co-operative marketing activity

Suitable for: Accommodation groups and associations, Attraction groups and associations

Date: Throughout the year

For More Info: [Severine Lecart](#) Tourism Ireland France

What's it all about?

Benefit from the strong performance of Brand Ireland in the French market, appearing as a Top 5 destination amongst worldwide locations that French holiday takers have an interest in visiting. Co-operative campaigns are timed to promote brand and regionality during the shoulder and off-peak periods (October to May) and designed to appeal to the French core segment "Culturally Curious".

- Partner investment starts from €5000 and is on a 50/50 contribution basis.
- Media activities (digital advertising) must be trackable. Objectives and KPIs are set in mutual agreement.
- Partner need to provide a full post-campaign analysis (media and sales results)
- Spaces are limited.

Get in touch to discuss your ideas for 2019!



