

SOFITEL
HOTELS & RESORTS



SOCIAL MEDIA MARKETING

Sofitel Hotels & Resorts are a sponsor of the Noosa International Food & Wine Festival, a major annual event in the Noosa calendar, attracting Australians from far and wide.

TRAFF1K
D1G1TAL
WAS
ENGAGED
TO:

Run a Social Media Competition to leverage the festival and promote the hotel.

Expose ancillary products such as the Noosa Beach House & Aqua Day Spa.

Grow additional 'likes' and subscribers to their email database.

Tie the campaign together in a fun, foodie competition.

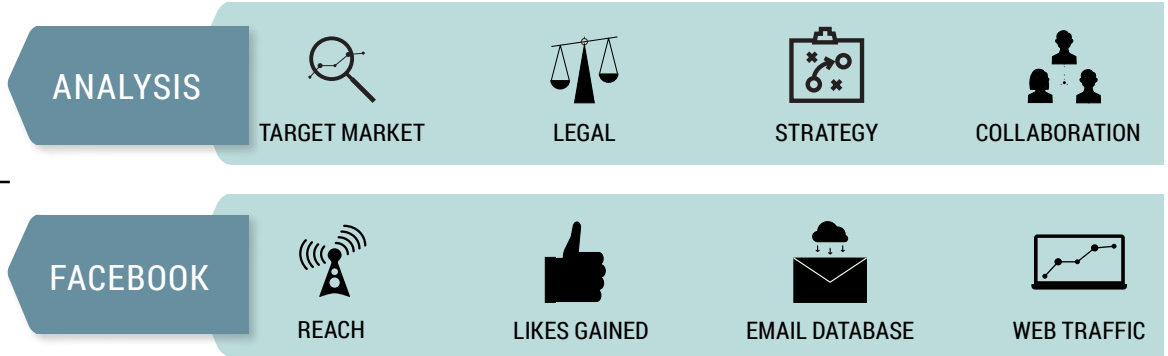
ANALYSIS:

Traff1k D1g1tal worked with Sofitel, providing Facebook analysis and collaboration for Sofitel Hotels & Resorts, Noosa Beach House, Aqua Day Spa, Peter Kuruvita, Noosa International Food & Wine Festival and more.

Target Market | Laws | Noosa International Food & Wine Trends | Facebook Account Analysis

STRATEGY:

S O F I T E L
HOTELS & RESORTS



CONCEPT DESIGN:



RESULTS:

1,400+	350+	1,403+	172,711K
EMAIL ADDRESSES GAINED	LIKES	ENTRIES	REACH