



Campaign Opportunity

The Mekong Tourism Coordinating Office invites you to be part of one of the most successful and award winning campaigns in tourism. Run your own social media contest in the framework of the Mekong Mini Movie Festival.



Benefits

- Be part of an award-winning campaign
- Increase guest engagement
- Build user-generated content
- Receive more exposure and drive business to your experience page on MekongMoments.com
- Get exposure through press releases and screenings

2018 RESULTS



500 participants (travelers, bloggers, filmmakers)



220,000 followers (through network of participants)



Nearly 1 million video views



Over 22 million people reached

Inclusions

1. Campaign with your own hashtag
2. Promotional materials (digital artwork and print files)
3. Own private label campaign page on MekongMoments.com
4. Free upgrade of experience page on MekongMoments.com for duration of campaign
5. Social media marketing on Mekong Tourism channels
6. Named at video screenings
7. Distribution of content to related platforms (MekongMoments, Inspiring Laos, Thematic multi-country journeys)

Contribution

USD 1,800
(set-up fee)

USD 1,200
(Minimum online advertising spend commitment)

Supply 3 great prizes

To participate, contact jens@mekongtourism.org

INITIATED BY



IN PARTNERSHIP WITH

