Application for PATA Gold Awards 2022
Marketing Media Awards
Print Marketing Campaign
Award Code : PM

A Change Of Air Campaign – Print Ads

Submitted by Kerala Tourism
Government of Kerala, India
Background and Evolution

• The post-flood revival & the pandemic catastrophe
• After being hit by the worst floods in a century in 2018, Kerala Tourism rebounded strongly in 2019.
• Tourist arrivals grew by 17.2% in 2019, the highest in 24 years.
• The global pandemic hit in early 2020, leading to a steep decline in tourist arrivals.
• Tourism stakeholders suffered with poor occupancy in houseboats/hotels/resorts.
• ‘A Change of Air’ was a strategic campaign launched after the first COVID wave.
Concept Development

Unlike conventional campaign concepts, this campaign called for a specific context-driven idea to instil a sense of safety and confidence among apprehensive travellers. Air, and the very act of breathing, once considered healthy and positive had begun to be seen as a conduit of contamination in the context of the pandemic. This insight, coupled with people’s feeling of safety in natural, wide open spaces led to the thought that Kerala, with its fresh air, water bodies and natural open spaces amidst nature held a specific relevance for travellers in these times.
Campaign Idea- A Powerful theme

From these insights, the campaign idea, ‘Change of Air’ emerged.

The phrase was drawn from doctors who generally prescribe a ‘change of air’ to patients who need a change of scenery. In the current scenario, this phrase took on a whole new meaning. After all the lockdowns and isolation, people across India—especially those locked into apartments in cities—deeply desired a change of air. The idea, though simple, was potent enough to ride this emerging zeitgeist.
Campaign Idea - A Creative Flip

In fact, ‘air’ and ‘breathing’ were at the centre of what caused panic among travellers.

By bringing in the phrase ‘Change of Air’, we could make a sharp turnaround in perception and connect the wide open natural spaces with ‘Air’- giving it a positive skew again.
The headline ‘Change of Air’ was held together with activity laden, evocative, wistful narratives in line with each terrain and image.

<table>
<thead>
<tr>
<th>Beaches</th>
<th>Mountains</th>
<th>Waterfalls</th>
<th>Backwaters</th>
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<tbody>
<tr>
<td>Set yourself free on the sandy shores</td>
<td>Breathe in the crisp mountain air. Lose yourself in green hillsides speckled with flowers of a zillion hues. Stroll through lush tea gardens, grasslands and spice plantations. It’s time to step out and get away from the new normal. It’s time to step out into Kerala.</td>
<td>Track a gushing waterfall. Roam the dense evergreen forests. Hide away in a tree house. Escape into another world in a coracle. It’s time to step out and get away from the new normal. It’s time to step out into Kerala.</td>
<td>Disappear into a water world of quaint villages, mangroves and paddy fields. Wander through narrow palm-fringed canals. Float on a houseboat and watch life in slow motion. It’s time to step out and get away from the new normal. It’s time to step out into Kerala.</td>
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Stunning Locations

Since the idea was essentially built around the open spaces, water bodies, fresh air and nature of Kerala, each of the locations chosen for the images were carefully chosen. They feature Kerala’s unspoilt beaches, misty mountains, serene backwaters and the waterfalls among rainforests.
Signature Photographic Treatment

The images were crafted to feature wide, expansive angles, bringing out the open spaces, the endless skies and the greenery that is characteristic of Kerala.

The images evoke the spirit of the outdoors in the minds of people who were stuck inside their homes. Most of the images feature people who are carefree, energetic and active—something that had grown rare during the pandemic. The images featured Kerala’s core audience groups.
The idea, drawn from physicians who often prescribe a 'Change of Air', was to flip the negative connotation around the pandemic-infected 'Air' and foreground the fresh air that abounds in Kerala's greenery and open spaces as the healthiest way to beat the lockdown blues.
A change of Air

Set yourself free on the sandy shores.
Meander along a sea of cascading palms.
Drift away into the blue on a country boat.
It's time to step out and get away from the new normal.
It's time to step out into Kerala.
A change of Air

Disappear into a watery world of quiet villages, mangroves and paddy fields. Wander through narrow palm-fringed canals. Float on a houseboat and watch life in slow motion. It's time to step out and get away from the new normal. It's time to step out into Kerala.
A change of Air

Track a gushing waterfall. Roam the
green, everygreen forest. Hide away in a
true Kerala. Escape life’s monotonous world
on a cruise. It’s time to step out and
get away from the new normal.
It’s time to step out to Kerala.
A change of Air

Breathe in the crisp mountain air.
Lose yourself in green hillsides speckled with flowers of a zillion hues. Stroll through lush tea gardens, grasslands and spice plantations. It’s time to step out and get away from the new normal.

It’s time to step out into Kerala.
A Change of Air Ads
Target Markets

Domestic Travellers

Those who prefer to travel to destinations considering the travel restrictions

Key domestic source markets – Across India, mainly the states of Tamil Nadu, Karnataka, Andhra Pradesh Maharashtra, Gujarat, Punjab, Uttar Pradesh, New Delhi, West Bengal, and Rajasthan.

Target Segments

Domestic urban Indians

Consider holidaying in Kerala with families as the State opened after the first lockdown
Print Titles

**National Magazines**
- Travel magazines
- Conde Nast Traveller
- Outlook Traveller
- Travel & Leisure

**General interest**
- India Today
- Outlook
- The Week
- Frontline
- Caravan

**Regional Magazine**
- Taranga
- Swati sapari vara patrika
- Anandavikatan
- Chitralekha
Ads in Magazines

Travel Magazine

Outlook Traveller

Cultural Kaleidoscope

A change of Air

Disappear into a wasser world of quaint villages, mangroves and paddy fields. Wander through narrow palanquin canals. Float on a houseboat and watch life in slow motion. It's time to step out and get away from the new normal. It's time to say 'tolu Kerala.'
Knowledge Magazine
Knowledge Magazine
Innovative Ad Placement

- On Nov 17, 2022 in The Hindustan Times Delhi edition, the ‘Change of Air’ ad was placed right next to an article on toxic air pollution in the city.
- It sparked an interest among the travelers and connect Kerala’s wide open natural spaces with ‘Air’- giving it a positive outlook.
- The campaign was lauded and widely appreciated for its timing and strategic placement.
Domestic Tourists Arrivals – Rebound in 2021 from the pandemic lull in 2020

- The campaign resulted in 75,37,617 arrivals in 2021 as compared to the 49,88,972 in 2020.
- A positive growth of 51.09% was marked over the previous year.
Campaign Management
Client: Kerala Tourism

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Kerala Tourism

Mr. P B Nooh IAS
Director
Kerala Tourism
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Thank You