

New Multimillion Tourism Campaign Shows a Brazil Little Known

Contributed by Newsroom
Wednesday, 24 September 2008

Brazil. Sensational! is the name of a global campaign launched this Tuesday, September 23, by Embratur, the Brazilian Tourist Board, in New York. The campaign should run internationally through June 2009. The effort aims to show potential travelers how Brazil can be an adventurous place to visit.

The print, television, online and out-of-home components, totaling millions in a global media spend, highlight contrasting experiences throughout Brazil and feature historical and modern attractions, adventure and food, culture and beach, large events and the Amazon forest.

"This campaign launches a new phase in Brazilian promotion as a tourist destination, with a tailored focus on direct communication with foreign travelers," explains Brazilian Minister of Tourism Luiz Barretto.

"The objective is to create higher demand for Brazilian destinations and support the products and services within those destinations. We want to share the beauty and wonders of Brazil with more tourists, encourage them to stay longer and become acquainted with new places."

Produced with compelling imagery and captivating copy, the campaign reinforces the Brazil brand while emphasizing the country's diversity by combing two scenes - one that tourists already know internationally and the other which is less frequently known - to demonstrate how Brazil provides different experiences.

In its initial phase, the campaign will launch in specific countries in North and South America and Europe, including: Argentina, Chile, Peru, the United States, Canada, Germany, Spain, France, Holland, England, Italy and Portugal. Together, these countries were responsible for 70% of the foreign visitors to Brazil in 2007.

"The advertising campaign is complemented by targeted promotional efforts as a result of our Aquarela Plan - the International Brazil Tourist Marketing strategy," noted Embratur President, Jeanine Pires.

"The marketing component completes a set of communication tools used to promote the Brazil brand abroad. In 2008, we have updated our strategy to develop stronger relationships within the tourism sector utilizing the Internet and a larger presence at international tourism trade fairs."

According to Embratur, Brazilian tourism revenues are on the rise and nearing record levels as a result of foreign tourists extending the length of their stay and increasing their spending. Recent studies show that after Argentineans, Americans visit Brazil most frequently with more than 700,000 visitors from the United States in 2007.

Since 2003 Embratur has been working to endorse Brazilian products, services, and destinations overseas through promotions, marketing and advertising. Based on the Plano Aquarela, Brazil's International Tourist Marketing Strategy, the international promotions focus on five key areas: Sun & Beach, Ecotourism, Culture, Sports, and Business & Events.

As part of this effort, Embratur has a renewed focus on the promotion of the country as a privileged destination for leisure as well as Meetings, Incentives, Conferences and Exhibitions (M.I.C.E.) segments.

The established target for the U.S. sector is increasing the annual numbers for tourists entering the country to 9 million, and attracting a total amount of US\$ 8 billion in revenue by 2010.

There are nine Embratur offices globally including Lisbon (Portugal), Paris (France), London (U.K.), Frankfurt (Germany), Madrid (Spain), Milan (Italy) and Tokyo (Japan). There is also a Bureau for Tourism for Latin America, based at the Embratur office, in the city of Brazilian capital Brasília.