

“ For every £1 we have spent with FDC, we’ve generated a £4 return! ”

MICHAEL MORTENSON, MARKETING MANAGER – OLA HOLIDAYS

Location: Woodford Green, Essex

Website: www.olaholidays.co.uk

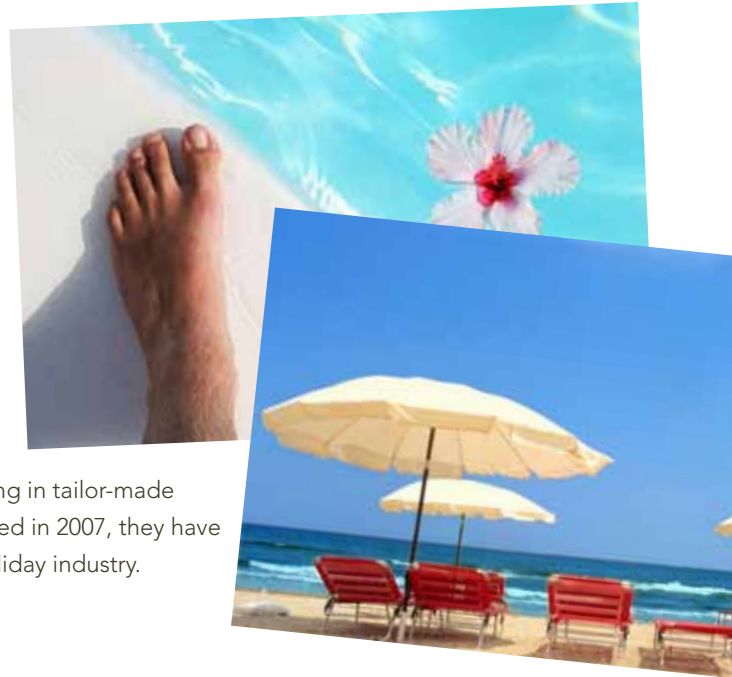
Telephone: 0208 498 7993

OVERVIEW:

Company background: Ola Holidays, Ltd is a tour operator specialising in tailor-made Mediterranean holidays at an affordable price. Since they were founded in 2007, they have rapidly expanded, working with leading worldwide suppliers in the holiday industry.

Number of staff: 60+

Turnover: In excess of £13,000,000



NEED:

To launch a successful and informative email marketing campaign to update their large mailing list of clients with all of their latest special offers.

Ola Holidays Ltd was looking for a company to create a design that incorporated the right style and presentation to create a strong visual effect as an email newsletter alongside their current website.

Marketing manager Michael Mortenson, said: “We tried to get the design right with two other companies, but weren’t able to achieve the look that we really wanted.

“The perception that FDC gave us suited us well. We chose to work with FDC because they were very straightforward with their pricing, delivery times and seemed in tune with what we were trying to deliver.”



QUICK OVERVIEW

COMPANY:

Ola Holidays Ltd

INDUSTRY:

On-line travel and leisure

NEED:

Effective e-marketing to 30,000 customers weekly

BENEFITS:

- Excellent ROI
- Unrivalled anti-spam checkers
- Professionally designed template



SOLUTION:

FDC created the email marketing newsletter for Ola Holidays Ltd, which now goes out to their client list on a weekly basis, and is already beginning to create fantastic results.

“Although we are not design trained, we had a very clear idea of what we wanted. FDC came up with a design that suited us very quickly. Having spent a great time working with others to achieve these results, but with no success, it was very refreshing to get what we were looking for almost straight away”, Michael added.

“The communication process throughout was straight-forward and easy and the results have been better than we could ever have envisioned. For every £1 we have spent with FDC, we have generated £4 return!

“While we still have fixed ideas about the designs that we want, we are now happy to let FDC lead the way more often than not. Not only have we been very happy with how the designs have come back, but we have had good feedback from clients and our staff members alike.”

FDC creative director Alex Chatzimikes said: “At first it was a challenge to create some suitable designs for Ola Holidays because the work that they brought to us from other agencies was not at all what they were looking for. However, they were open to all of our suggestions and have been excellent to work with.

“We look forward to doing more work with Ola Holidays in the future.”