



NECKERMANN



NECKERMANN HUNGARY

JOINT MARKETING ACTIVITIES 2019-2020

**CUSTOMER
AT OUR
HEART**



NECKERMANN
UTAZÁS

MARKET LEADING

TOUR OPERATOR
IN HUNGARY

~20%

MARKET SHARE

IN CHARTER
FLIGHT MARKET

21 + 12

21 OWN SHOPS
+
12 FRANCHISE SHOPS

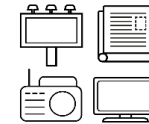
400

3RD PARTY
RETAIL PARTNERS

OVERVIEW OF ACTIVITIES



ONLINE
marketing activities



EXTERNAL MEDIA
activities



TRADE
marketing activities



IN STORE
marketing activities



DIRECT
marketing activities

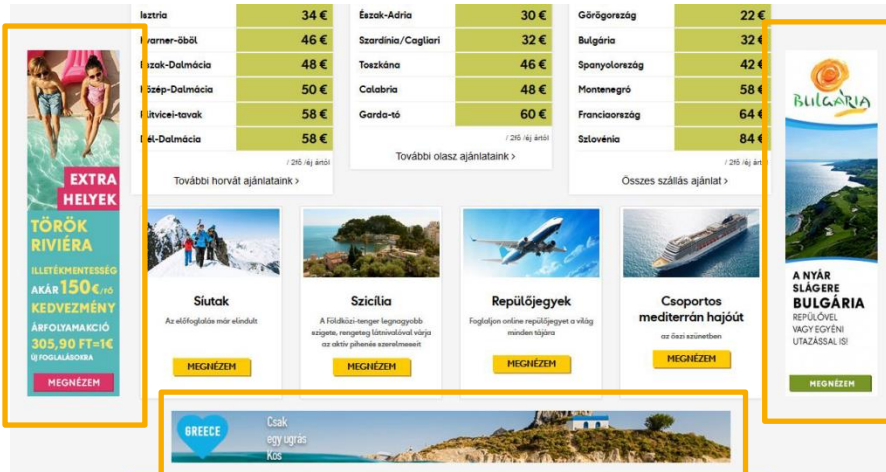
ONLINE marketing activities - overview



- › Social Media (Facebook – video, post, photo gallery, Instagram)
- › Google Ads campaign
- › E-mail signature branding
- › Webinar + webinar quiz
- › Branded landing page

DISPLAY BANNER ON NECERMANN.HU

WHAT	<p>Display banner through Adtech ad server on www.neckermann.hu in rotation with other advertisements.</p> <p>(appr. 300.000 visits/month, appr. 150.000 unique users/month)</p> <p>Possible sizes: 970x90, 160x600), possible formats: jpg, gif</p> <p>Link to 1 hotel or 1 destination in Neckermann portfolio</p>
WHEN	<p>2 weeks duration,</p> <p>Any time during the year</p>
PRICE includes	<p>Creative design + placement of banner</p>



The screenshot displays a travel website interface with several promotional banners and price lists. Key elements include:

- Destination Price List:** A grid showing prices for various destinations.

Destination	Price (€)
Észak-Adria	34 €
Észak-Dalmácia	46 €
Észak-Dalmácia	48 €
Észak-Dalmácia	50 €
Észak-Dalmácia	58 €
Észak-Dalmácia	58 €
Észak-Adria	30 €
Szardínia/Cagliari	32 €
Tooszkána	46 €
Calabria	48 €
Garda-tó	60 €
Görögország	22 €
Bulgária	32 €
Spanyolország	42 €
Montenegró	58 €
Franciaország	64 €
Szlovénia	84 €
- Török Riviera:** A banner for Turkey Riviera offering a discount of 150€ on a package of 305,90 FT + 1€ for accommodation.
- BULGÁRIA:** A banner for Bulgaria titled 'A NYÁR SLÁGERE BULGÁRIA' (Summer Hit Bulgaria), featuring a beach scene and a 'MEGNÉZEM' (I'm interested) button.
- Repülőjegyek:** A section for flights, including a 'GREECE' banner and a 'Repülőjegyek' (flights) section with a 'MEGNÉZEM' button.

FACEBOOK POST



WHAT	Facebook Post campaign to 70.000+ fans. 1 post/month for 3 months duration www.facebook.com/neckermann.hu
WHEN	All year possible, 3 months / post campaign
PRICE includes	Full execution

Post Details

Reported stats may be delayed from what appears on post

Neckermann Magyarország added 6 new photos.
Published by Tímea Major (9) · 23 April at 09:00

#Zakynthos a Jón-tenger legdélebbben fekvő szigete, melyet a művészek és utazók már az ókortól kezdve előszeretettel látogattak. Téged is el fog bűvölni!
Nézd meg ajánlatainkat: <http://www.neckermann.hu/regio/zakynthos>

22,620 people reached

443

Like Comment Share

22,620 People Reached

545 Reactions, comments & shares

491 Like	431 On post	60 On shares
11 Love	11 On post	0 On shares
2 Wow	1 On post	1 On shares
12 Comments	6 On Post	6 On Shares
30 Shares	30 On Post	0 On Shares
1,677 Post Clicks		
522 Photo views	250 Link clicks	905 Other Clicks

NEGATIVE FEEDBACK

1 Hide Post

0 Report as Spam

4 Hide All Posts

0 Unlike Page

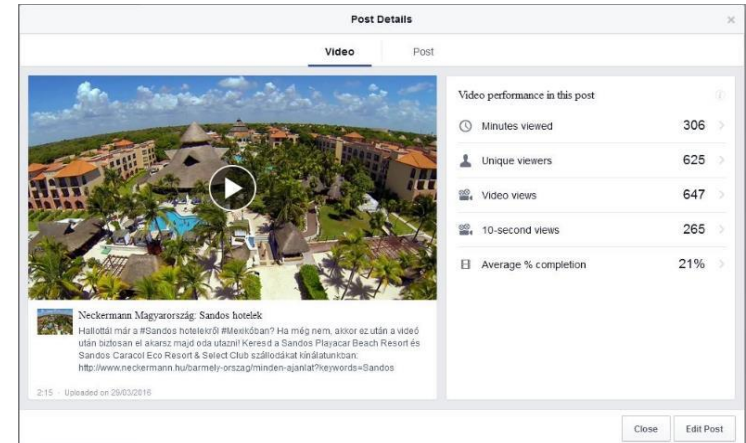
FACEBOOK PHOTO ALBUM

WHAT	70.000+ fans. Facebook Photo album - Logo, partner name, pictures displayed. www.facebook.com/neckermann.hu
WHEN	All year possible
PRICE includes	Full execution



FACEBOOK VIDEO

WHAT	<p>70.000+ fans. 1 video post on Neckermann facebook profile with video about partner. Partner to provide video www.facebook.com/neckermann.hu</p> <p>VIDEO to be supplied by partner</p>
WHEN	All year possible
PRICE includes	Full execution



INSTAGRAM POST + STORY

WHAT	10.000+ followers 1 post/month, all together 3 posts in 3 months
WHEN	All year possible
PRICE includes	Full execution



neckermann_utazas

neckermann_utazas #nyaralás
Eddig Foci VB-lázban égett és teljesen megfeledkezett a nyaralásról? Akkor itt az ideje, hogy erre is gondoljon! A VB ideje lejárt, de a nyaralási szezon még javában tombol. Ne maradjon le Ön se legjobb ajánlatainkról. Pihenje ki a szurkolás izgalmát és szerezzen új emlényeket!

www.neckermann.hu

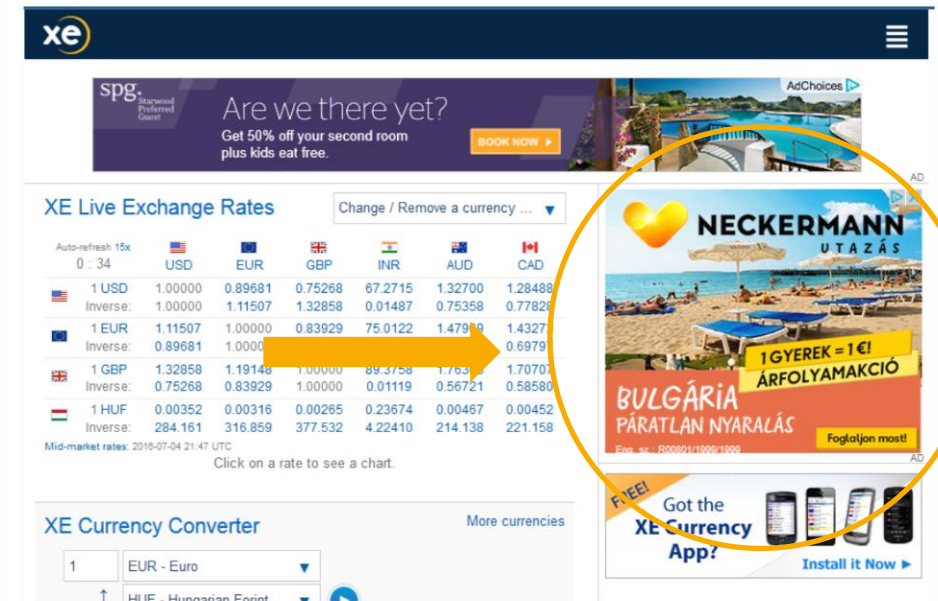
book_now_and_travel, carrentalbudapest, szl_lifestyle, dio.agi, pilinszkyaniko, whitedog_design és nagy_rebekaa__ kedveli ezt.

JULIUS 17.

Hozzászólás írása...

GOOGLE ADS CAMPAIGN

WHAT	Google Adwords campaign with html5 banners. max size 150Kb, various sizes
WHEN	All year possible
PRICE includes	Full execution



XE Live Exchange Rates

Auto-refresh 15x
0 : 34

	USD	EUR	GBP	INR	AUD	CAD
1 USD	1.00000	0.89681	0.75268	67.2715	1.32700	1.28488
Inverse:	1.00000	1.11507	1.32858	0.01487	0.75358	0.77821
1 EUR	1.11507	1.00000	0.83929	75.0122	1.47919	1.43277
Inverse:	0.89681	1.00000	0.83929	0.01119	0.56721	0.69799
1 GBP	1.32858	1.19148	1.00000	89.3758	1.76319	1.70701
Inverse:	0.75268	0.83929	1.00000	0.01119	0.56721	0.58580
1 HUF	0.00352	0.00316	0.00265	0.23674	0.00467	0.00452
Inverse:	284.161	316.859	377.532	4.22410	214.138	221.158

Mid-market rates: 2016-07-04 21:47 UTC
Click on a rate to see a chart.

XE Currency Converter

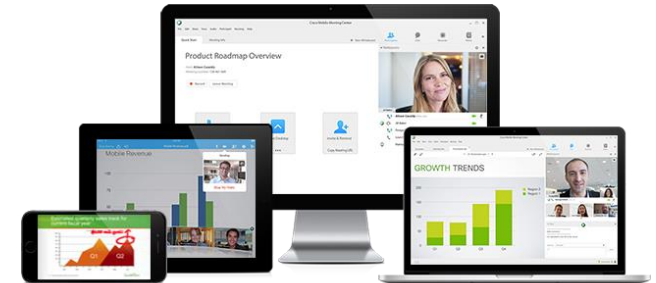
1 EUR - Euro
↑ HUF - Hungarian Forint

NECKERMANN
UTAZÁS
1 GYEREK = 1€
ÁRFOLYAMAKCIÓ
BULGÁRIA
PÁRATLAN NYARALÁS
Foglaljon most!

FREE! Got the XE Currency App? Install it Now

WEBINAR

WHAT	Dedicated web based training to Neckermann agents, max. 30 minutes training duration
WHEN	All year possible
PRICE includes	Set-up of web training, invitation of partners, moderation of training, translation of partner's training material into Hungarian PPT presentation delivered by partner
DETAILS	<ul style="list-style-type: none">• Avg. Participation: 50-80 shops (sum 80-110 agents)• Duration: ca. 20 minutes• Preferred topic: news, events, interesting novelties in the hotels and the destination to give a reason to sell the product



Cisco
webex

BRANDED PAGE

WHAT	Landing page of the Partner on Neckermann homepage with branding
WHEN	Any time during the year
PRICE includes	Full execution





- › Digital TV screen (offer and video)
- › Window flyer
- › Window decoration
- › Complete branding of the shop
- › Calendar
- › Poster placement in all shops
- › Roll-up
- › Elbowboard

DIGITAL TV SCREENS WITH OFFER

WHAT	OFFER for Partner on Digital TV Screens in Neckermann travel shops
DETAILS	<p>OFFER for partner, including logo+picture, displayed in rotation with other offers on TV screens.</p> <p>23 TV screens installed in Neckermann shops.</p> <p>Advertisement displayed for 15 seconds / loop Frequency: min. 100 times /day</p>
WHEN	<p>all year possible Period: 1 month</p>
PRICE includes	Design, programming, execution, tracking



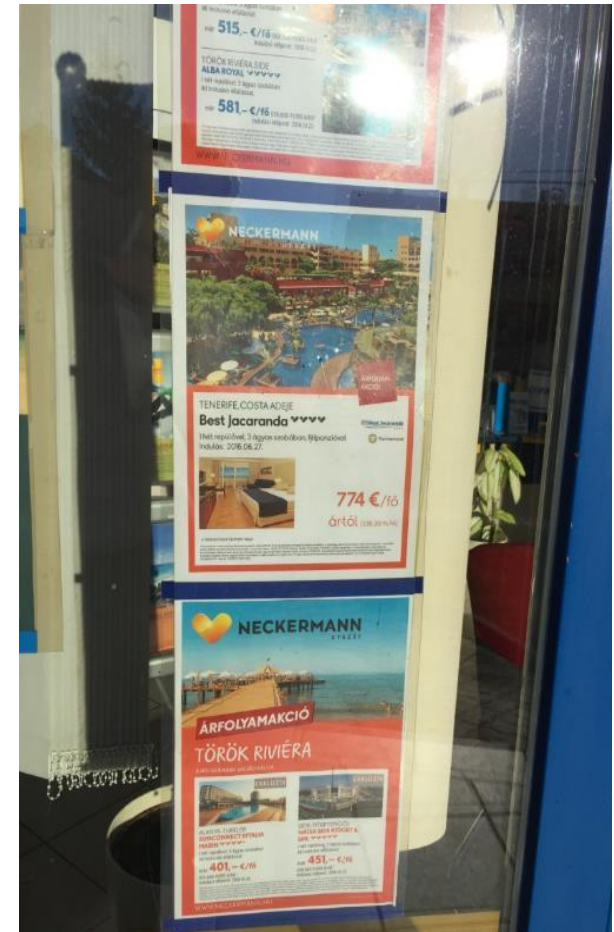
DIGITAL TV SCREENS WITH **OFFER + VIDEO**

WHAT	OFFER + VIDEO for Partner on Digital TV Screens in Neckermann travel shops
DETAILS	<p>OFFER + VIDEO for partner, including logo+picture, displayed in rotation with other offers on TV screens.</p> <p>23 TV screens installed in Neckermann shops.</p> <p>Advertisement displayed for 30 seconds / loop Frequency: min. 100 times /day</p>
WHEN	<p>all year possible Period: 1 month</p>
PRICE includes	<p>Design, programming, execution, tracking Video to be provided by partner</p>



WINDOW FLYERS

WHAT	1 flyer (A4 size) for specific offer of 1 partner with logo and 2 pictures in all 21 NEC shops
WHEN	In booking season W19-20: Sep 2019 – Mar 2020 S20: Dec 2019 – Sep 2020
PRICE includes	Design, printing, distribution of flyers Placement of 1 flyer for 1 month in all 23 NEC HUN shops



POSTER PLACEMENT IN ALL SHOPS

WHAT	Placement of poster in all 21 Neckermann shops
WHEN	All the year
PRICE includes	Production, distribution and placement of poster in all 21 Neckermann shops for 1 month
DETAILS	Co-branded with Neckermann Hungary A2 size



WINDOW DECORATION

WHAT	Specially designed shop window decoration in 1 Neckermann shop for 2 months
WHEN	In booking season W19-20: Sep 2019 – Mar 2020 S20: Dec 2019 – Sep 2020
PRICE includes	Design, printing, decoration of selected shop window. Placement of decoration for 2 month in 1 shop



COMPLETE BRANDING OF 1 SHOP

WHAT	Special decoration of all possible surfaces in 1 Neckermann travel shop for partner
WHEN	All year possible
PRICE includes	Design, production, decoration, placement for min. 4 months



CALENDAR

WHAT	<p>ALL YEAR VISIBILITY!</p> <p>Specially designed calendar for 2021 12 individual pictures (unique for every month) + logo of partner Distribution in all Neckermann + franchise + partner shops</p> <p>ONLY ACCESSIBLE FOR 1 PARTNER</p>
WHEN	<p>Visibility all through 2021 Design & production during Oct + Nov Distribution early December!</p> <p>BOOKING by 15th AUGUST LATEST!</p>
PRICE includes	Design, printing and distribution of 500 calendars



ROLL-UP

WHAT	<p>Production of partner specific roll-up, co-branded with Neckermann Roll-up to be used at Neckermann events, fair, or in shops</p> <p>3 MONTHS GUARANTEED VISIBILITY</p>
WHEN	All through the year
PRICE includes	Design, production, distribution and placement of roll-up wherever applicable
DETAILS	<p>Co-branded with Neckermann Hungary 800 x 2000mm, only 1 roll-up allowed / shop</p> <p>(multiple roll-ups used at events)</p>



ELBOWBOARD

WHAT	A2 sized Elbowboards for the desk of the Agents in all Neckermann and franchise shops
WHEN	All the year
PRICE includes	Design, production, distribution and placement of Elbowboards
DETAILS	<p>200 pieces</p> <p>Co-branded with Neckermann Hungary</p> <p>800 x 2000mm,</p> <p>only 1 roll-up allowed / shop</p> <p>(multiple roll-ups used at events)</p>





- › Summer / Winter events
- › Roadshow
- › FAM trip
- › TOP50 gala
- › Cooking event
- › Golf day sponsorship
- › Agents' retailer competition
- › Travel Fair

WINTER SHOW 2020

WHAT	<p>Interactive show for agents to give them a joyful experience of the 2 sides of winter vacations: wonderful mountains and hot beaches</p> <p>Ca. 100 retailers invited, + 1 free stay + ca 150 give-away gifts required</p>
WHEN	<p>Winter 20: in September 2020</p>
PRICE includes	<p>Set-up of web training, invitation of partners, moderation of training, translation of partner's training material into Hungarian, PPT presentation delivered by partner</p>



SUMMER SHOW 2020

WHAT	<p>Interactive show for agents to give them a joyful experience of the 2 sides of winter vacations: wonderful mountains and hot beaches</p> <p>Ca. 100 retailers invited, + 1 free stay + ca 150 give-away gifts required</p>
WHEN	<p>Summer 2021: in November / December 2020</p>
PRICE includes	<p>Preparation, invitation, presentation, rental of venues, catering, travel cost and accommodation of NEC HUN colleagues;</p> <p>does not include travel and accommodation cost of partner representative</p>



ROAD SHOW

WHAT	<p>Series of regional partner meetings, ca. 5 locations in Hungary country side, ca. 30-40 agents/location Ca. 30 minutes presentation time for partner/location</p> <p>Not exclusive for Partner. Up to 5 Partners may present/location</p>
WHEN	<p>Winter 20-21 roadshow: September 2020 Summer 20 roadshow: February 2020</p>
PRICE includes	<p>Preparation, invitation, presentation, rental of venues, catering, travel cost and accommodation of NEC HUN colleagues;</p> <p>does not include travel and accommodation cost of partner representative</p>



TOP50 GALA – EXCLUSIVE SPONSORSHIP

WHAT	A special gala dinner for the TOP 50 agents of the early booking season
WHEN	Spring of 2020 (April or May)
PRICE includes	<p>Evaluation and invitation of agents, preparation of event, rental of venue, catering, program during the event. Partner is invited to participate and present at the event.</p> <p>Does not include travel and accommodation cost of partner representative.</p>
EXCLUSIVE sponsorhip	Included: Invitation of TOP 50 agents, dinner, venue rental, program, event decoration



COOKING EVENT

WHAT	<p>Exclusive invitation to a Neckermann event for agents with a particular motto suited to the partner</p> <p>Participation: max. 20 agents per event Cooking theme, short presentations/video inline with key destination and national specialties of partner</p>
WHEN	<p>All year possible, Organized maximum 5 times / year</p>
PRICE includes	<p>Preparation, invitation, organization of event</p>



PAINTING EVENT

WHAT	<p>Exclusive invitation to a Neckermann event for agents with a particular motto suited to the partner</p> <p>Frequency: Nationwide, 5 times a year participants: max. 20 agents per event Painting theme, short presentations/video inline with key destination and national specialties of partner</p>
WHEN	<p>All year possible, Organized maximum 5 times / year</p>
PRICE includes	<p>Preparation, invitation, organization of event</p>



AGENTS – RETAILER COMPETITION

WHAT	Special sales competition for ca. 400 retailers with special B2B INFOmail announcement
WHEN	All year possible
PRICE includes	Preparation & distribution of special internal newsletter / info mail



Announcement email



- › Advertisement in Neckermann brochure
- › Travel & documents ticket pouches
- › B2C exclusive newsletter
- › Business card branding
- › SMS campaign

ADVERTISEMENT IN NECKERMANN BROCHURE

	SUMMER 2021	WINTER 2020-2021
CIRCULATION	Mediterranean flight: ca. 110.000 pcs Mediterranean car: ca. 100.000 pcs Mediterranean Börze: ca. 70.000 pcs Mountains&Lakes car: ca. 45.000 pcs	Ski: ca. 50.000 pcs Exotic & Mediterranean flight: ca. 50.000 pcs
ISSUE DATE	December 2020	September 2020
DETAILS	B1 contains picture + logo only - All others contain full advertising 1/1 size: 210 x 280 mm, 4c, composite PDF format	



TRAVEL & DOCUMENTS – TICKET POUCHES

WHAT	All Neckermann customers receive printed offers in the shops in these envelopes 10.000 pcs / 3 months
ISSUE DATE	Quarterly
PRICE includes	Printing, distribution of vouchers envelopes
DETAILS	Full pages: front side, back side, inside page & Inside holder Size: full pages: 220x113mm, inside holder: 192x88mm, 4c



B2C EXCLUSIVE NEWSLETTER

WHAT	Dedicated B2C newsletter to our database: ca. 110.000+ addresses with partner message, logo, photos, offers. Max. 6 hotel offers
WHEN	All year possible
PRICE includes	Full execution

Neckermann Kör Email <koremail@neckermann> 1 2016.05.05.
Neckermann Nyár 143. (2016 NYÁR ➔ TÖRÖK RIVIÉRA - ALBA ...
 Archiválás 2017.05.05.
 Ha az üzenet nem megfelelően jelenik meg, akkor kattintson ide a böngészőben történő megtekintéshez.



NECKERMANN
UTAZÁS

A NECKERMANN VALÓRA VÁLTJA.

LOLLO & BERNIE KLUBSZÁLLODÁK

A THOMAS COOK CSOPORT TAGJA

Köremail Nyár 143.

Lollo & Bernie Kids Club

Török Riviéra - Alba Hotels
Kezdje a vakációt velünk!

Kedves Partnerünk!

A még sikeresebb értékesítés elősegítéséeképpen az exkluzív Alba Hotels szállodáinkban MÁR MOST a nyári vakáció indulási időpontjára LAST MINUTE kedvezményes árakon & illetékmentesen! lehet foglalni:

Alba Resort (H40455) & Alba Queen H40450 & Alba Royal (H40483)

NECKERMANN
UTAZÁS

ALBA HOTELEK ÁRFOLYAMAKCIÓ
+ILLETÉKMENTESSÉGI

A NECKERMANN VALÓRA VÁLTJA.

TÖRÖK RIVIÉRA SIDE
ALBA RESORT *****
1 hét reggelivel, 3 ággyas szobában
All inclusive ellátással, ILLETÉKMENTESSÉGGEL

már **621,- €/fő** (192.448 Ft/fő) ártól
Indulási időpont: 2016. június 4. - 11.

TÖRÖK RIVIÉRA SIDE
ALBA QUEEN *****
1 hét reggelivel, 3 ággyas szobában
All inclusive ellátással, ILLETÉKMENTESSÉGGEL

már **621,- €/fő** (192.448 Ft/fő) ártól

B2C NEWSLETTER BANNER

WHAT	Banner in weekly B2C newsletter. Database ca.110.000+ addresses Size: 756x300px JPG. + link
WHEN	All year possible
PRICE includes	Creative design + placement of banner

From: Neckermann.hu [mailto:hirlevel@neckermann.hu]
Sent: Tuesday, April 26, 2016 4:55 PM
To: Kálmán Péter <Kalmán.Peter@neckermann.hu>
Subject: O ELŐFOGLALÁSI KEDVEZMÉNYEK MÁR CSAK ÁPRILIS 30-IG!

Amerelyben a hírlevél nem megteleződött jelenik meg, a megtekintéséhez [kattintson ide](#)


NECKERMANN
 UTAZÁS

LAST MINUTE | REPÜLŐS UTAK | SZÁLLÁS | HAJÓUTAK | KÖRUTAK | BELFÖLD | BÚTE | FOGLÉB

ÁPRILISI AKCIÓ

2016.04.11. és 04.30. között

80€ / fő kedvezmény	70€ / fő kedvezmény	50€ / fő kedvezmény
TÖRÖKORSZÁG ZAKYNTHOS RODOSZ KORFU	KELET-KRÉTA CIPRUS MÁLTÁ TUNÉZIA EGYIPTOM	COSTA DEL SOL MALLOCA IBIZA TENERIFE NYUGAT-ARÉTA BULGÁRIÁ

Már csak 4 napig!

+ ÁRFOLYAMAKCIÓ

Kedves Kálmán Péter Utasunk!

Április a kedvesség hónapja, éppen ezért ne hagyja le a még 4 napig élt kedvezményeinkről és előfoglalási akcióinkról! Ne feledje, **Árfolyamakciónk** keretében április 30-ig vagy visszavonásig még 1 € = 309,90 Ft áron foglalhatja le nyaralását!

Kellemes utazást kíván a Neckermann.hu csapata!



KIEMELT AJÁNLATUNK:
TENERIFE
BEST JACARANDA ♥♥♥♥

-10%
298 € / fő ártól
92.350 Ft / fő ártól

ZAKYNTHOS

Studios & Apartaments
Cells

-10%
313 € / fő ártól
96.999 Ft / fő ártól

RODOSZ

Karavos Apartaments

-15%
354 € / fő ártól
109.705 Ft / fő ártól

BULGÁRIA, NAPOSPART

Hotel Karolina

BUSINESS CARD BRANDING

WHAT	Branding of business card back sides! Distribution of branded business cards across all colleagues, mainly to travel shops.
WHEN	Any time during the year based on consumption
PRICE includes	Design, production, personalization

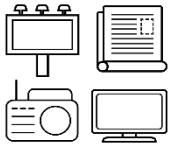


SMS CAMPAIGN

WHAT	<p>Targeted SMS message campaign to selected clients.</p> <p>Max. 160 characters, including Neckermann website and contact</p>
WHEN	<p>All year possible</p>
PRICE includes	<p>Selection of high affinity clients in Neckermann CRM system</p> <p>Maximum 2 campaigns / month possible</p>



EXTERNAL MEDIA



- › Advertising on public transport
- › Brochure insert in glossy magazine
- › Outdoor billboard
- › Radio Campaigns

ADVERTISING ON PUBLIC TRANSPORT – TRAM

WHAT	Budapest habitant cca. 2 million plus 500.000 commuter
WHEN	Any time during the year, min. 1 month processing time before start of distribution
PRICE includes	Design and production Photos, logos, texts for translation are provided by the partner



ADVERTISING ON PUBLIC TRANSPORT – METRO

WHAT	<p>We have 4 lines</p> <p>Cca. The travelers/month</p> <p>M1=75.000</p> <p>M2= 345.000</p> <p>M3=500.000</p> <p>M4=200.000</p> <p>Advertisement on the perons (131) of all Metro lines in Budapest</p>
WHEN	<p>Any time during the year, min. 1 month processing time before start of distribution</p>
PRICE includes	<p>Design and production</p> <p>Photos, logos, texts for translation are provided by the partner</p>



BROCHURE INSERT IN A GLOSSY MAGAZINE

WHAT	<p>Preparation of mini brochure for 1 partner, with description and offers. (max. 8 pages)</p> <p>Size LA4, or A5</p> <p>Insert and distribution of mini brochure in the most popular glossy magazine (Nők Lapja).</p> <p>Highest circulation and readership in Hungary! Target audience: 18-54, woman, ABC status, city habitants.</p>
WHEN	<p>Any time during the year, min. 1 month processing time before start of distribution</p>
PRICE includes	<p>Design, printing, transport, insertion, distribution, monitoring</p>



OUTDOOR BILLBOARDS

WHAT	Joint advertising on giant outdoor posters (5 x 2.5 m) 48 pcs in Budapest
DURATION	1 month
PRICE includes	Design, production, distribution, media cost, tracking



RADIO CAMPAIGN

WHAT	Radio 1 station is the biggest radio in Hungary the number of listeners is around 2 million.
DURATION	2 weeks or 1 month
PRICE includes	Production of the spot



GIVE AWAYS



- › Shopping bag
- › Car sun protector – side screens
- › Car sun protector – windscreen
- › Pens

SHOPPING BAG

WHAT	Durable shopping bag from recycled fabric with LOGO or image picture of partner. Cobranded with Neckermann. 3 000 pc produced with 4 colors print. Print on one side of the bag.
WHEN	All year possible
PRICE includes	Design, production, transfer



CAR SUN PROTECTOR – SIDE SCREENS

WHAT	Co-branded car sun protector set (2 pieces) for side window FULL SURFACE IS BRANDABLE!
WHEN	Any time during the year, for 2 months
PRICE includes	Design, production, distribution 300 pieces
DETAILS	Size: 440x360 mm 4 colors



CAR SUN PROTECTOR – WINDSCREEN

WHAT	Co-branded car sun protector for windscreen FULL SURFACE IS BRANDABLE!
WHEN	Any time during the year, for 2 months
PRICE includes	Design, production, distribution 300 pieces
DETAILS	Size: 1000 x 500 mm 4 colors



PENS

WHAT	Partner + Neckermann co-branded (4 colors) pens to be used in all 21 Neckermann shops, distributed to franchise and partner shops as well
WHEN	Any time during the year
PRICE includes	Design, production of 1000 pieces, distribution and placement in the shops
DETAILS	Co-branded with Neckermann Hungary





› **Mrs. Julianna Péter-Renka**
peter.renka.julianna@neckermann.hu
+36 (1) 309 5934, +36 30 172 2717

› **Ms. Ágnes DIÓSZEGI**
dioszegi.agnes@neckermann.hu
+36 (1) 309 5975

NECKERMANN HUNGARY

FEEL FREE TO CONTACT US!

**CUSTOMER
AT OUR
HEART**