**Market Intelligence Report: India**

**Background**

Wonderful Copenhagen is in the early stages to promote the New Delhi – Copenhagen route operated by Air India. Wonderful Copenhagen wishes to do this by marketing Copenhagen as a destination. This is the brief to produce a market intelligence report that can inform a digital marketing campaign targeting the Indian leisure traveller. The ultimate campaign goal is to get Copenhagen and Scandinavia top-of-mind and make the destination a desired place to go, thereby assisting Air India sell tickets to Copenhagen.

**Deliveries**

* Mapping of the ad spent in India; traditional media, digital, TV, outdoor, etc.
* Drill-down in the digital eco-system in India: SoMe, influencers, user generated content & content marketing
* Development of different Indian traveler personas in regards to different drivers for behavior, reasons-to-go and perceptions of Copenhagen, Denmark, Scandinavia.
* Specific media insights to the travel industry with regards to influencers (Instagrammers, Youtubers, bloggers), online travel booking platforms, as well as traditional travel media.
* Recommendations on campaign media mix for upper funnel content marketing of Copenhagen as a destination.
* Delivery format: Text-based PDF (DK or UK) with infographics and visualizations of data / insights.

**Company profile**

* The successful company works with media, data and marketing at a global scale with international clients.
* Your company has a strong roster of analysts drawing on both in-house data collection from social listening, large-scale user-panels and third party data access
* Your team is able to distill large amounts of data and information to actionable insights
* Proven track record with related studies for DMOs, airlines, airports or other players in the travel industry is desired

**Milestones**

* Beginning of work: July 3rd, 2017
* Delivery date of report: August 31st, 2017