

Surrender to the wild

Welcome to the most remote, untamed places in Africa, where wildlife sets the pace, and nature rules. Here, you come face to face with raw, unfiltered nature.

START YOUR JOURNEY

Campaign background

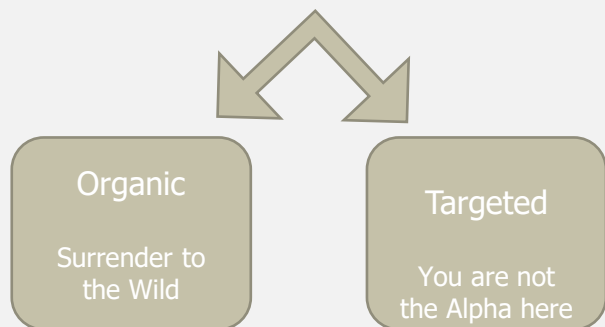
Launching on 11 February 2025, this campaign showcases our premier camp offering in Botswana, then expands to our full Wilderness collection. Targeting a high-earning audience, it features impactful messaging across key channels. The first in a series, it focuses on the **best wildlife experiences** and runs from February to May.

Objectives

- Build brand awareness through a compelling campaign.
- Showcase best wildlife experiences through our content.
- Drive interest & increase conversion during peak booking season.

Target Audience

There will be 2 campaign taglines in order to reach 2 different audience segments:



Marketing Channels

- Website landing page: <https://safaris.wildernessdestinations.com/surrender-to-the-wild>
- Launch Video: <https://youtu.be/buEQmLhzzQA>
- Consumer Mailer: <https://wildernessconsumercreatesend1.com/t/d-e-slrkiut-l-z/>
- Social media channels – LinkedIn, Facebook, Instagram
- Paid digital ads - YouTube

Content Pillars

Why Wilderness?



Best wildlife experiences



Iconic wild destinations



Industry-leading guides



Immersive architecture



Cultural exploration



Seamless trusted travel



Shared impact

Key Considerations:

- Although this campaign focuses on Botswana, it is important to showcase the full Wilderness offering where relevant and possible. Mailers and social media will include all destinations with a strong wildlife focus, while also keeping Botswana top of mind.
- This is the first campaign theme in a series outlining each of our 7 content pillars.
- Each campaign theme will run for 4 months at a time.