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For they know what they do.

Market research is a tool that plays a constant role in Switzerland Tourism's work, from the generation of the concept to its realisation, evaluation and optimisation.

Switzerland Tourism usually spreads its campaigns out over several years, the autumn campaign, which entered its second year in 2001, being no exception. The campaign enjoyed great success in the year 2000. Nonetheless, an evaluation of the number of bookings revealed that the autumn brochure had yet to reach its target audience as well as it might have. To ascertain the reasons for this we requested our in-house market research department in February 2001 to test our brochure for attractiveness and acceptance in a comparison with the autumn brochure put out by RailAway, one of our partners. We were also interested to learn whether the general public viewed our autumn brochure differently to the subscribers of the magazine in which it was inserted.

Our questions targeted the ease of booking for the offers, as well as the attractiveness of its layout, illustrations and overall appearance. We wanted to know

which deals readers expect to see under the «autumn offers» heading and how detailed these offers need to be formulated and portrayed. Besides questions relating to the behaviour of people taking holidays in autumn, we were also interested in the degree of trust they had in Switzerland Tourism as a booking entity.

The findings of the survey flowed into the concept created for the second edition of the brochure in autumn 2001. Offers were tailored as far as possible to the demand behaviour of potential holiday makers, both in terms of underlying conditions and content. Changes were made to the brochure's appearance, layout (especially the presentation of the offers) and illustrations to take better account of the reading habits of the receivers and to emphasise the unmistakeable Switzerland Tourism visual image still further.

To assess the success of the action taken, we tested the attractiveness of our new 2001 autumn brochure again in November 2001. This was done using exactly the same methods employed during our February study to permit a comparison of the results. The following chart shows that the changes have paid off, with the brochure becoming substantially more attractive.

The intensive collaboration within our product marketing and between the market research department and the product manager ensures that synergies are identified and optimally exploited. It must also be possible for the findings and results of studies conducted for a specific campaign to find their way into the planning and implementation of other campaigns.

Comparison of autumn brochures 2000 and 2001

