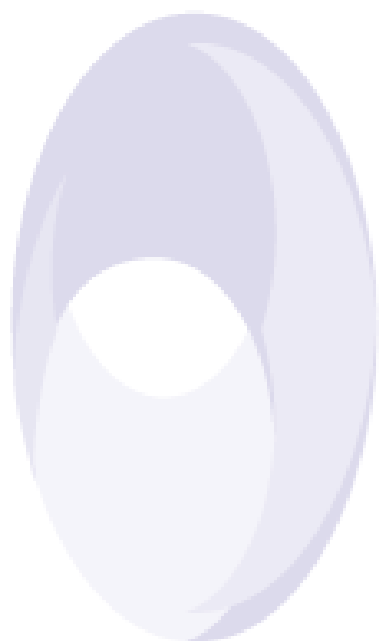


Client Objective

Position Indigo Lodges as one of the world's most elite international holiday providers



JORIWHITE

PUBLIC RELATIONS

CASE STUDY

PR Activity

Using a tightly targeted database, JWPR successfully sold in the story behind Indigo Lodges, its portfolio of high-end chalets and villas throughout Europe, Morocco and Bali and its exceptional standards of service

Focussed on individual media interest to devise bespoke press trips and feature ideas

Successfully secured press trips to Portugal, Kitzbühl, Chamonix, Courcheval, Italy and Ibiza

Implemented additional ways of marketing to Indigo Lodges' core audience

Results

Indigo Lodges received superb coverage on individual properties in such high end publications as Tatler, Wallpaper, Elle Deco, Ritz Magazine and Conde Nast Traveller

