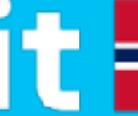




NINA MARIANN ØVERGÅRD & JON ERIK SKARET

«ARE WE THERE YET?»

A FAIRYTALE ABOUT MAKING A TRAVEL PLANNER

Visit  Norway

A photograph of two young boys in a car. They are both wearing seat belts and looking towards the camera with expressions of impatience or excitement. The boy on the left is wearing a blue zip-up hoodie and camouflage pants, and the boy on the right is wearing a blue zip-up hoodie and blue jeans. The car's interior is visible, including the headrests and windows.

ARE WE THERE YET?



ICONS VS GEMS

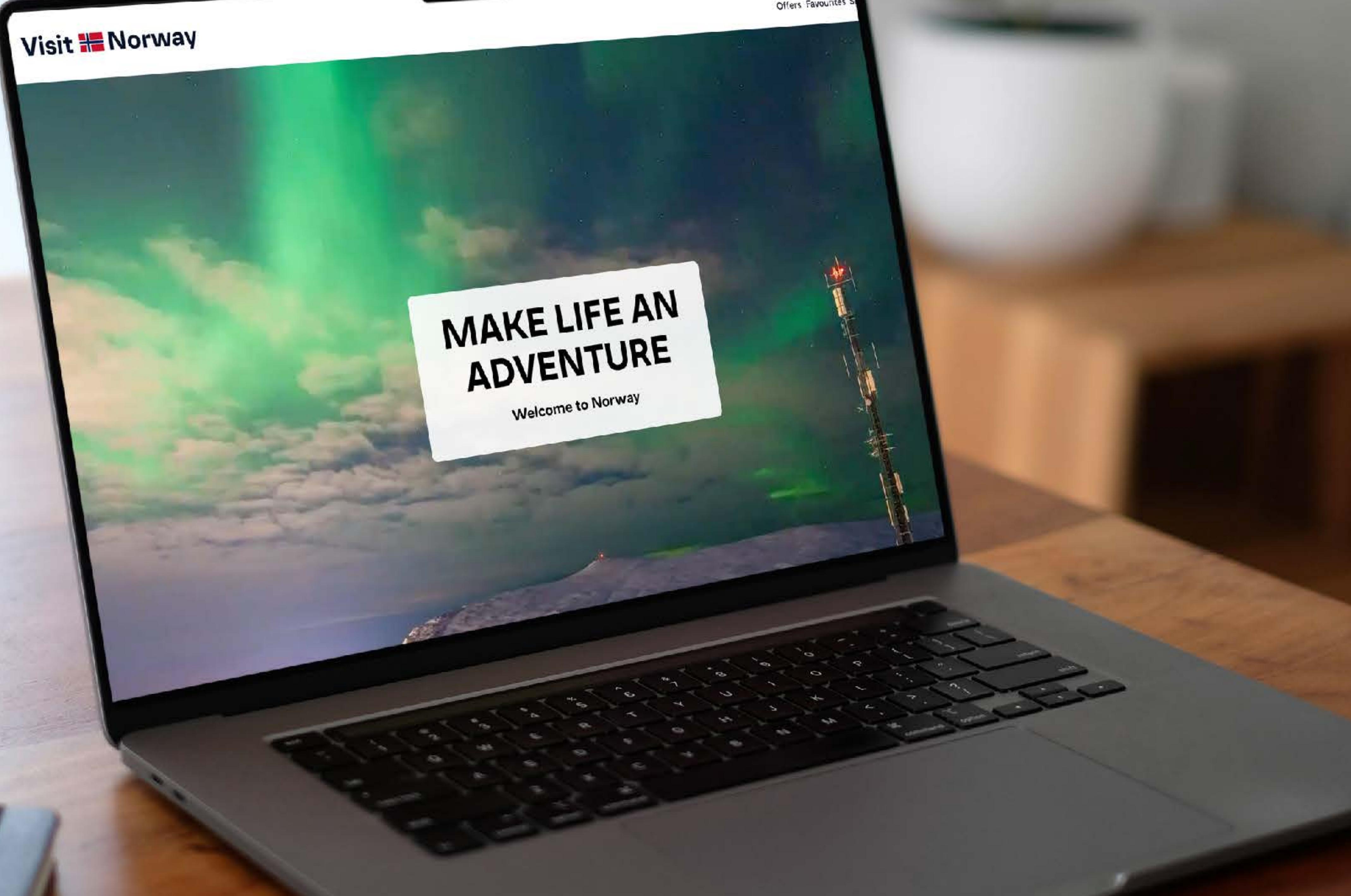


WHY FAMILY TRAVEL NEEDS RETHINKING



MAKE LIFE AN
ADVENTURE

Welcome to Norway



ONCE UPON A TIME...

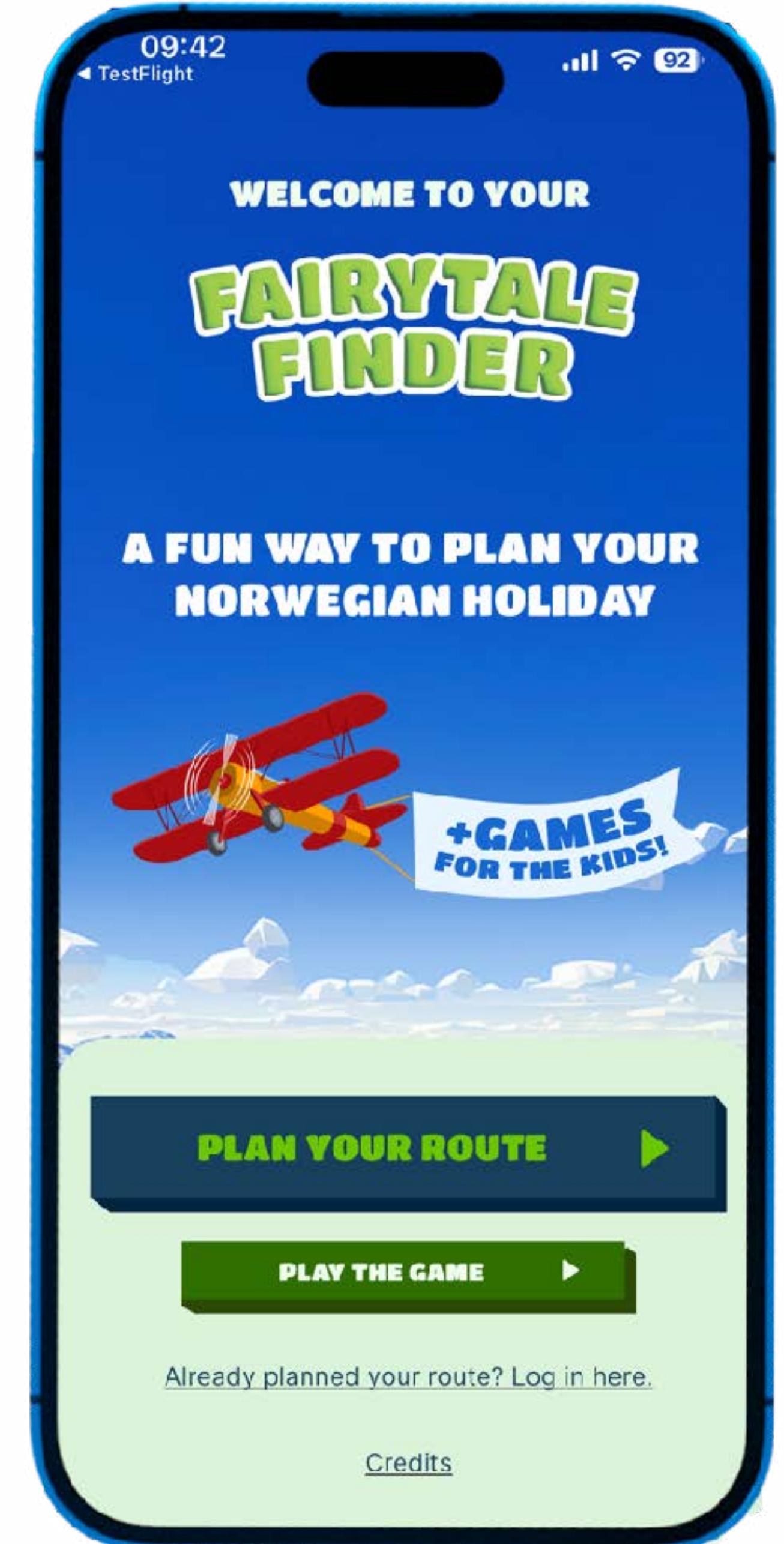
FAIRYTALE FINDER

...WAS JUST AN IDEA!

WHY FAIRYTALE FINDER?

We created Fairytale Finder to give families with kids a tool to design their perfect holiday in Norway. With Visit Norway's new app, it's easy to plan, find and tailor activities while traveling through Norway by car.

Our goal is to give families a better vacation, with more activities and adventures, just like in the Fairytales!

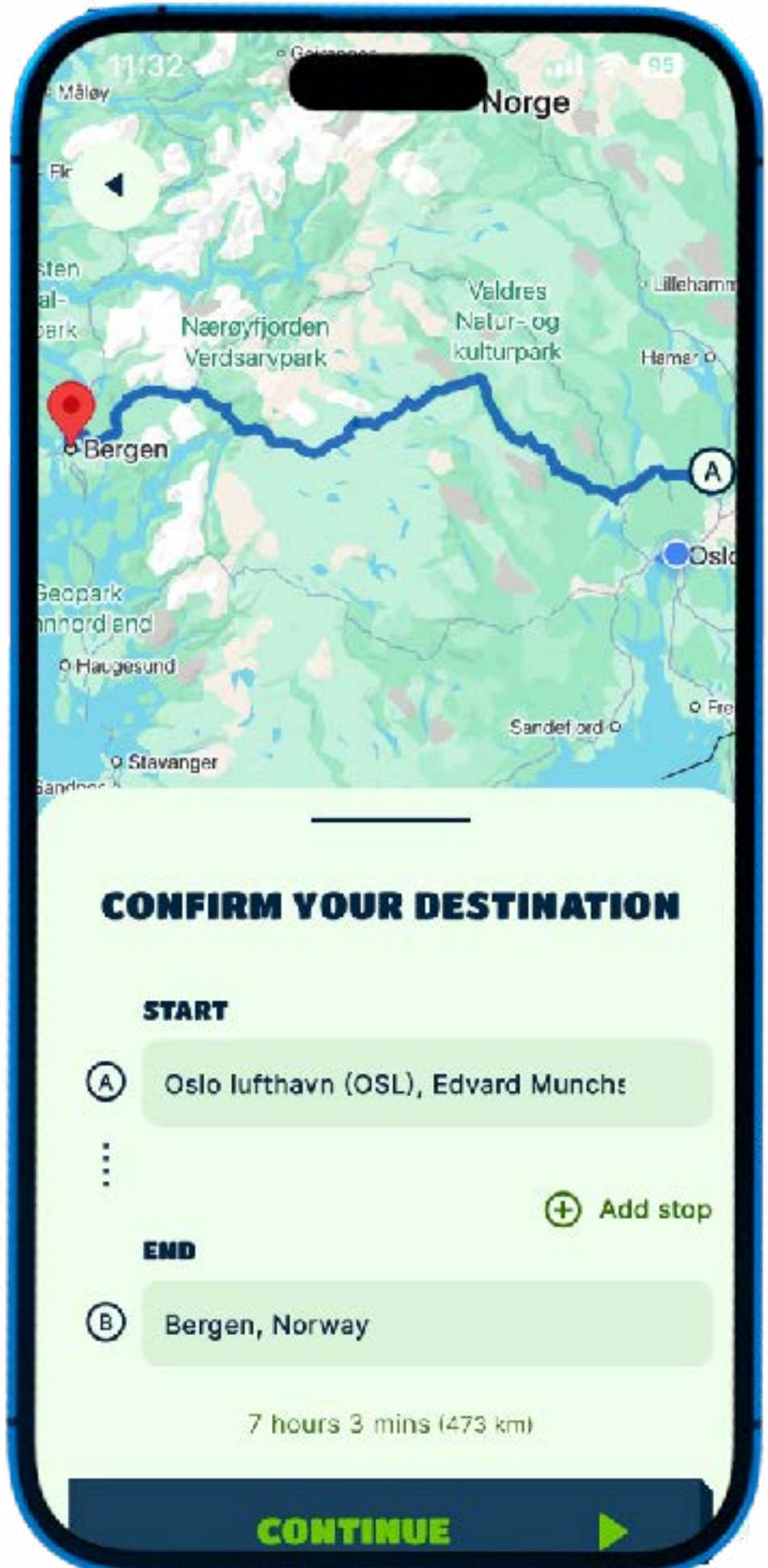


TARGET AUDIENCE

- Families with kids between 4-12 years old exploring Norway by car.
- Markets: DK, DE, SE, NL (NO)
The app is available in all these languages.



WHAT IS FAIRYTALE FINDER?



On a car journey from A to Z through Norway, there are both small and large adventures along the way. With Fairytale Finder, we want to help families find them and together turn the Norwegian vacation into an adventure.

Our goal is to increase the value of the experience for everyone, whether you're sitting in the front or back seat. Parents get help finding activities and experiences, and children will be entertained along the way with a variety of mini-games.

Turn your holiday in Norway into an adventure with fun activities and exciting places to visit along the way.

Catch trolls and animals, solve entertaining challenges, and discover fun spots to explore on your journey.

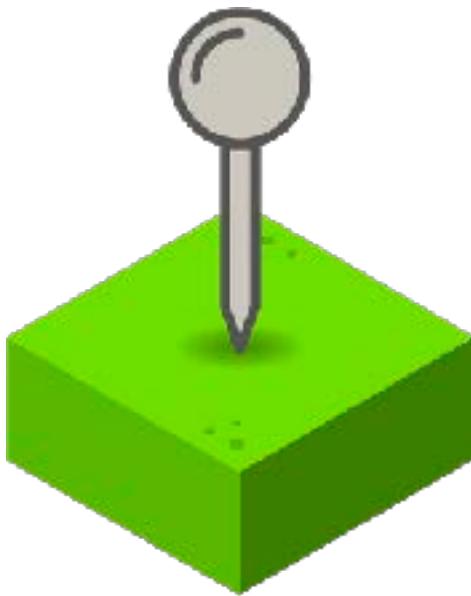
Download the app, plan your trip with the family, and make memories for a lifetime!



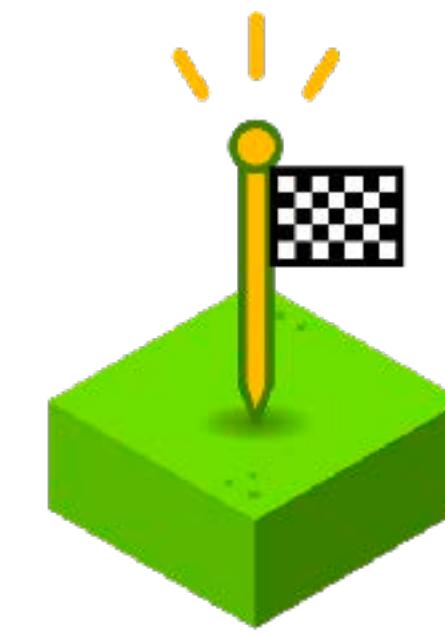
HOW DOES IT WORK?

PICK YOUR A-Z

– and pick the fun things to do on the way!



OSLO

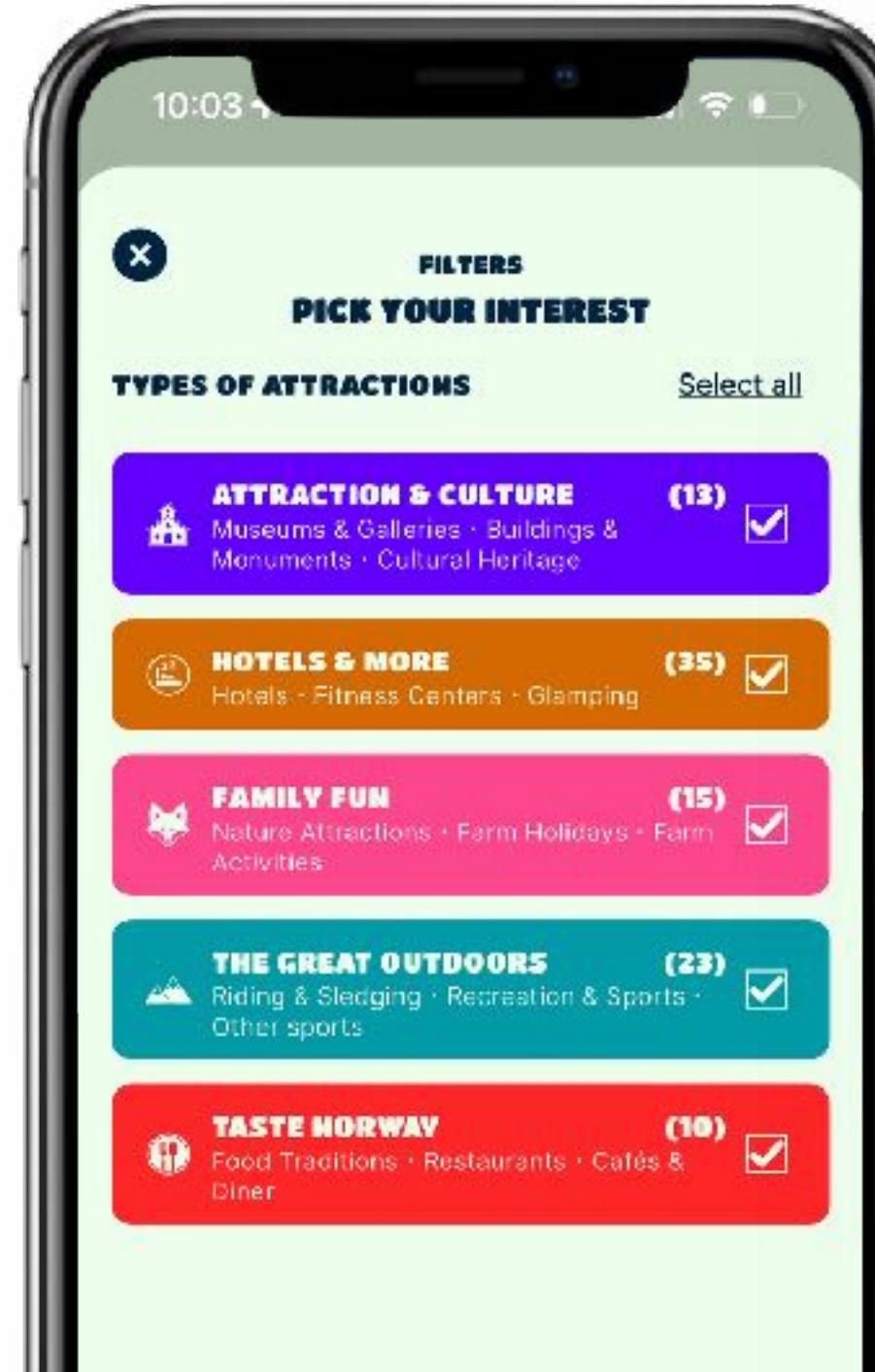


BERGEN

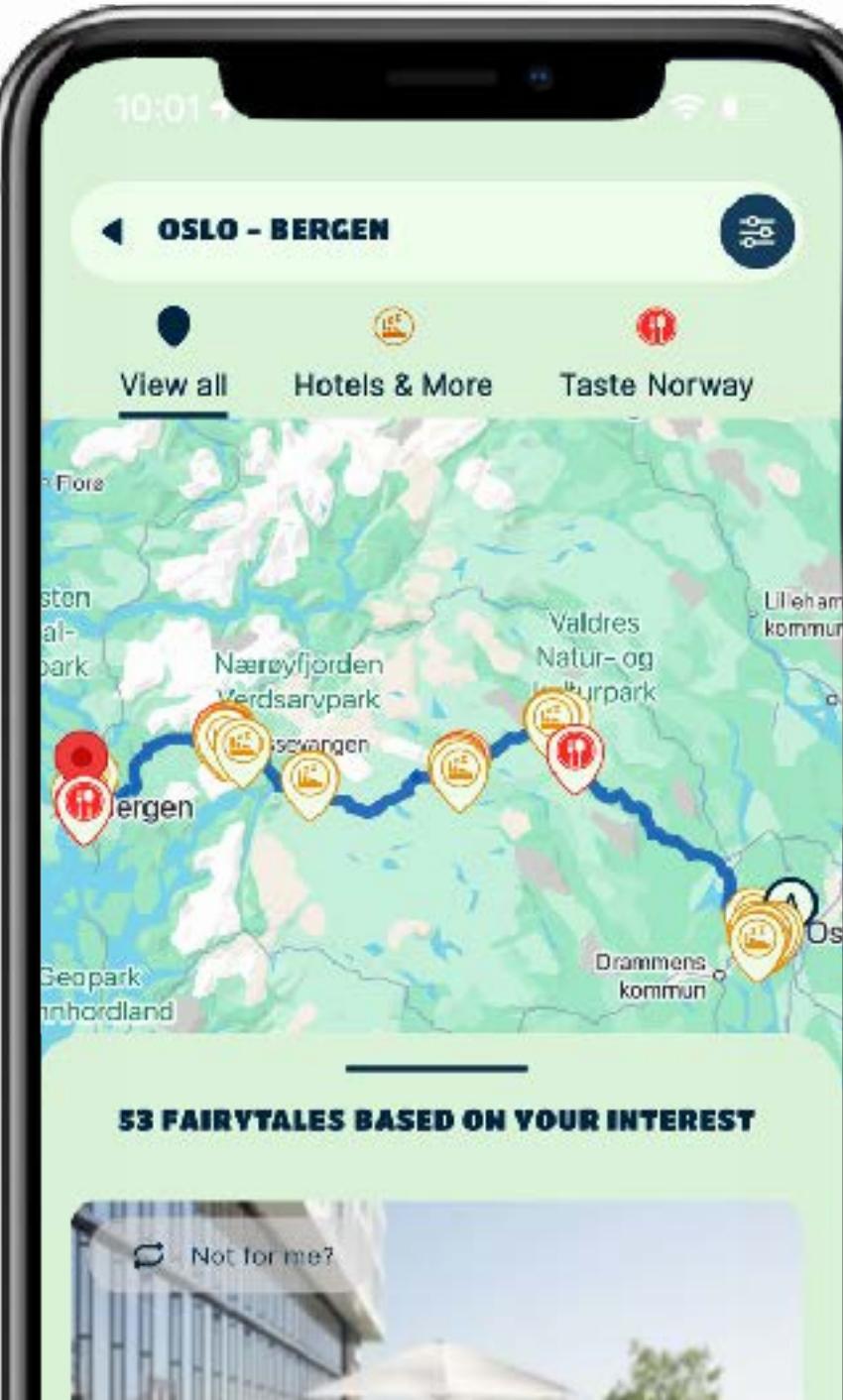
FIND YOUR FAIRYTALES

Choose what you want to do and decide which places you want to visit.

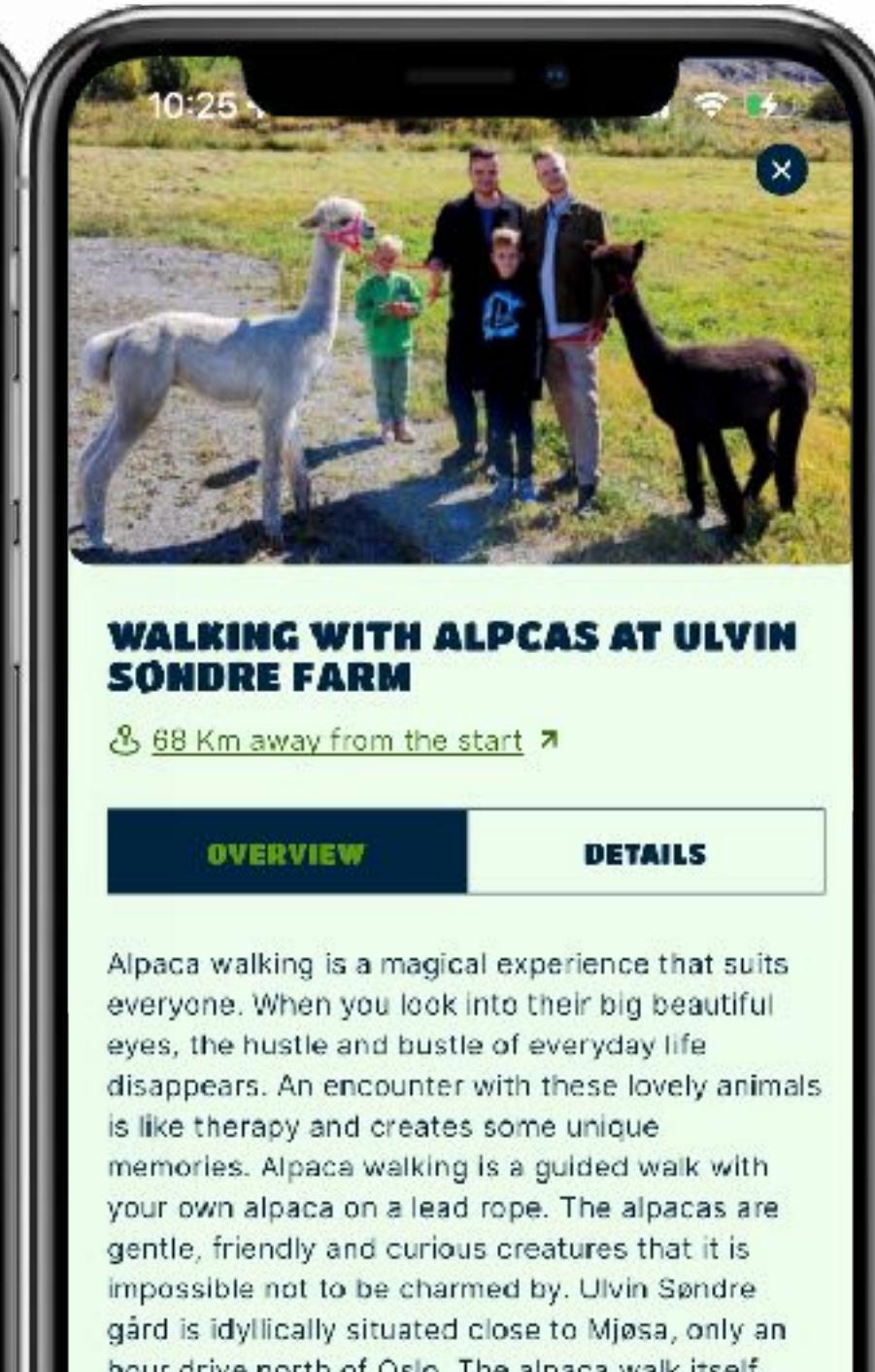
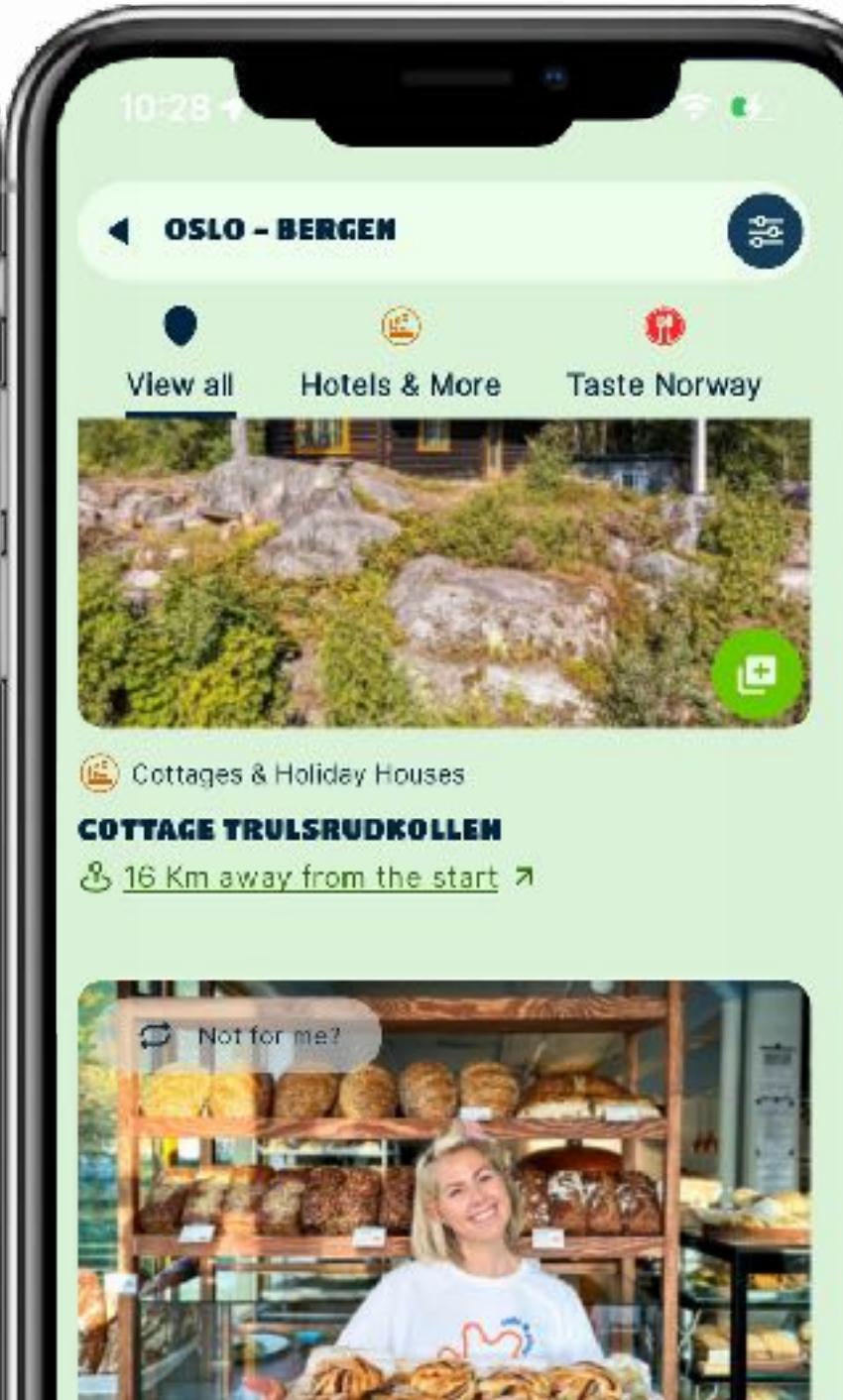
1 Pick your interests



2 Add stops to your journey



3 Find your fairytales



FUN FOR THE KIDS

Once the journey is underway, the children – the “backseat heroes” – can play various fun games, catch AR trolls and animals and join quizzes for the whole family.

Let's the kids
take part of the
journey!



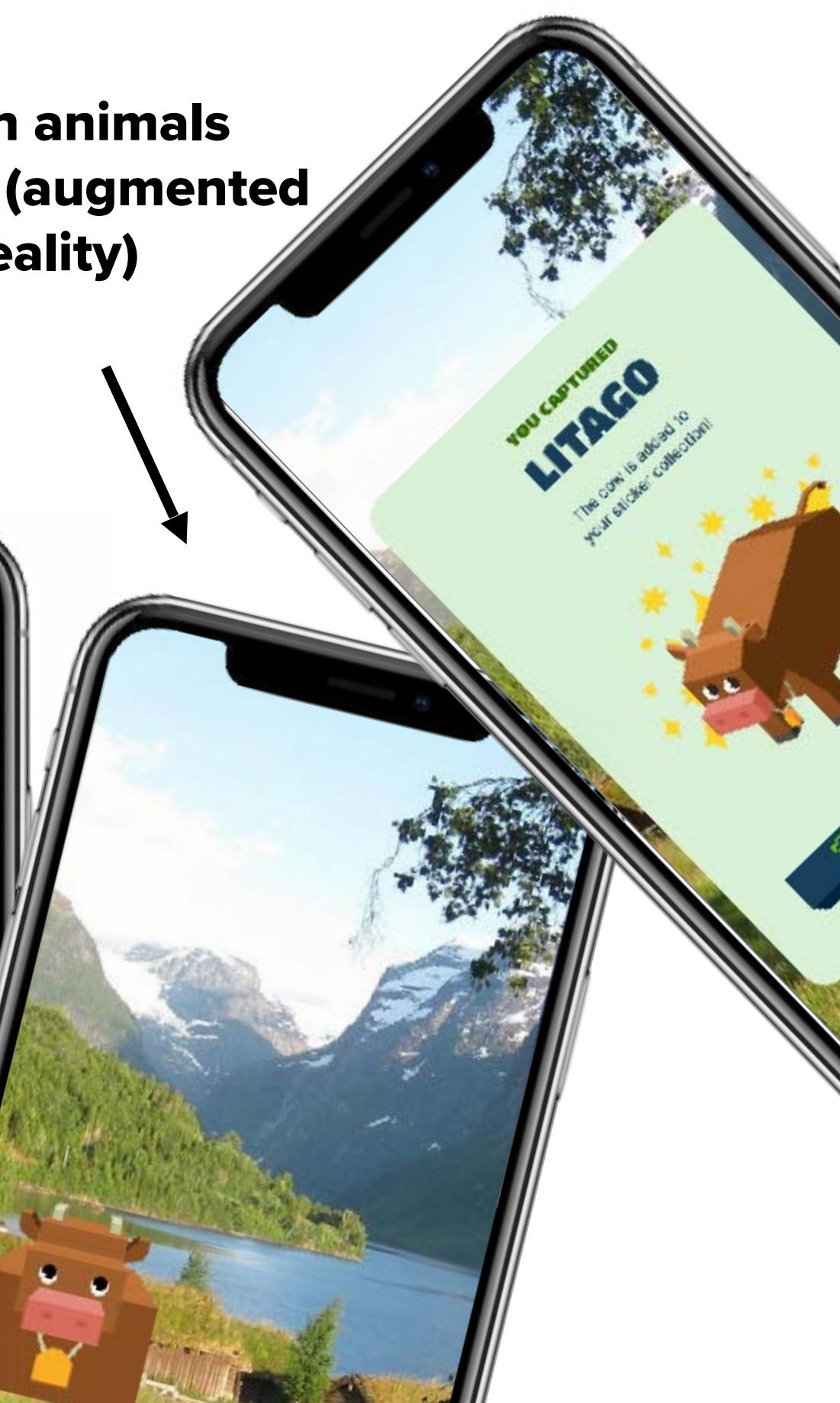
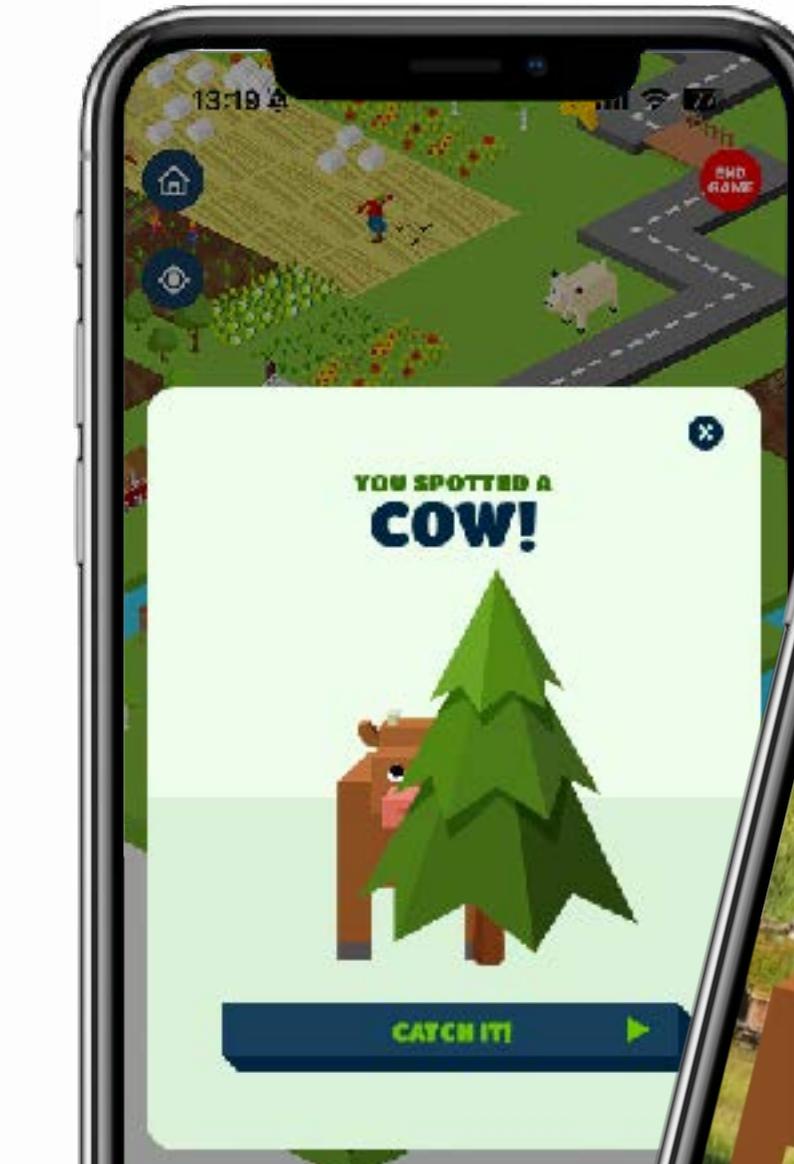
Play fun
games from
the backseat=)



Get to know Norway
trough quizzes for
the whole family!



Catch animals
with AR (augmented
reality)



**BIG AMBITIONS.
MEET REALITY**



FAIRYTALE FINDER



?





A photograph of a family of three: a father with a beard in a brown sweater, a mother with blonde hair in a blue denim jacket, and a young daughter with long brown hair in a pink sweater. They are all smiling and looking down at a black smartphone held by the father. The background is a bright, modern interior.

WHAT REAL FAMILIES
TAUGHT US



Computer
Says
NO

THE CAMPAIGN

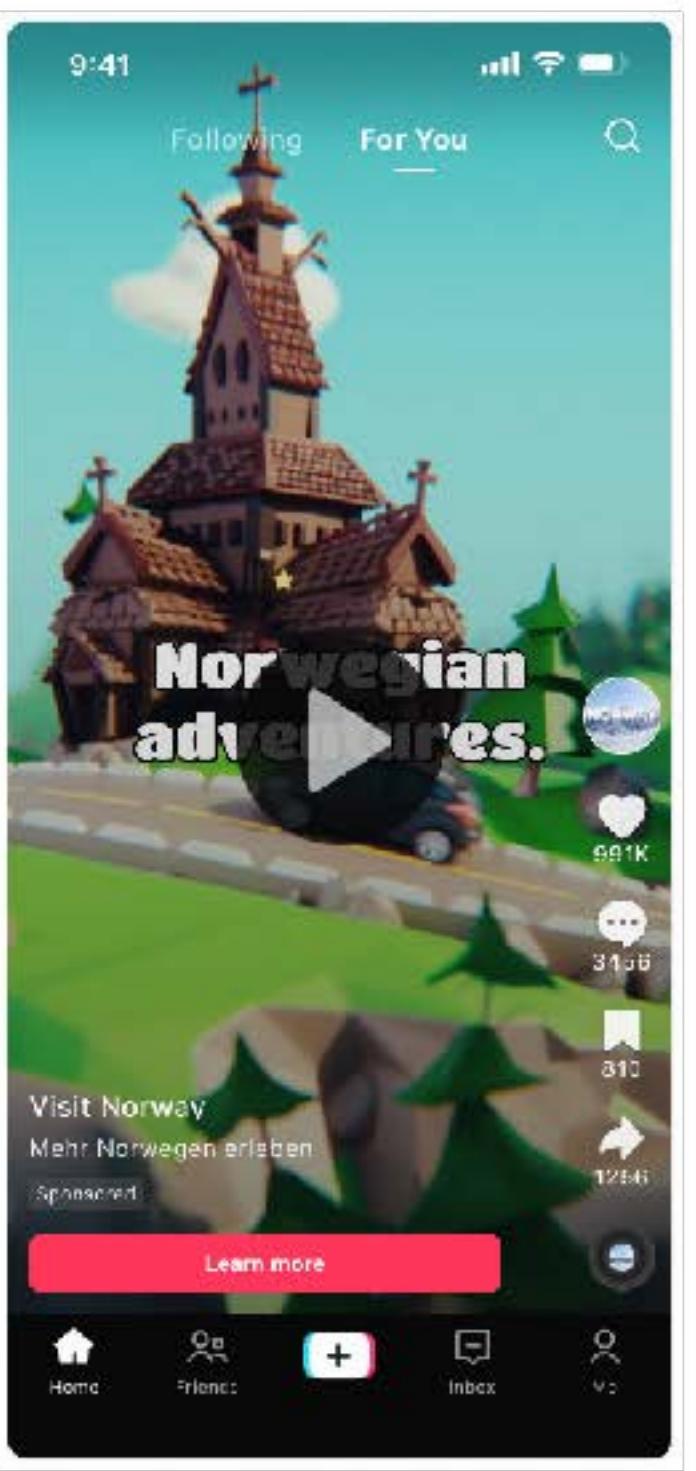
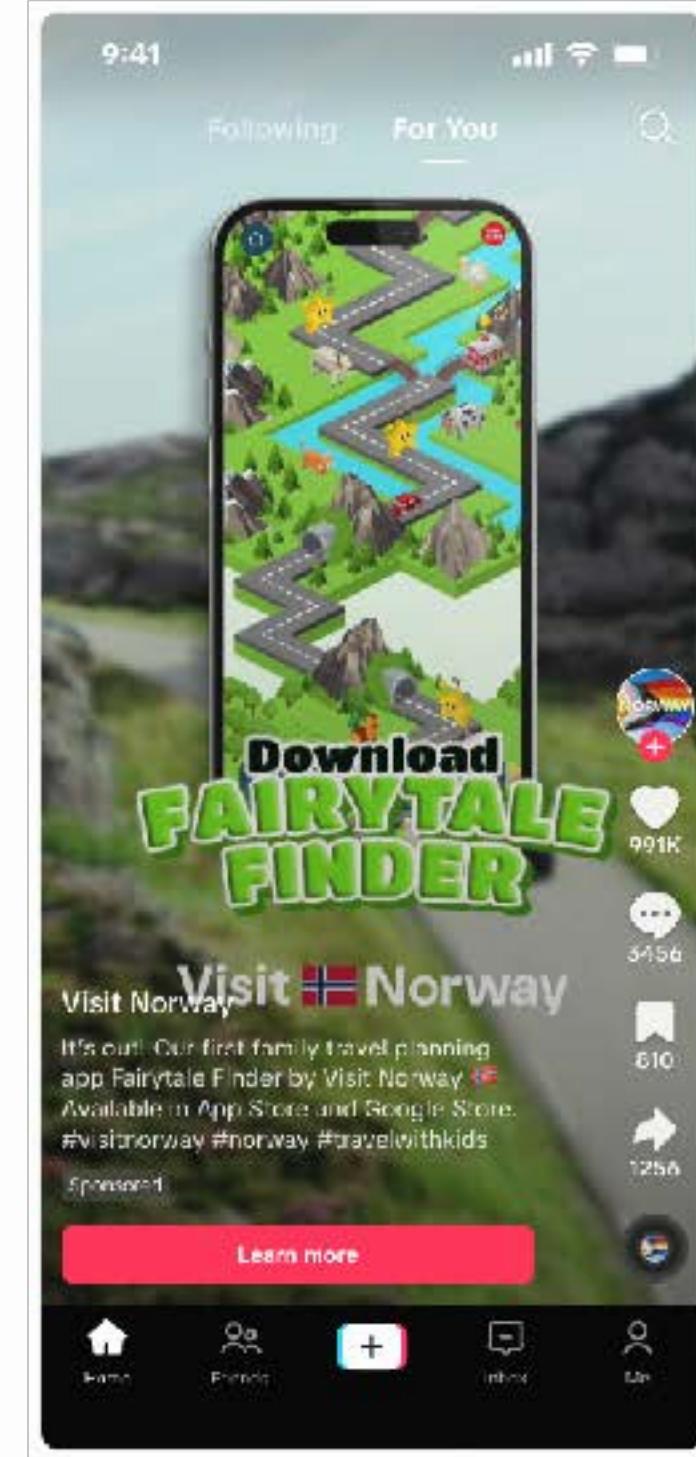
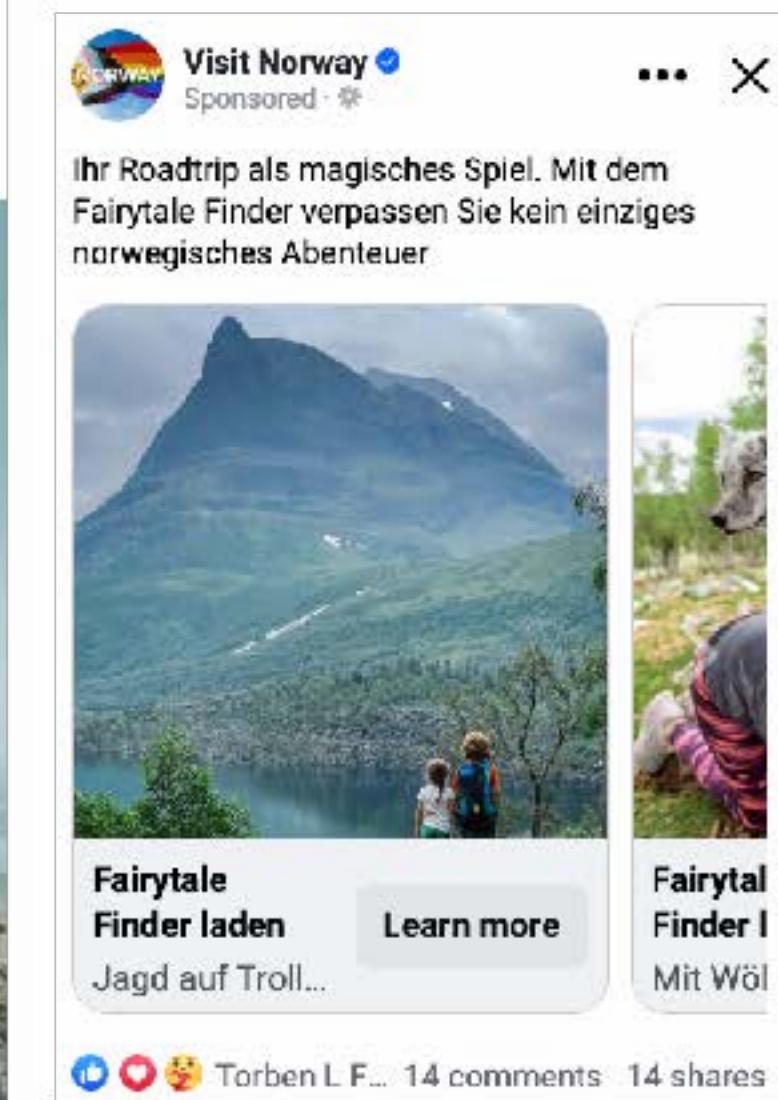
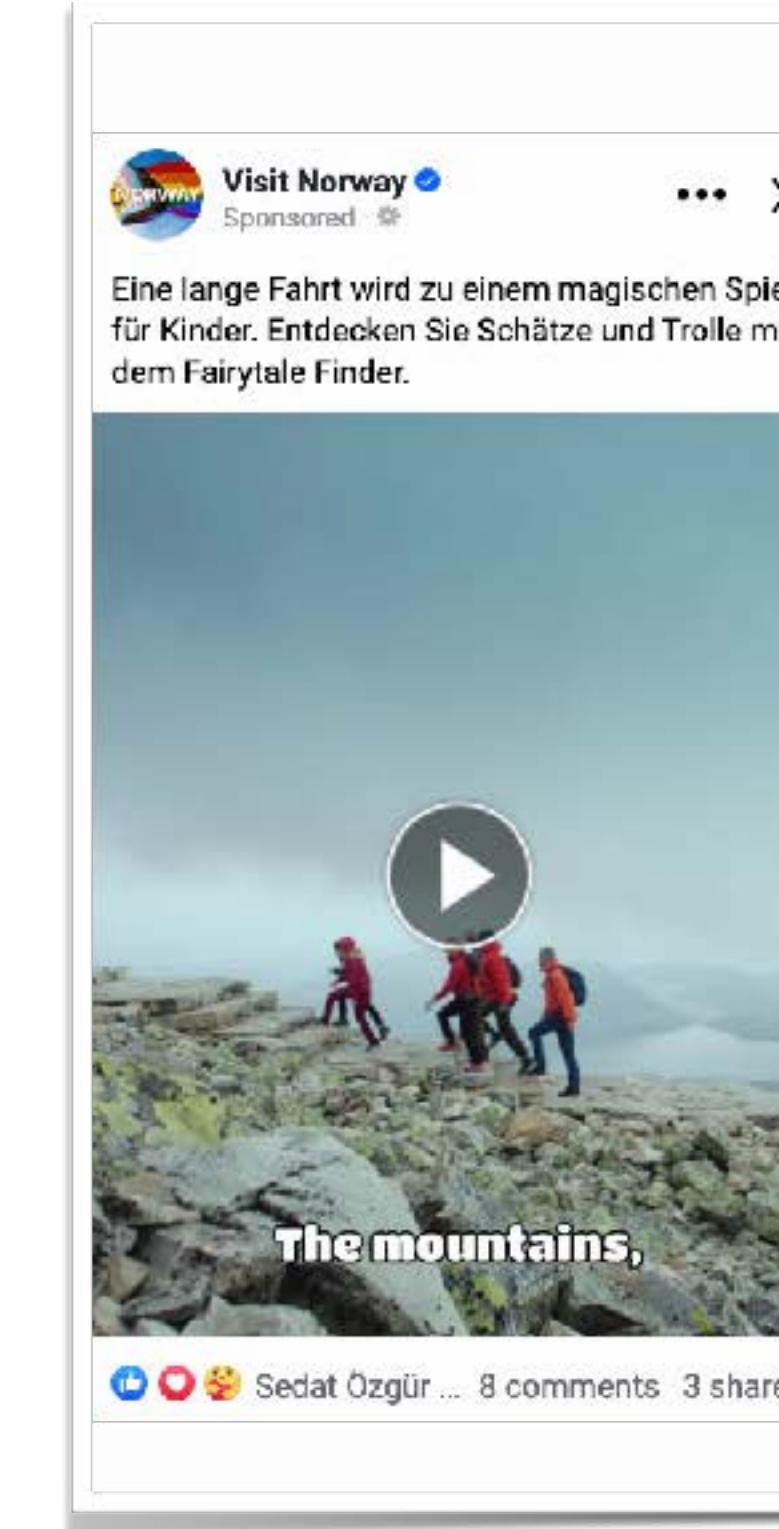
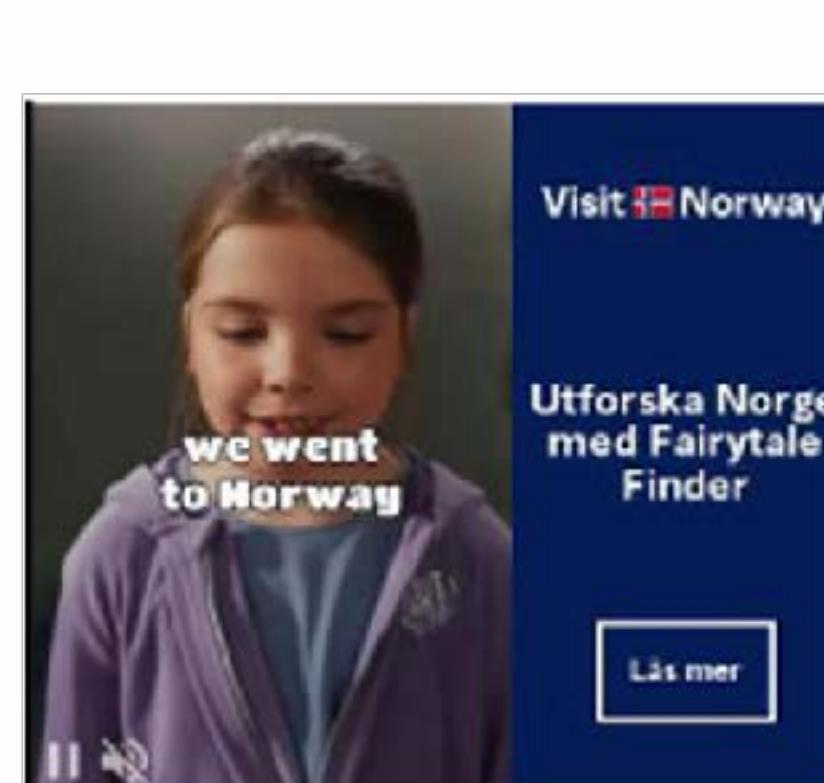
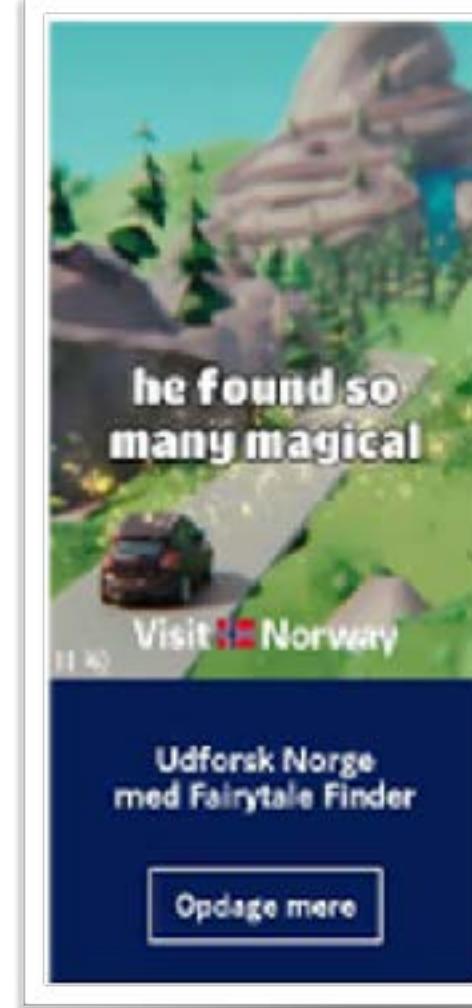
A close-up photograph of a chocolate cake. The cake is covered in a layer of white frosting and is topped with fresh strawberries and raspberries. Some frosting has been drizzled over the berries. A hand is visible on the right side, holding a piece of the cake. The background is slightly blurred.

HAVE YOUR CAKE
AND EAT IT TOO





So, we went to Norway





Rikke Madsen



Line Borregaard



Pelle Hvenegaard



Malene Baekgaard



RESULTS

TOP FUNNEL RESULTS

- 20+ million views
- 6 million reached
- 140,000 clicks
- YouTube: 90% completion rate
- Digital audio: 97% completion
- Display & in-app: above benchmark
- TikTok: 395% view rate, 13.2% engagement



10%
12%
14%

57%





INSTANT GRATIFICATION

when we pushed download CTA



8-15% MORE OVERNIGHT STAYS
from campaign key markets

LEARNINGS



**REAL PEOPLE IS
YOUR BEST COMPASS**

KEEP YOUR EYES
ON THE GOAL





**AWARENESS DOESN'T
EQUAL CONVERSION**



**OPEN NEW DOORS
FOR YOUR INDUSTRY**



ARE WE THERE YET?

SEE YOU IN NORWAY!

Download here:

