

AGENCY CASE STUDY

Blue Parallel, Buenos Aires, Argentina

Blue Parallel is an exclusive travel boutique specializing in Latin America that creates private and bespoke itineraries for some of the world's most discerning travelers. TDPR's relationship with Blue Parallel began in 2004 with a press trip project which then evolved into an on-going account. At the time, Blue Parallel was a new entry in the South American travel industry.

As the company's focus and philosophy was very much centered on that of the owner, Emmanuel Burgio, who had also had an interesting story to tell, he took center stage in the campaign's strategy. Since the company was not as established as some of the industry's more well-known operators, it was critical that the positioning stress the independent nature of the product as well as its unique selling points of luxury, access, flexibility – all geared toward today's self-made multi-millionaires, who have the resources but not the time to plan a vacation, be away for long stretches, and must remain “connected” while on the road.

The first press trip yielded an impressive coup for this young start-up, a feature article in Forbes FYI (now ForbesLife), which resulted in Blue Parallel securing the contract for a 2.5-year aerial photography project for National Geographic and noted Photographer Robert B Haas. Men's Journal also included the trip as one of the years “100 Best Trips.”

Following the press trip, Emmanuel Burgio made several visits to New York to personally meet with the press and convey the company's message and philosophy personally. These TDPR-arranged editorial meetings also yielded great results, including coverage in Wall Street Journal, Business Week, Newsweek, Black Ink (Centurion), Forbes.com, Esquire, Vox, Modern Bride, and others.

TDPR also arranged for individual journalists to head down to South America and experience the product on the ground, and these visits resulted in feature articles, including: Robb Report, ForbesLife, and Cigar Aficionado. A complete listing of coverage can be found at www.blueparallel.com.

TDPR also negotiated for Blue Parallel to host a Travel Channel crew during on a trip to Brazil, where the Blue Parallel guide leading the trip was interviewed as part of the show, and the company also received on-air coverage via logos, chyron identifications and credits. Also, negotiated as part of the package, were rights for Blue Parallel to use the program in their own marketing, and can be seen on the website by clicking the link on their homepage.

In the four years that TDPR represented Blue Parallel, it grew exponentially, and it is now considered to be the top South American travel specialist, and has been consecutively cited as such by Conde Nast Traveler magazine.