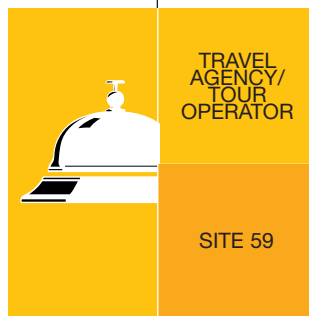


Site 59>The Launch of Site 59

Team: Site 59>Colleen Challenger VICE PRESIDENT
Pamela Johnston, Inc.>Pamela Johnston PRESIDENT



those who are long on living but short on time—with a whimsical, multi-pronged campaign that mixed aggressive media relations with guerilla marketing tactics to create buzz. Consumers, journalists, travel agents, travel industry leaders, potential partners and investors were all targeted with humorous, attention-getting messages designed to drive traffic and registration, define the site's unique name and showcase the company's stability to attract suppliers and funding. Everything from product packaging to marketing materials was unusual and often outrageous, designed to put Site59 on the map as a top provider of creatively packaged last-minute travel and entertainment, even at the 59th minute.

> "Dear Stud Puppy..." serves up a new, easy way for a busy guy to have a spontaneous adventure, whether he wants to be alone, get the girl, or go for male bonding. > The "Spontaneity Quiz" helps identify the characteristics of a procrastinator and offers instant relief because "planning is overrated." > "Should've/ Would've /Could've," "What's Wrong with Online Travel" and "Who's Busier Than A Journalist" are

SITUATION: Last minute travel was typically associated with high cost and limited choices. And while 67 percent of consumers conducted travel research online, only 37 percent actually booked. The opportunity was right for an entrepreneurial site with new ideas and innovative technology to provide customers with good value and quality products at the last minute.

OBJECTIVE: Newcomer Site59 wanted to become the standard for last minute travel content and dynamic packaging technology, yet was launching with a smaller budget compared to large online travel incumbents, and was further challenged by the NASDAQ free fall and new competition daily. A cost-effective marketing campaign needed to truly cut through the clutter and differentiate the new brand from rapidly proliferating competitors.

STRATEGY: Site59 and its agency, Pamela Johnston, Inc., approached the last minute travel niche as one without borders. By choosing to market to a mentality, Site59 could appeal to "procrastinators" and "busy people"—

innovative media campaigns that showcase the site's approach to all-inclusive discounted packages that are sorted by consumer "mood" and constantly updated. > "Beef and Guns" (squeeze off 150 rounds of ammo and then sink into a juicy, man-sized steak) is just one unique product offering that can be booked from 14 days to three hours in advance.

RESULTS: Site59 generated top-level coverage—from *The New York Times*, *InStyle*, and *Playboy* to *Ladies Home Journal*, CNET and *Fast Company*—that brought consumers to the site in droves. In fact, the press effort produced such consistent traffic that the company beat original sales and growth projections. Site59 was named "Best of the Web" by Forbes and the top travel site in "Top 100" by *PC Magazine*. Within one year of its launch, Site59 signed 1,500 partners, and CEO Michelle Peluso was named one of the most powerful women in travel by *Travel Agent*, featured on CNN, tapped for numerous speaking engagements and appointed to eMarketWorld's Women's Forum Advisory Board.

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