



Creativity

INSPIRING CREATIVE CONCEPTS

Outstanding examples of creative campaigns which both challenge and inspire travellers to think differently about exploring the world; either through masterful marketing, exquisite design or commanding copy.

Kontiki Expeditions

Kontiki Neo-Luxury Sea Expeditions

Dates Implemented: 2020, implemented in 2022

WHAT WAS THE CAMPAIGN'S PURPOSE?

The purpose of this new campaign is to promote a new region in Ecuador such as the pacific coast. Many people think that Ecuador is just Galapagos and that is wrong. KE was created with the main goal to offer a new concept of luxury ocean vacations, focused on conscious travel and immersive experiences.

DESCRIBE THE IMPLEMENTATION

For the implementation it took us approximately almost 2 years to design the itinerary, curate the experiences with the communities and the yacht refit. Basically we built a new way to explore the coast of Ecuador and delve into its culture, nature, traditions and local gastronomy.

WHAT WERE THE RESULTS?

Despite the fact, KE is a new concept, the results have been quite flattering because last year we closed sales of half a million dollars. In 2023 we are projecting sales with a figure of 1 million dollars. In 2024 we project a figure of 2.5 million dollars and in 2025 over 4 million dollars.



📍 ECUADOR

Ultimate Safaris Namibia

Onduli Ridge by Ultimate Safaris

Dates Implemented: 2020 - 2023

WHAT WAS THE CAMPAIGN'S PURPOSE?

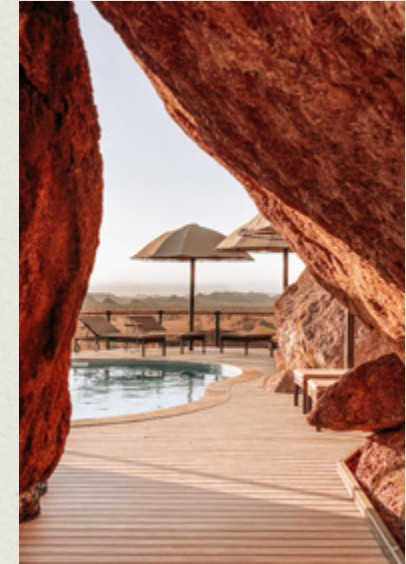
To develop a trailblazing camp in terms of innovative design, sustainability and conservation. We aimed to design a camp that blends into its surroundings perfectly, in order to maximize the views of this most extraordinary landscape. Here every space becomes a viewpoint, and sustainability, conservation, and community development are a core focus.

DESCRIBE THE IMPLEMENTATION

Nothing about this project was normal, and the planning for Onduli Ridge was deliberately undertaken without input from the engineers, architects, and interior decorators who would normally be involved, allowing nature and its boundaries to determine this camp's eventual outcome and impact.

WHAT WERE THE RESULTS?

A camp that blends into surroundings perfectly, entirely sustainable on all levels, running solar power, recycling all water and operating a sophisticated solid waste system, which is paying considerable royalties to community and towards conservation. We have been featured in Conde Nast, T&L, Nat Geo & Bloomberg, with an Instagram reach of over 100 million.



📍 NAMIBIA

The Luminaire

*The Office of The Night - Unmasking
Renaissance Florence with Kevin Childs*

Dates Implemented: 2022

WHAT WAS THE CAMPAIGN'S PURPOSE?

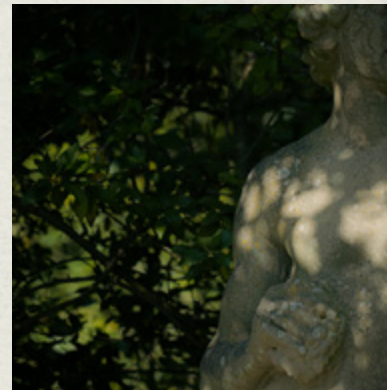
The Office of The Night's campaign's purpose is to encourage a journey of curiosity, challenging guests to think differently about history and themselves through uncovering the queer history of Renaissance Florence, exploring how same-sex relations intertwined with art and intellectual discourse.

DESCRIBE THE IMPLEMENTATION

The Luminaire's campaigns use storytelling at their core, incorporating community-led content and collaborating with local talents such as photographer Tessa Chung to showcase the experience across various channels including email, social media and top-tier press such as British Vogue and Out There Magazine.

WHAT WERE THE RESULTS?

Receiving hero press coverage in British Vogue, praising the experience as a personal introduction to Donatello's David, and Out There magazine, highlighting the journey's queer lens and access to Florence State Archives, the campaign truly seeks to cultivate a deeper understanding of the world.



GLOBAL