

Innovative audio products for tourism marketing









What this is all about ...





Since 2001 geophon has been the leading German publisher of audio travel guides, distributed in the book market and selected travel agencies.

geophon audio products combine interviews, music, reports, and sound effects: a sensuous and authentic portrait of towns and regions.



This presentation will give you an idea how geophon content can be integrated into your marketing campaigns:

- 1. customizing the product
- 2. give-away products
- 3. supplements for direct mailing
- 4. podcasts and social media
- 5. audio auides for mobile devices







1. Customizing the product



geophon offers to carry out an audio production for various uses in marketing and PR campaigns to promote Japan as a tourist destination.

All concepts of geophon audio production are developed in cooperation with our commissioning partners.

Supplementary partners such as airlines or tour operators can be involved, e.g. in the areas of distribution and promotion. They can use the CDs at fairs, events and road shows. Branding can be provided for print materials and in audio content.

Airlines, for example, can use the content in several languages in inflight entertainment, as inserts in inflight magazins or with a code for downloading in travel.







2. Give-away products



CDs in various packaging as give-away products, perfect for large numbers of copies.



Branded CDs in premium outfit. Additional space for information and advertising.



Download codes for online use, on vouchers for free distribution, in print media or newsletters.



Audio content on branded mp3 players as high quality gifts.





3. Supplements for direct mailing



geophon audio book CDs can be used with special packaging:

- for direct mailing marketing campaigns
- for customer retention activities
- for travel agent information packages
- as advertising material for travel agencies
- as catalogue supplements









4. Podcasts and social media



geophon podcasts consisting of several consecutive episodes can be used to promote Japan tourism in Japan by delivering entertaining information about the destination.

Audio content and campaigns can be designed according to your online strategies and social media activities.







5. Audio guides for mobile devices



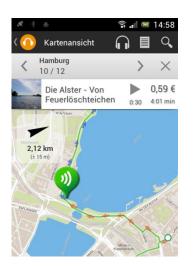
die auf den nostalgischen Spuren der

"Hauptstadt des 19. Jahrhunderts" wandeln, sondern auch denen, die die französische geophon produces smartphone apps. They provide information and stories about tourist highlights, culture, and daily life.

- GPS-driven prompting of media files at the right location
- The guides can be used offline
- Both IOS and Android versions are available.

Design is flexible in terms of accessible use. Our guides can be provided

- as a service provided by hotels for their guests
- as part of a city marketing campaign
- as an incentive for visiting the destination.





6. Media cooperation



geophon audio content can be used in combination with other media such as magazines.

As an add-on, the CD transmits emotional highlights of travel destinations and thus provides added value to end customers and an attractive commercial format for advertisers.







7. Multi-channel media campaigns

geophon offers to design and carry out campaigns linking different channels of distribution:

Add-on in magazines





Advertorial online and in print



Die aktwells Doppelausgebe der FÜR Sie, die noch bis zum 64. Januar 2015 am Klosk erhaltlich ist, halt eine besondere Überraschung für Sie bereit: Die CD-Beilage "Eine akustische Reite durch Thalland" mit viellen interviewa, Musik und Wissenswertem übe der hatlandieser Kaltur. Land und Leute.

Land der Stimmen und Klänge

Thailand ist ein Land der Kontraste, ein Land voller Tone, Stimmen und Klänge. Sascha Lübbe und Matthias Morgenroth sind mit dem Fahrrad durch Bangkoks Mönchen über den Buddhismus gesprochen und in einer Kochschule i Chiang Mat die perfekte Currypaste angerührt. Sie sind auf Elefanten geritten und an einer Zipline von Baumkrone zu Baumkrone gesaust. Dei Besuch eines entlegenen Bergdorfes im Norden, ein Kanuausflug in der Phang Ga Bucht im Süden und eine Fahrt auf den Kanālen Bangkoks gehörten ebenso zu ihren Erlebnissen wie die Erkundung der faszinierenden Welt der Amulette und der Geheimnisse der thallandischen Medizin

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Hören Sie sich hin

Podcasts on websites of tourist boards



Audio widgets for online use



Apps with sound files



Branded CDs distributed through bookshops







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