

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 guides 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 magazines 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

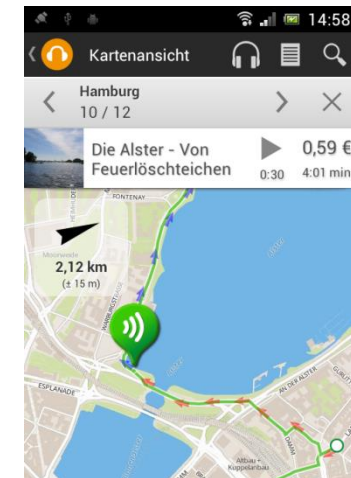


geophon produces smartphone apps. They provide information and stories about tourist highlights, culture, and daily life.

- 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

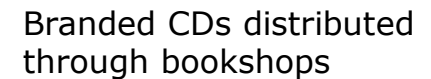
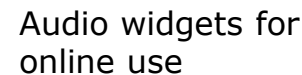
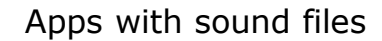
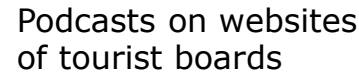
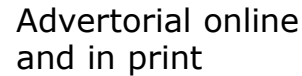


geophon audio content can be used in combination with other media such as magazines.

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.



Add-on in magazines





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