

EXPERIENTIAL: CONSUMER ACTIVATION

# Emily to Paris



# The problem

When *Emily in Paris* premiered on Netflix in October 2020, it inspired a massive surge of interest in travel. After all, the premise of the show was an American girl finding adventure and love in a glamorous new city.

The timing caused some slight issues, though.

We were in the #StayHome era of the pandemic, and travel was on pause. It wasn't safe for us at EF Ultimate Break to operate trips abroad, and wanderlust was being squashed by the reality of the moment.

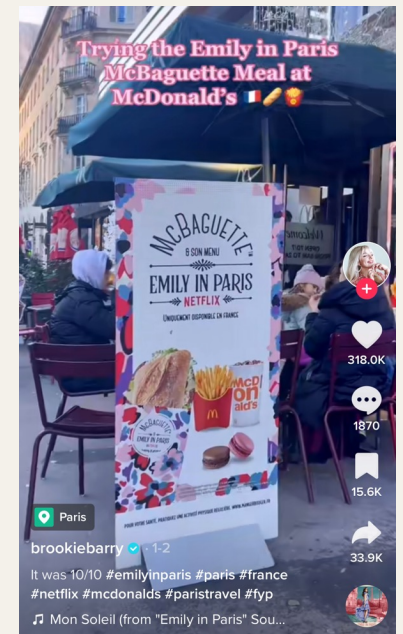
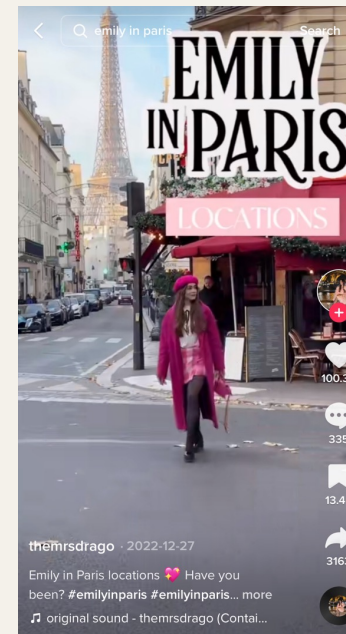
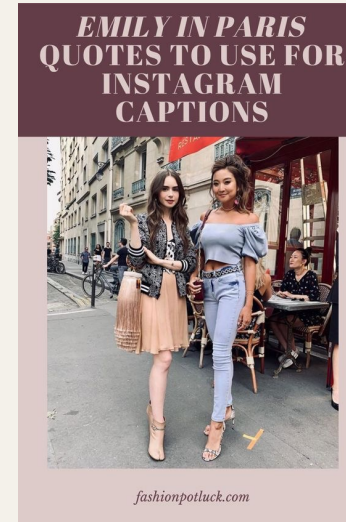


# The opportunity

Fast forward to 2022, when travel dreams were fueling the [Revenge Travel movement](#). People had been stuck inside, glued to their couches, and living on takeout. They were chomping at the bit to start living again—to start traveling again.

Enter season 3 of *Emily in Paris*. When Netflix announced that the new season would drop in December 2022, we knew that the timing was finally right to capitalize on the inevitable resurgence of interest in trips to Paris.

Thanks to social listening, we already knew that our Gen Z audience were superfans of the show. They would tag it in their travel Pinterest boards and use sound bites from episodes on TikTok, relating themselves to the main character and trying to emulate her lifestyle.



# The idea

As a travel company, we've been sending Emilys to Paris much longer than Netflix has. So, on release day, we did just that. We whipped up some posters, grabbed a camera, and dressed up like Emily Cooper. Then, we posted up in Harvard Square to find an Emily to send to Paris. A couple undercover Ultimate Break staffers held up two signs: "Do you want a free trip to Paris?" and "Is your name Emily?".

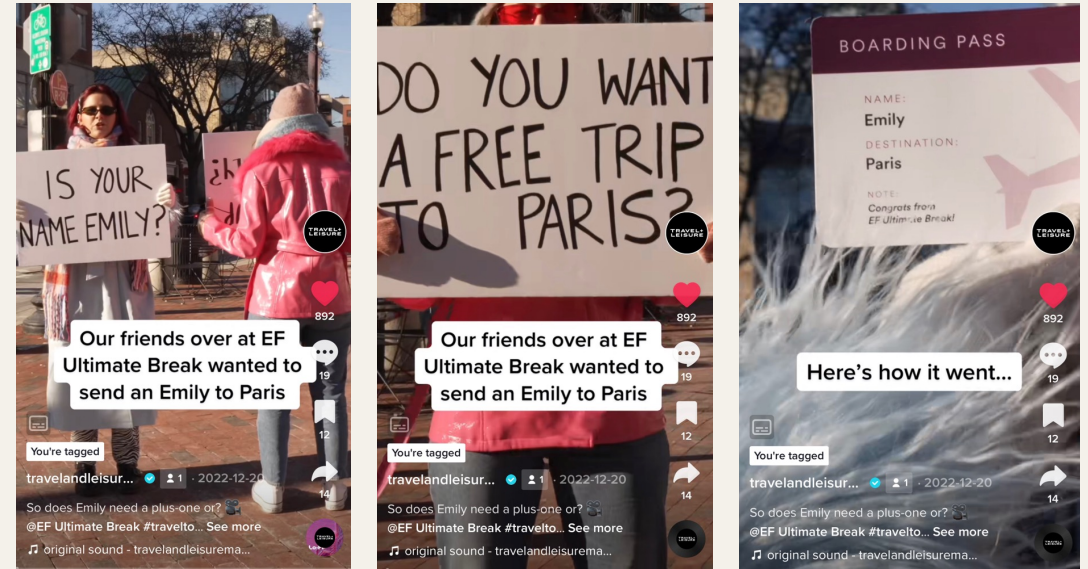
After a couple of hours of people offering to change their names and FaceTiming their friends, we were finally approached by our lucky lady—a Cambridge, MA teacher who had never been out of the country.



# The results

We cut and edited the hidden-camera content to tell the story on social media, and the people did the rest. Our posts earned over 2 million views across TikTok and Instagram, and the content was reposted by Travel + Leisure and picked up by ABC News. Best of all, **our site traffic for the month skyrocketed—up 75% YoY**—an enormous lift during a historically slow period. As for all those French travel dreams, **search queries for trips to Paris were up 137%**.

Oh, and our new friend Emily is heading to Paris in June 2023.






*Travel + Leisure reposted our content...*








*...and ABC News covered the story*



# The reactions



- 



travelbyram  
Genius marketing campaign 🙌  
2022-12-21 Reply  5
- 



brynnreeneburke  
this is genius  
2022-12-20 Reply  12
- 




maguire.emily  
You're kidding me I missed this by like an hour  
1-8 Reply  1 
- 



adamboro  
This is so epic  
2022-12-20 Reply  34
- 





daisyblake72  
BRB legally changing my name to Emily  
2022-12-20 Reply  430
- 





emilyjcerca  
for once i like being named emily  
2022-12-27 Reply  1
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



thisisbrenn  
I love this so much  
2022-12-21 Reply  64
- 





\_malessaash  
[@itsnot\\_emely](#) if only u lived in boston  
2022-12-21 Reply  3 
- 



user12357868765  
Omg I love this hahaha  
1-8 Reply  1
- 






emily\_didier  
Any chance there's room for one more Emily  
  
2022-12-20 Reply  6 
- 

emilylayne\_\_  
Omg I would have snagged this so fast if I was there  
  
1-8 Reply  1 
- 

witchofaphrodite  
it's literally my dream  I've been studying French for over two years  
2022-12-31 Reply  1 
- 

saint\_travels  
Why didn't my mom name me Emily    
2022-12-20 Reply  32
- 

lawofwandering  
This is amazing  
2022-12-20 Reply 
- 

paigeee555  
Paige in Paris has a nice ring to it      
2022-12-20 Reply  243 