



TRAVEL SOUTH X WANDERLUST CAMPAIGN STATUS UPDATE AND PROMOTION PLAN

COMPLETED

Print advertorial on sale 2025

[see here.](#) (From page 138)

IN PROGRESS

South by locals microsite - expected live date: 1 Dec

See timeline below.

Podcast episode 1 - expected live date: 4th Dec

Podcast episode 2 - expected live date: 11 Dec

All TS partners have approved podcast angle. All guests confirmed except for one, which we are hoping to have confirmed next week. Guests are in touch with podcast production team about the recordings. We will send timeline for approval once recordings have taken place.

American South Editorial destination hub: Expected live date: 5 Jan

Work is currently happening to gather the editorial stories that will make up the one story a month promised, and finalising design of the editorial hub. Please note, as this is editorial, we cannot send anything for approval. We will send across the live version for your records as soon as it is published.

COMING UP

Homepage promo (Live 15 Dec)

Social promo (live 8 Dec)

Newsletter promo (live 10 Dec)

See promotion schedule below

TIMELINES

MICROSITE TIMELINE

Wednesday 19 November: Wanderlust sends first version

Tuesday 25 November: Client sends any feedback

Thursday 27 November: Wanderlust sends final version

Monday 1 December: Client signs off and phase 1 goes live



Monday 8th December: Wanderlust sends first version of phase 2

Friday 12 December: client sends feedback on phase 2

Wednesday 17th December: Wanderlust sends final version of phase 2

Friday 19 December: Client signs off on phase 2 and it goes live

Tuesday 13th January: Wanderlust sends first version of phase 3 (final phase)

Monday 19th January: Client sends any feedback

Thursday 22 January: Wanderlust sends final version

Tuesday 27th January: Client signs off and phase 3 goes live

PROMOTION SCHEDULE

A paid social campaign will feature bespoke audio clip graphics of the locals mentioned on the microsite. 'New' locals will be released as part of the social campaign every two weeks to keep the content new and fresh.

A video homepage promotion will drive visitors to the microsite from the Wanderlust homepage

We will use the Wanderlust newsletter to drive traffic to the microsite.

social campaign

Monday 1 December: Microsite goes live

Monday 8 December: First batch of social promo live

Monday 22 December: Second batch of social promo live

Monday 5 Jan: Third batch of social promo live

Monday 19 Jan: Re-run of first batch of social live

Monday 2 Feb: Re-run of second batch of social live

Monday 16 Feb: Re-run of third batch of social live

Monday 15 June: Second, smaller social campaign goes live

Monday 31 August: Second, smaller social campaign ends

Homepage promotion

Monday 15 December: Video promo campaign for microsite goes live on Wanderlust website

Monday 5 Jan: Microsite promo pauses on homepage and editorial hub promoted on homepage

Monday 19 Jan: Pause editorial promo on homepage and turn back on microsite promo on homepage

Monday 2 Feb: Homepage promo ends

Monday 3 August: Homepage promo resumes for microsite

Monday 17 August: Homepage promo ends for microsite and resumes for editorial

Monday 31 August: Homepage promo ends

Newsletter promotion

Wanderlust[®]

Wednesday 10 December: Microsite mentioned in newsletter
Wednesday 14 January: Editorial hub mentioned in newsletter
Friday 20 Feb: Microsite mentioned in newsletter
Friday 5 March: Editorial hub mentioned in newsletter
Wednesday 22 July: Microsite mentioned in newsletter
Wednesday 26 August: Editorial hub mentioned in newsletter