



 Opportunity 

- ✓ Despite all the buzz caused by the digital media that promised to end travel agents, what we actually see is that in recent years, is a movement back to the origins. People have re-booked their travels that need special care and a personal touch with their trusted agents. It guarantees that someone is always ready to solve any unforeseen in just a call or instant message.

 Idea 

- In this scenario, a campaign was created to break paradigms and to show real situations that can spoil someone's trip and that could only be solved by a travel agent.

 Low budget accommodation 

- ✓ Nature view
- ✓ Vintage furniture
- ✓ Top floor
- ✓ Natural illumination
- ✓ Room with telephone
- ✓ Spring mattress



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it can have everything that you are looking for
and be nothing that you desire.

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 Low budget car 

- 4 doors
- Leather seats
- Trunk space
- Compact car
- Fog lamp
- Italian design

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Sea cruise on sale



- ✓ Cabin with bunk beds
- ✓ Cabin for 2 people
- ✓ Ocean view
- ✓ Safe box
- ✓ Cabinets and drawers
- ✓ Small writing desk

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