

Iceland

Radio - 30 Seconds

VERSION 1

Announcer:

15 volcanoes. 800 hot springs. 10,000 waterfalls.

Iceland: A million possibilities in just one flight.

Your weekend getaway to the land of fire and ice has never been easier.

The Great Canadian Travel Company and Iceland Express have teamed up to offer direct flights between Winnipeg and Iceland from May to September. Incredible natural wonders, breathtaking sights, bustling cultural centres; find the tour that excites you most, and discover a whole different world just a plane ride away.

Your Icelandic adventure awaits. Call 949 -3847 or visit great Canadian travel dot com

VERSION 2

Announcer:

A five hour trip. A whole world away.

Iceland: A million possibilities in just one flight.

The Great Canadian Travel Company and Iceland Express are offering direct flights between Winnipeg and Iceland from May to September. Incredible natural wonders, breathtaking sights, bustling cultural centres; book your weekend getaway now, and discover a whole different world just a plane ride away.

Your Icelandic Adventure awaits. Call 949 -3847 or visit great Canadian travel dot com

Print Options

I often put together mock-ups when working with designers. In the case of this campaign, there were incredible and inspiring pictures of Iceland that I really knew we could use to our advantage. The following “ads” were simply put together to illustrate the kind of images that could accompany the text.

The text options are aimed at two different goals. The first two are setting up Iceland as a “weekend getaway” alternative to Las Vegas. The third and fourth seek to engage the imagination and the “unknown” quality of Iceland, while also touching upon the ease with which one can get there.

Our girls put on quite a show.

Iceland
Your weekend getaway,
REIMAGINED



Performing twice daily.

A photograph of a geyser erupting in a geothermal area. The geyser is in the center, shooting a massive column of water and steam high into a sky filled with dark, heavy clouds. The ground in the foreground is covered in mineral-rich, yellowish-brown rock. In the background, there are green hills and a few small buildings. The overall atmosphere is dramatic and powerful.

Iceland
Your weekend getaway,
REIMAGINED

What's in a name anyway?



Iceland

A million possibilities in just one flight.

You just know those Vikings were
protecting something...

Iceland

One of the world's best kept secrets is one flight away.