

# The Future of Interactive Travel TV



Digital agency August has joined forces with HolidaysForSale.tv Pty Ltd, to create a new website to accompany the newly launched television travel series, *HolidaysForSale.tv*, which is set to revolutionise the way Australians choose and buy holidays.

In an industry first, the website, HolidaysForSale.tv, and the TV series, not only seeks out great holiday destinations, but allows viewers to immediately book holiday packages.

To develop the site, August has partnered with travel giant, The AOT Group (whose portfolio includes *Sunlover Holidays*, *NSW Holidays* and *needitnow.com.au*) which manages online bookings and fulfilment, while August has created the website's user interface - seamlessly integrating AOT's multiple online booking engines to create an enjoyable and easy-to-use online experience for the show's viewers.

Produced by Abundant Media, *HolidaysForSale.tv* premiered on Saturday May 17<sup>th</sup>, at 5pm on Channel Nine. It's hosted by Australia's favourite travel companion, **Shelley Craft**, who is joined by:

- Frankie J Holden
- Steve Jacobs
- Laura Csortan
- Lara Bingle
- Gorgi Quill
- Sam Riley
- Rob Mills
- Scott McGregor

According to Abundant Media's co-founder Paul Waldren, the aim was to make *HolidaysForSale.tv* the easiest way to book a holiday. "What we have developed is in line with the way many Australians

## MEDIA CONTACT & FURTHER INFORMATION

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High resolution logos, screenshots and imagery available on request.

## MEDIA RELEASE

May 26, 2008



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now like to manage their travel," he said. "*HolidaysForSale.tv* will fill the current gap in the marketing of travel destinations", says Waldren.

Zoë Warne, Director of Creative Services at August is delighted to be a part of the team which brought to life such a revolutionary multimedia concept.

"This has been an exciting project", explains Warne. "What we are looking at is the future of interactive TV, and reflects the increasing move toward TV interactivity, such as Foxtel's *IQ* and the soon to be released *Tivo*", says Warne.

"Unlike other new television programs that live and die by the strength of their on-screen talent and audience appeal, there is a lot riding on the technical proficiency of the *HolidaysForSale.tv* website and its usability for 'mum and dad' users.

"The future of interactive tv's success lies in converting browsing behaviour into action - that's where the *HolidaysForSale.tv* website is unique - it satisfies the hunger for more information about the travel experiences on offer, but also provides the options to convert to sale. Looking ahead it won't be long before you can make instant purchases from a button on your remote. The technology exists, and it really is the next logical step", says Warne.

*HolidaysForSale.tv* screens 5pm on Saturdays, on Channel Nine.

Visit [HolidaysForSale.tv](http://HolidaysForSale.tv).

### About August

August is a Melbourne-based digital agency, where creativity and technology are used intelligently to generate business innovation and success. However, as much as we dig technology, August cannot be defined by technology alone.

August is first and foremost about ideas and bringing them to life. Whether it's creating a large scale, ecommerce-enabled website or developing a targeted, online product launch to integrate with an existing offline campaign, we've got the strategy, tactics and nous to make it work.

August was formed by three switched-on, future-focussed individuals; Daniel Banik, Zoë Warne and Matthew Agar. Zoë and Daniel contributing their business consulting experience and Matthew bringing the technical wizardry required.

August remains proudly independent, in a landscape that is increasingly populated and homogenised by mergers and acquisitions. We have created a vibrant team of young guns and whiz kids, and the right culture for retaining them - no revolving doors or corporate restructures here!

In just over three years, August has created a suite of awesome web-based applications representing 'best of breed' technology; including *Minotaur*, August's 'kick-ass' CMS that today powers large, ecommerce-enabled websites like Snowgum and Bad Backs.

In addition we work in collaboration with traditional advertising agencies and PR firms, providing digital enterprise and strategy.

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#### **About Abundant Media**

Abundant Media was created in 2007 by former Nine MD and National Sales Director Paul Waldren along with his brother Luke who was Managing Director of Singleton Ogilvy & Mather Advertising in Melbourne.

Abundant Media has recently opened its offices in Sydney, headed by former Austereo and MCn executive Tony Kenna. Abundant Media's primary operations are in creating multi platform media assets that serve the needs of consumers, media and advertisers.

In addition to HolidaysForSale.tv, Abundant Media has established other new media initiatives that have attracted the attention of major Australian brand names and look forward to making more announcements shortly.

#### **About AOT Group**

The AOT Group is Australia's leading wholesale, inbound travel and on-line distribution businesses, offering a complete range of Australian and New Zealand travel products and services together with Destination Management Services for groups, incentives, conferences and cruise ships.

Via our retail channel partners in Australia and wholesale channel partners around the world, the AOT Group sells travel to over 500,000 passengers per annum.

Established in 1987 and built up over the last 20 years, the AOT Group has 360 full-time staff located in Melbourne, Sydney, Brisbane and Auckland and operates four distinct divisions; AOT Holidays, AOT Inbound, Australian Online Travel and AOT Retail.

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