



Your media strategy partner.

Increase profitability. Boost ROI. Be Known.

BLUE TIGER.ENGAGE

FEB 2024

The latest media trends, insights & news

BLUE TIGER IS 25 YEARS OLD

We are thrilled to announce a significant milestone in our journey - this year Blue Tiger Marketing has turned 25! Over the past quarter-century, we have evolved, adapted, and thrived in an ever-changing media landscape, marking our presence as a leader in the marketing industry.

As we celebrate this momentous occasion, we reflect on the key pillars that have shaped our identity and propelled us forward. Our commitment to delivering cutting-edge strategies, personalised solutions, and unparalleled customer service has been the cornerstone of our success.

95% of our clients have been retained for over 5 years.

To our clients, partners, and team members - thank you for being an integral part of our story. Your trust, loyalty, and collaboration have been the driving force behind our success, and we are deeply grateful for the opportunity to partner with you over the years.

As we celebrate 25 years of innovation, passion, and excellence, we reaffirm our commitment to shaping the future of marketing and empowering brands to achieve their full potential.

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2024



THE TRAITORS EFFECT: HOW TELEVISION TRANSFORMED TRAVEL TO THE HIGHLANDS

Television has the remarkable ability to not only entertain but also inspire action and influence decision-making. The captivating visuals and compelling narratives portrayed on television screens can evoke a sense of wanderlust and curiosity, prompting viewers to explore the destinations showcased on their screens.

Through compelling storytelling and stunning cinematography, The Traitors has transported audiences to the majestic landscapes of the Highlands. This surge in interest underscores television's profound impact on travel behaviours and perceptions of destinations.

25% increase in bookings to Inverness after the debut season, while Google searches for "Scottish Highlands" have risen since the show's launch.

[Click here to read the full story!](#)



NEW WEBSITE LAUNCH

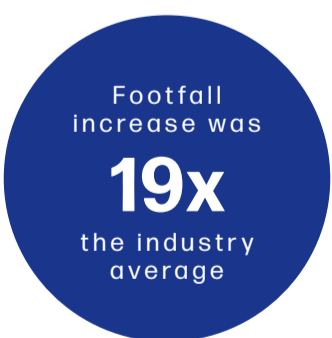
Missed the exciting news last week? No worries! Our new Blue Tiger website is now live, bringing innovation and industry insights directly to you. Explore the latest features and resources designed with our industry partners in mind.

Don't miss out - dive in now!



CASE STUDY

To establish a shopping centre as a festive destination for people to make full day experience plans, utilising the festive installation, driving shopper traffic and restaurant bookings.



COMING SOON - LEISURE AND TOURISM INDUSTRY REPORT 2024



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