

Only in Mauritius

Brief

Mauritius has been a popular holiday destination for South Africans for many years. To curtail the negative impact of the global economic meltdown in 2008/09, we were invited by HWB Communications to submit a proposal to revitalise the destination's image to boost tourism from South Africa.

Solution

"Only in Mauritius" captures the spirit of the destination by highlighting the diverse experiences the island offers - all under one banner. The creative execution is vibrant, personal and provokes a sense of the exotic, whilst high-impact imagery combined with direct "calls to action" communicates the emotional reward of individual experiences.

Only in Mauritius



#1 Get up close and personal on a romantic beach in Mauritius.

Clear warm waters and endless white beaches make Mauritius a tropical dream come true. From stunning sand-rimmed lagoons and popular wide public beaches to picturesque islands off the country's coastline.

Visit our website to see all 10 unforgettable experiences. There's truly something for everyone in Mauritius.



#2 Rise to the occasion with thrilling water adventures in Mauritius.

Mauritius is the ideal destination for a family trip where parents do not have to sacrifice quality for convenience. The warm Mauritian welcome, the safe beaches, and gentle seas make the island a great place to have a real family getaway.

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#3 Laugh out loud when you're having family fun in Mauritius.

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