

Samsonite's Nostalgic Journey to Brand Revival

- ✔ **Engaging and personalized travel experiences:** Leveraging nostalgia to connect with young travelers.
- ✔ **Key partner in the journey from past to present:** Using a 113-year history to stand out.
- ✔ **Foundation for lasting brand affinity:** Focus on brand metrics like brand lift.
- ✔ **Transforming from legacy to modern icon:** Rediscovering travel through parents' experiences.
- ✔ **Impactful communications strategy:** Organic Social, Paid Social, Website Takeover, Digital Assets, and Online Video.

MECHANIC ON DUTY



Travel Like Your Parents

Transforming Samsonite into an irresistible brand that ignited wanderlust and captivated travelers.

SITUATION

Samsonite was founded 113 years ago. But, today, they face more competition than they ever have. The brand needed a way to stand out from the clutter. And the solution lied in their history.

We focused on brand metrics including brand lift.

INSIGHT

With young people there's no greater compelling force than nostalgia. The campaign invites travelers to embark on a nostalgic journey inspired by their parents' travel experiences. With this campaign, Samsonite aims to reignite the spirit of adventure, the joy of discovery, and the thrill of exploring new horizons.

SOLUTION

Samsonite invites young people to 'Travel Like Your Parents.'

Deliverables included:

- [Organic Social](#)
- Paid social
- [Website Takeover](#)
- Digital assets
- [Online Video](#)

