



Jack in the Box Worldwide bags digital account of TUI India

~JITB's mandate includes buying digital media space for the experiential travel company~



New Delhi, Wednesday, 16 September, 2015: One of the world's leading leisure travel companies, TUI India has awarded its digital communications duties to Jack in the Box Worldwide.

National Business Head and Executive Vice President of Jack in the Box Worldwide, Abhishek Razdan said, "TUI plans to intensify its India reach manifold in the months to come, for which detailed ground-work has already commenced. Travelers of today are curious globalists who seek experiences online, so our strategy will tilt heavily towards digital platforms. We will help TUI establish connect with the audience through our quality content approach, transforming the brand into a publisher. In fact, we're already on track towards the first digital video campaign in October for their upcoming content platform."

Jack in the Box will also undertake media buying in the digital space as part of the mandate.

Chief Operating Officer of TUI India, Vishal Sinha said, "The travel industry relies heavily on word-of-mouth and recommendations and we believe our digital platforms will be the key to deliver this. Customers are moving to the digital channels to research, get inspired, share their excitement pre-travel and finally post their experience on return. TUI India's key focus in 2015-16 is to increase its distribution channels and make quality travel more accessible – having a robust digital presence is the key pillar for TUI to become India's leading travel company. With Jack in the box Worldwide, we are confident of creating an active community of travelers or 'TUIrists' who will help other travelers seek and share travel ideas."

About Jack in the Box Worldwide

Founded in 2009, Jack in the Box Worldwide is a media-agnostic integrated communications company with digital at its core. Jack in the Box Worldwide builds strong brands through cutting edge digitally driven brand strategies, implemented through integrated communications, premium content and experiential commerce. With offices in Mumbai, Delhi and Bangalore the client roster includes Unilever's BeBEAUTIFUL, Pond's Men, Vaseline, Knorr and Surf Excel; Aditya Birla Group's Louis Philippe, TheLabel.in, and Allen Solly; Reckitt Benckiser's Airwick; The Gateway - Hotels & Resorts; projects for Britannia Good Day, Pure Magic and IPL.

Jack in the Box Worldwide is part of The 120 Media Collective.

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About TUI India and the TUI Group

TUI India is part of the TUI Group. TUI GROUP is the world's number one integrated tourism business operating in around 180 countries worldwide. With some of the best known holiday brands in the world, we offer inspiration, booking, flights, transfers, hotels and cruise ships to over 30 million customers every year all under one roof. With around 1,800 travel agencies across Europe, six airlines operating more than 130 aircraft, more than 300 Group-owned hotels and resorts and twelve cruise ships we are able to design unique and individually tailored holiday experiences with consistent high quality for our customers.

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