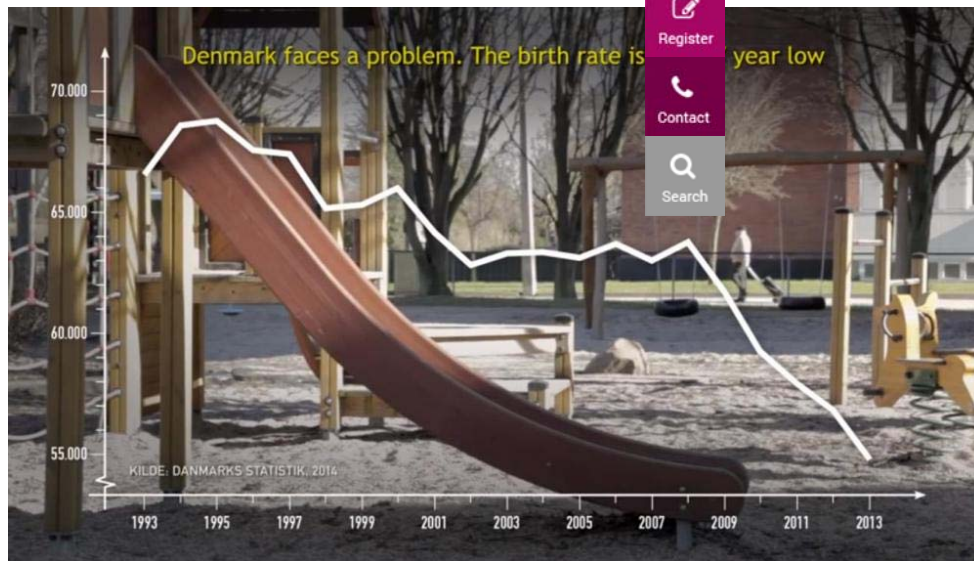


Social Denmark: Sex sells holidays in social media

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By Mark Frary

A Danish travel agency became an internet sensation this year when it suggested that holidaymakers on a city break should "Do It for Denmark" and conceive in a bid to boost the country's falling population.

Launching the campaign, a spokesman for [Spies Travel](#), part of Thomas Cook, said: "At Spies, we are concerned. Fewer Danes mean fewer to support the ageing population - and tragically, fewer holidaying with us."

"Research shows that Danes have 46% more sex on city holidays and, since more sex equals the chance of more kids, we are prescribing a romantic city holiday to save Denmark's future."

At the heart of the campaign was a beautifully [shot video](#) showing Danish couples in various short break destinations. The video has been watched by more than 7.3m, some no doubt drawn by the good-looking actors.

As well as the video, the campaign offered so-called "Ovulation discounts" to couples (as well as to everybody else who might feel left out) to encourage them to travel. There were a series of romantic city guides to help the couples get the best out of their trip.

For those who did conceive on holiday (proof in the form of a photo of a positive pregnancy test and medical records was requested), there was a prize on offer - three years' supply of nappies, a pram and a family holiday at a resort, in total worth 50,000 Danish kroner.

It certainly appealed to the Danes. Alex Berger, a Copenhagen-based travel blogger, said: "The Spies ad was hilarious and distinctly Danish. The Danes have a dry practicality and quirky sense of humor that the rest of the world loves.

"It also gives them added freedoms as I suspect brands in most other countries attempting this type of advert would have been in damage control mode almost immediately..."

The campaign was created for Spies by Copenhagen-based advertising agency Robert/Boisin & Like-Minded.

It is not the first campaign that the agency has masterminded for Spies. Its [solar charging dummies campaign](#) was another social media success.

As with the Do it for Denmark campaign, sex was at the heart of the dummies campaign. The agency had two dummies built at the Technical University of Denmark and covered with 6,260 flexible solar cells.

One was sent to Gran Canaria for a week and the other left freezing in Denmark. Scientists then analysed which of the two dummies had more stamina in bed, displaying the results in an [amusing video](#).

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TRANSLATE

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Another campaign by the agency, called **Hide and Seek**, showed a couple of mafia enforcers desperately trying to get holidaymakers to end their holidays when they were supposed to go home.

The campaigns have received plaudits from the advertising industry. The solar charging dummies campaign won a silver award and Do it for Denmark a bronze award at the advertising industry's highest profile awards event, the Cannes Lions.

The Do it for Denmark and solar dummies campaigns certainly worked in terms of raising the company's profile on social. The dummies campaign helped increase Twitter activity for Spies by 300% and gained it 332% more Facebook likes.

But does sex actually sell?

The agency reveals that the campaign generated a five times return on investment and increased bookings at the company by more than 14% on the same period the year before.

Are you going to do it now too?



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