

### The Customer

***Azzurro Travel worked with a major ad agency for a commercial shoot that took place in the LA area in the summer of 2016.***

The ad featured many sports celebrities, and the ad agency created the concept and produced the ad.

The producers at the ad agency were tasked with arranging the travel for the commercial shoot and turned to Azzurro Travel for assistance.

### The Challenge

***The ad agency needed to fly in the sports celebrities from various cities around the country for the shoot.***

The producers needed to book first class seats on major airlines for the sports stars, and they needed premier hotel accommodations and ground transportation for everyone as well.

And the ad agency needed all of the complicated travel arrangements coordinated seamlessly to ensure a successful project.

### What did Azzurro Travel Supply?



Pre-trip budgeting, travel bookings for air, hotels, and ground transportation, and post-trip reports.



The personal travel team from Azzurro Travel worked with the producer to determine all of the customer's needs for the trip within the budget established for the project.



The producer and Azzurro Travel communicated through email, cell phone, and texting. We worked when they worked, as production is not a 9-5 business..



### Why Azzurro Travel?

***Decades of experience has taught us that organizing production and business travel for groups and individuals is much more complex than simply issuing airline tickets.***

Our personalized service, which we offer 24/7, 365 days out of the year, kept both the talent and crew happy. We understand the pace of production travel and have years of experience in the industry.

Our flexibility is a core part of our service, and it benefitted everyone involved.



### The Result

***Azzurro Travel played a key role in coordinating all of the travel plans, and the shoot was a success.***

From the beginning to the end of the trip, the ad agency had a personal travel team that provided personalized expert service.

This service from Azzurro Travel created an exceptional travel experience for the client and the travelers.