

Ben Duhig
Managing Director
Bluesoup



Election Address

I would be honoured to be elected to the Board of the ITT, representing an industry I have been actively promoting for over 20yrs. To have the opportunity to build on past successes, whilst also looking to the future, helping to mould and shape the ITT for the benefit of those working within the travel & tourism sector (now and in years to come) would be challenging, exciting, and rewarding. I attended my first ITT Conference in 2014, have helped with Future You events and am now keen to contribute more of my time, energy and experience if elected.

Considering the mission of the ITT, two specific elements stand out to me.

- *“dedicated to working on behalf of the industry”* and
- *“raise and maintain professional standards in the travel industry”*

Whilst I may not be at the coal face (I run an advertising agency), I am more than just an outside observer looking in. I have rolled my sleeves up, working with clients to increase holiday sales and improve marketing ROI. I have seen the landscape change dramatically and helped evolve traditional offline campaigns to digitally led solutions. More recently, I worked alongside clients, through the pandemic, identifying pragmatic solutions to the ever-changing landscape.

But why is that relevant to what I can offer the ITT? Firstly, I am one step removed from the jobs most ITT Members do and so bring fresh ideas, unhindered by established norms. Secondly, I offer a consumer centric perspective, and because consumers are constantly evolving, my approach remains agile and responsive. This is a skillset I could offer to the Board and to ITT members, helping to ensure we maintain open minds, ready to adapt, evolve and react as required.

Biography

Ben is a highly experienced marketing strategist having worked at Board level within advertising agencies for over 20 years. He began his career in London working on clients such as Ford, Audi, Tesco, Wickes, the RAC, NatWest and the Met Police. Career highlights include winning awards for work on Tesco & the Met Police as well as a New York Ad Effectiveness Award for Audi. Ben was behind a 20ft inflatable astronaut for The Eden Project, giving away 10,000 daffodils for the Cornwall Tourist Board, the launch of the Ford Focus, and he planned the media campaign for the RAC rebrand!

Ben moved to Devon in 2003 to take on the role of Media & Planning Director for an agency network, specialising in the travel & tourism sector, with over 200 clients spread across 10 offices. In 2007 Ben launched Bluesoup, an integrated advertising agency offering design, media planning & buying, paid digital marketing and organic search. Bluesoup works with a range of clients but specialises in travel and tourism, working with (or having worked with) the likes of Barrhead Travel, The Eden Project, Travel Chapter, Exodus Travels, Bluechip Holidays, Journey Latin America and more.

Ben is leading the agency through B Corp accreditation and is an advocate for businesses doing good. He is Chair of Trustees for an educational charity, Edukid, which works in Uganda, Cambodia and Peru, helping children in extreme poverty access education. He regularly leads trips for UK students to visit the projects, to learn about their role as global citizens, helping them to build relationships with sponsored students.

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