

## Travelzoo

### Trade marketing brochure

As the leading online publisher of travel deals, Travelzoo works closely with advertisers to develop enticing travel packages to help sell available inventory. Thinkso developed a brochure that explains Travelzoo's unique process and astonishing results. The concept, "What's the deal with Travelzoo?" introduces a friendly, candid editorial voice. The bold graphics add visual interest and serve as tools for the company's sales force.

