

Lake Arrowhead Communities Chamber of Commerce

Problem

How can Lake Arrowhead reach a underrepresented audience in their area?

Solution

By developing creative that informs the audience.

Background

In an analysis of visitorship, The Lake Arrowhead Chamber of Commerce determined a significant opportunity to target the most dense population in their proximity. The Inland Empire of Southern California is comprised of the larger portion of Riverside and San Bernardino counties with the total population exceeding 4 million people. The analysis showed that the Inland Empire was severely underrepresented as a percentage of the overall visitorship as compared to the rest of Southern California. A significant opportunity existed to appeal to a large number of families and outdoor enthusiasts living in the Inland Empire. Lake Arrowhead needed an efficient way to communicate an effective message to influence this audience to visit the area.

Objective

The objective of the billboard campaign was to drive traffic to the website ILoveLakeArrowhead.com and to highlight Lake Arrowhead's close proximity as a vacation destination. The demographic target was families with disposable income who love the outdoors.

Strategy

It was determined that general market bulletin coverage would provide the best value. Four bulletin locations were selected on various high density freeways throughout the Inland Empire. All locations ran the same creative except they noted the exact distance in miles from that location to Lake Arrowhead. This served to remind the target audience, just how close they actually were to Lake Arrowhead. The only additional verbiage on the creative was simply ILoveLakeArrowhead.com. The look and feel of the layout was designed to bring about feelings of nostalgia associated with the forest service and the outdoors.

Plan Details

Markets: San Bernardino

Flight Dates: April 2018 - August 2018

OOH Formats: 4 Bulletins

Budget: \$10,000 and over



Results

The campaign created a lot of buzz and drove people to the website. They received many calls in their Visitor Center from people who saw the billboards and wanted to know more about visiting. They've had tourists say they've changed their plans after seeing the billboard. Since the launch of ilovelakearrowhead.com in late April, they have acquired 1500 new users which is mostly attributable to people typing the web domain in after seeing the billboards. From May to June, their users doubled and they expect that trend to continue. They already had a good base of visitors to the Chamber website historically, but now it's grown 16% over the last year. They have added 2500 new users in the period since the billboards went up compared with last year (May 1 to current date).