



# OOH Case Study

## Travel South Dakota

### Problem

How can Travel South Dakota increase tourism?

### Solution

Through a unique OOH experiential campaign designed to connect with tourists and locals attending an annual music festival.

### Background

The agency had a concept of bringing Mount Rushmore and the taste of South Dakota to feeder markets around the country. The large scale experiential footprint saw success last year, proving to create important engagement with audiences, giving them an up close look at Mount Rushmore. The challenges of the brand centered around reaching the right audiences in the right locations, ensuring the safety of the fabricated structure following transportation, and logistics around Thomas Jefferson's ice cream and other food and swag giveaways.

### Objective

The objective of the experiential campaign was to reach relevant audiences—individuals, couples, families, those willing to travel or living in feeder markets—in a way that was relevant and communicated a taste of what they might experience on a trip to South Dakota. This included attention to the food and giveaways, which were all relevant to South Dakota and Mt. Rushmore, and finding a connection between the activation and some other event or city.

### Strategy

The strategy for this campaign was to target Denver's local and tourist population who were in the market for Denver Day of Rock, a one-day music festival benefiting the work of Amp the Cause. With the Mt. Rushmore fabrication as the focal point of the experiential activation, essentially a big rock, it played off of the theme for the event. With a massive recreation of the iconic monument, free ice cream, presidential mascots, and more, the event created a something-for-everyone environment to engage with the Travel South Dakota brand, brand ambassadors, and learn more about what South Dakota has to offer visitors.



## Plan Details

**Markets:** Denver

**Flight Dates:** May 25, 2019

**OOH Formats Used:** foam-board signage, brand ambassadors, tents

**Target Audience:** individuals and families, able to travel, affinity for national monuments and historical locations

## Results

The experiential activation saw steady attendance throughout the hours of the activation. Hundreds of merchandise and swag items were given away, and many gallons of ice cream were eaten. The brand saw increased activity on social media with people sharing and tagging their experience at the activation. The brand saw an increase in website activity as a result, too.

