

Morocco National Tourism Office

Background

The Morocco National Tourism Office (MNTO) has seen more potential in attracting U.S. tourists, specifically from New York. To build brand awareness that Morocco is a renewed, modern, and trendy vacation destination, the MNTO launched an OOH campaign to bring Morocco that much closer to New York audiences.

Objective

Increase Website Visitation.

Morocco tourism has boomed in recent years; compared to pre-pandemic rates, Morocco recorded a 75.2% increase in overnight stays in 2022. Looking to build on this momentum, the MNTO launched an OOH campaign to boost outbound tourism and appeal to vacationers—specifically in New York—that Morocco is an ideal, and close, tourist destination.

Strategy

Through its OOH campaign, the MNTO looked to showcase what Morocco had to offer including its diverse landscapes, leisure activities, gastronomy, culture, sports, and beaches. The campaign’s messages focused on the concept, “Kingdom of Light, which elevated Morocco as a renewed, modern and trendy destination.

The MNTO used strategic OOH locations to drive high visibility and coverage to increase website traffic, and boost tourism numbers. The Office looked to connect with commuters by placing ads on the NYC Subway, and targeted an affluent audience by placing programmatic OOH in offices and business centers.

MNTO also deployed geofencing to further influence consumers reached by the DOOH campaign. This strategy helped build brand recall and positioned Morocco top of mind for potential travelers’ minds as one of the preferred destinations for their next trip.

Plan Details

Market: New York City, New York

Target Audience: New Yorkers; Men and Women ages 24-25

Flight Date: 11/14/2022 - 11/27/2022

OOH Formats: Subway, Liveboard Network, Digital Urban Panels, Grand Central Digital Diorama Network, Programmatic DOOH

Budget: \$10,000 or larger

Results

With the multifaceted OOH campaign, the MNTO reached their goals of boosting website traffic. The office’s website generated 8,120,000 views and had a 0.27% click-through rate.

