

## Life. At Your Pace

### Background

Coming off of a strong travel year in 2022, Williamsburg Tourism wanted to further entrench themselves as a marquee travel destination. Visit Williamsburg wanted to drive increased visitation across their key Northeastern markets. In January, they launched a dedicated out-of-home campaign to capture consumers' attention, along with extensive multi-channel support across digital, influencer, social, and PR.

### Objective

WTC analyzed existing visitation, as well as new airlift to the market to identify six target geo markets that represented the biggest opportunity to drive new visitors. All six markets are just a short trip that can have you off the subway or out of gridlock traffic and instead visiting a winery, eating an amazing meal, playing a round of golf or taking in a sunset. The creative introduces consumers to a destination beyond its living history assets, including golf, outdoor recreation, walkable town centers, shopping, food and beverage, aquaculture, real-time archaeological digs, unique lodging, and more.



### Strategy

The centerpiece of the campaign was a digital activation in Boston, New York, and Washington, DC that showcased the variety of experiences the destination offers beyond the history it's well-known for. By using their phone to scan a QR code, consumers selected their favorite Williamsburg backdrop, took their picture and dropped themselves directly into the billboard. They were then able to share their picture across social media. The digital experience was augmented with traditional OOH units across each city. The goal was to create a blend of high impact alongside reach & frequency assets that would follow locals and tourists alike as they stepped off trains, subways, out of cabs and throughout their weekend excursions.

### Plan Details

Markets: New York, Boston, Philadelphia, Washington D.C, Cleveland, Baltimore

Flight Dates: 1/16/23 - 5/21/23

OOH Formats Used: Digital Spectaculars, Custom Static / Digital Storefronts, Digital Kiosks, Digital Bulletins, Wallscapes, Static Pillars, Digital & Static Transit Shelters, Bike Shares, Digital Liveboards and Digital Urban Panels

Budget: \$2,000,000

### Results

Weekly Overlap Trends: Overlap Rate is what percentage of people exposed to the OOH ultimately step foot inside the Williamsburg Geofence. The baseline for January / February (pre-campaign) was around .09%. Starting in March and through late June, that figure rose 14.2x – hovering between, 1.1% to 1.47%. Exposure Rate, on average, consumers saw the WTC copy 4.2x (the goal was 3x).



### Williamsburg Geofence Results:

Pre-campaign, .53% of all people who entered the geofence had passed by one of the OOH locations. During and post-campaign, that number increased to 4.72%, which is an increase of 8.9x. We have personally tracked 280,000 visitors who have visited Williamsburg who were exposed to the OOH locations

### Digital retargetting based on geo-fencing and exposure to OOH:

Drove 10,769 clicks to website

CTR of .16 was 60% above benchmark

### Media Campaign & Digital Interactive Component:

We have delivered \$1,242,596 in bonus media value to-date, which is 63% of our actual investment & 71M additional impressions.

Beyond the 1500+ engagements with the digital activation, the campaign delivered 230MM+ impressions across 430+ OOH units during January-April, 2023. In addition to the engagement and awareness-driving metrics, the campaign also included technology to quantifiably track visitation.



The percentage of people who were exposed to the campaign and have since traveled to the destination is currently 5X above industry benchmark. Digital Interactive Storefronts had a completion rate of 79% (benchmark is 40% - 50%) and an average session duration of 59 seconds (benchmark of 43 seconds)

We have tracked roughly 45,000 people who went past or engaged with the interactive storefront who have entered the Williamsburg Geo-Fence, a rate of 3-4x above average of other OOH assets. Showing the true impact it had on travel.