

Sand Valley Resort

Background

Sand Valley Resort is a Top 100 Golf destination in central Wisconsin, a short drive from Chicago, and features world-class courses.

Objective

Increase Website Visitation

Sand Valley aimed to highlight its brand, luxury offerings, and real estate opportunities to affluent audiences in Chicagoland, with the goal of increasing web engagement, growing its mailing list, and expanding its real estate leads.



Strategy

Sand Valley executed a strategy focused on creating a "brand moment" in Chicago, targeting upscale audiences in high-traffic Metra train locations where the opportunity for engagement was high. They crafted an immersive experience featuring stunning imagery to showcase their array of award-winning resort offerings.

Plan Details

Market: Chicago, IL

Campaign Posting Dates: 11/27/23-12/24/23

OOH Formats Used: Backlit Dioramas

Target Demographic: General Market (18+ Adults) Including: Affluent Commuters, High Household Income Families, Luxury Seekers

Budget: \$10,000 or larger

Results

Sand Valley's Metra program surpassed all campaign goals and objectives, achieving immediate and sustained success. The campaign produced remarkable increases in website traffic, with both SandValley.com and SandValleyPursuits.com experiencing 100% year-over-year growth. Website pages featured in QR codes on MetraMarket displays, such as the Elemental Wellness Retreat event page and the Sand Valley Winter Schedule, became top-viewed pages on their respective sites. The campaign also generated a surge in real estate leads, expanded the mailing list, and increased reservations. Sand Valley's holistic approach, leveraging displays and optimizing QR code scans, played a pivotal role in the campaign's successful online and offline outcomes.