

Travel Texas Wide Open Spaces

Background

With travel demand surging, Travel Texas seized the opportunity to promote Texas as a top destination. Using advanced Digital Out of Home (DOOH) technology, the campaign targeted specific demographics in real-time to maximize reach and impact. The goal was to attract a national audience, particularly millennials and Gen X travelers, by showcasing the state's diverse experiences beyond its well-known BBQ and country music culture.

However, challenges included heightened economic caution among consumers and intense competition from other destinations. To stand out, Travel Texas focused on precise audience targeting and compelling messaging, positioning Texas as a unique, vibrant travel choice in a crowded market.

Objective

Build General Awareness

The Travel Texas campaign aimed to increase awareness, consideration, and visitation to Texas among millennials and Gen X travelers. Focusing on two income groups—households earning \$50K–\$150K and those above \$175K—it sought to position Texas as a top travel destination.

The campaign's goals were to raise awareness of Texas' unique attractions, increase the intent to visit, and drive conversions through website engagement. To reach these objectives, Travel Texas deployed a Digital Out of Home (DOOH) strategy across high-traffic venues.

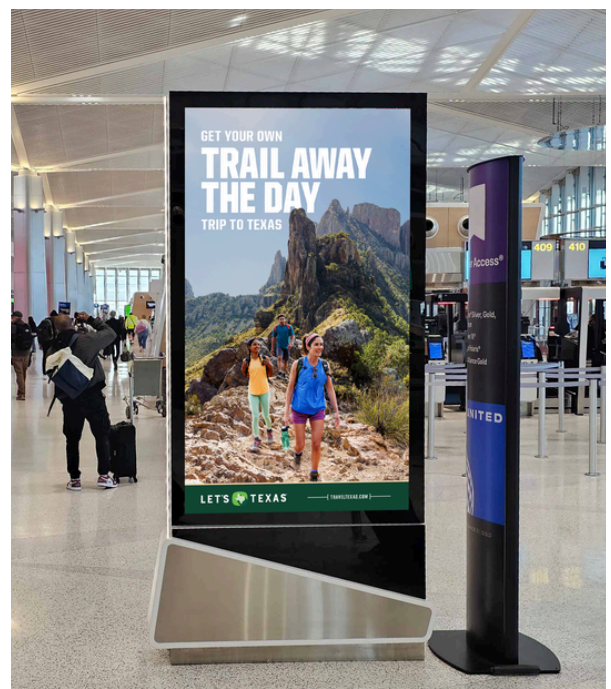
Strategy

The Travel Texas campaign focused on Digital Out of Home (DOOH) advertising to increase awareness, consideration, and visitation. Partnering with Proof Advertising and Vistar Media, the campaign targeted millennials and Gen X travelers.

Creative content highlighted Texas' diverse experiences, from outdoor adventures to cultural events, using static images and videos. Ads were shared on high-traffic DOOH placements, including billboards, airports, and malls, to ensure maximum visibility. Day-parting strategies tailored content to the time of day and location for increased relevance.

The campaign leveraged a Device ID Passback to retarget consumers across digital channels, ensuring consistent messaging. Programmatic technology allowed for real-time adjustments based on audience data, optimizing engagement. Performance was tracked through travel behavior studies and conversion data, allowing for ongoing campaign optimization.

In addition to DOOH, the campaign integrated TV, audio, digital, and social media to create a cohesive, cross-channel approach.



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Plan Details

Campaign Posting Dates: 04/14/2023 – 09/30/2023

Markets Selected: Albuquerque-Santa Fe; Atlanta; Chicago; Denver; Kansas City; Little Rock-Pine Bluff; Los Angeles; Memphis; New Orleans; New York; Oklahoma City; Phoenix (Prescott); San Francisco-Oak-San Jose; Washington, DC (Hagerstown)

OOH Formats Used: Billboards, Urban Panels, Residential | Apartment Buildings, Gas Stations, Malls, Airports

Additional Media Formats Used (if any): TV, Audio, Digital, Social and Print

Target Audience: Audience 1: Millennials, GenX HHI \$50K-\$150K; Audience 2: Affluent Millennials & GenX HHI \$175K+

Budget: \$1,000,000

Results

The Travel Texas DOOH campaign successfully drove increased visitation and consumer intent to visit Texas. By effectively targeting the right audience at the right time, the campaign raised awareness, boosted consideration, and led to actual travel.

Three key studies tracked the campaign's performance:

1. Travel Study:

Consumers exposed to the campaign were 176% more likely to visit Texas compared to those unexposed. Over 60% of exposed individuals visited Texas multiple times, with nearly 60% arriving within 30 days. Additionally, 35% of these travelers journeyed 250-499 miles, showing the campaign's success in influencing medium- and long-haul travel.

2. Brand Study:

Exposure to the campaign resulted in a +2% lift in awareness, with 50% of participants recognizing Texas as a vacation destination. Consideration increased by 22%, and intent to plan a trip to Texas rose by 78%.

3. Online Conversion Study:

Consumers exposed to the DOOH campaign were 94% more likely to visit the Travel Texas website. Engagement with the "Get Your Own" landing page was 84% higher, doubling the conversion rate compared to the 2022 campaign.

These results demonstrate the effectiveness of DOOH in driving awareness, engagement, and tangible travel outcomes, highlighting its power to influence both upper- and lower-funnel metrics.

