GRAND COUNTY
COLORADO ★ USA

GO GRAND

USER-GENERATED VIDEO CONTENT AND
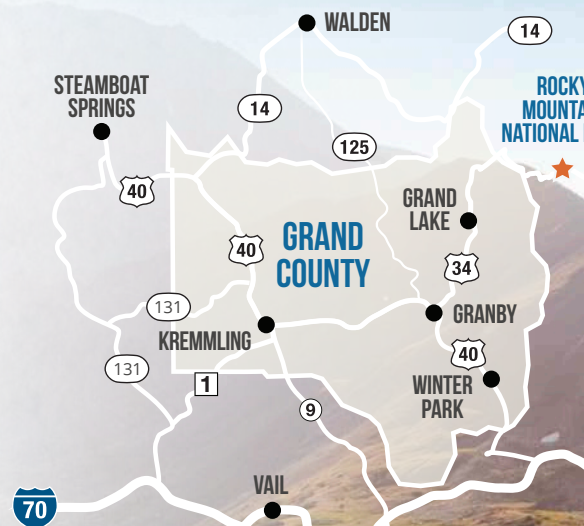## SOCIAL & DIGITAL AMPLIFICATION CAMPAIGN

ADRIAN AWARD - ENTRY 2020

MARKET ANALYSIS

Grand County covers nearly two thousand square miles of Colorado's Great West region — encompassing six towns, vast alpine lakes, rolling hills, ranches and Western tradition. Unifying the county from Winter Park Ski Resort on the south end, all the way to Rocky Mountain National Park in the north — and all the gems in between — presents a critical marketing opportunity.

How can we thoroughly and accurately represent the broad and diverse experiences with limited resources? Incorporating our visitors' images into marketing efforts helps present an authentic view of our year-round destination.

Utilizing user-generated content, Grand County encouraged visitors and locals to share how they "Go Grand." We curated photos and videos to feature in short- and long-form videos to amplify on our website, as well as social and digital media outlets to broaden awareness and enhance engagement.

@SNOWMOUNTAINRANCH

@MAKEUPSTORIESBYKANIKA

@JASONSONG86

@COOPERCREEKSQUARE

@LYDIAHHUANG

WALDEN

STEAMBOAT SPRINGS

14

14

125

ROCKY MOUNTAIN NATIONAL PARK

ESTES PARK

40

GRAND COUNTY

GRAND LAKE

40

34

GRANBY

131

KREMMLING

40

131

1

WINTER PARK

9

VAIL

70

9

70

OBJECTIVES

1 SHARE AUTHENTIC EXPERIENCES

The thrill of a snowmobile across a snowy meadow, reaching a mountain summit with your four-legged hiking buddy, sipping a local brew on a deck overlooking an alpine lake; nobody can capture these personal experiences better than a traveler in the moment. Rather than tell audiences what to do, incorporating UGC in all elements of marketing allows us to show how Grand the area is to experience.

2 ENGAGE WITH AUDIENCES

Shifting from one-way marketing to a two-way conversation with customers is a big advantage of incorporating photos and videos from actual visitors. We can proactively reach out to feature great content, in addition to listening to the activities and attractions that appeal most to travelers.

## 3 INCREASE MULTIMEDIA ASSETS

Prior to beginning this project, the Grand County Colorado Tourism Board had a limited photo and video gallery. This project enabled us to gather new assets at a lower cost than traditional photo or video production.

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AUDIENCE

We used three core marketing personas and various behavioral targets, based on past research, to help inform the topics of galleries and social videos that would resonate with our target audiences.

GEOGRAPHIC
COLORADO DESTINATION MARKETS

- MINNEAPOLIS
- OMAHA
- CHICAGO
- KANSAS CITY
- DALLAS
- AUSTIN
- HOUSTON
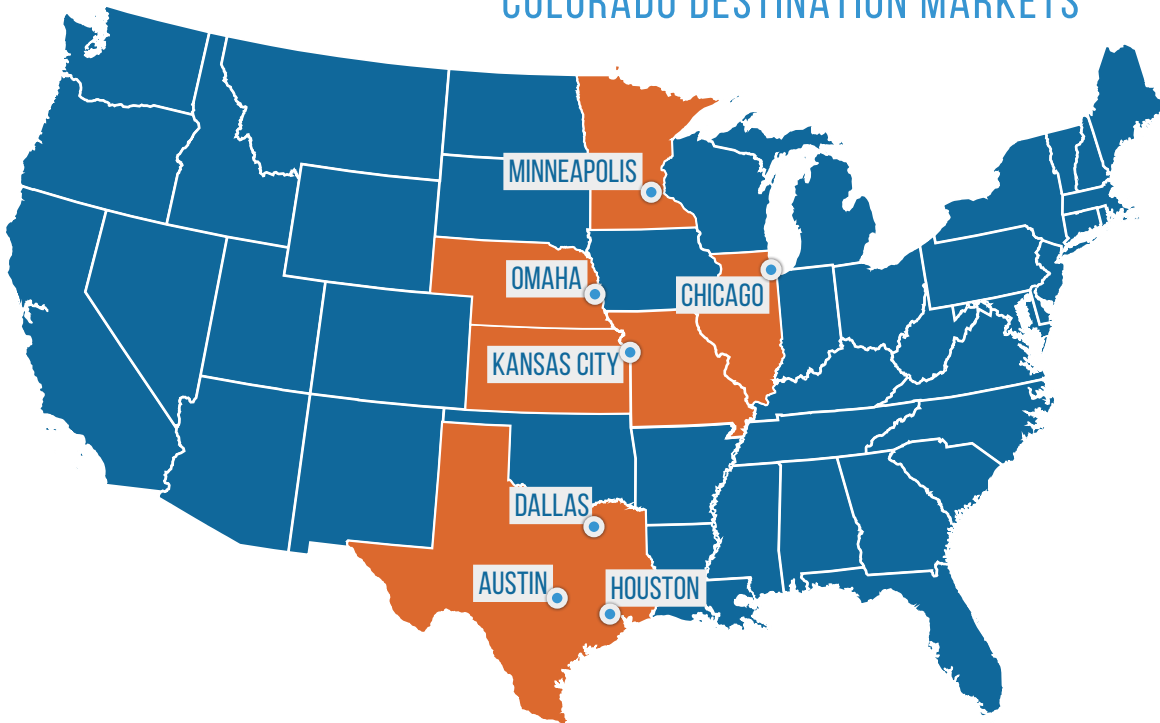
PERSONAS

> ACTIVE FAMILIES
> YOUNG AND FREE
> BUCKET LISTERS

BEHAVIORAL / CONTEXTUAL TARGETS

> WATER SPORT ENTHUSIASTS
> SKIERS/SNOWBOARDERS
> FITNESS FANATICS
> OUTDOOR LOVERS
> BIKERS
> HIKERS
> FISHERS

![Grand County Colorado USA logo]

RESEARCH, PLANNING & IMPLEMENTATION

Grand County encouraged visitors and locals via social media, in-market signage/collateral, and digital media to share how they "Go Grand" by using the hashtag #visitgrandcounty. Utilizing a user-generated content tool, Crowdriff, Grand County curated and created a variety of content featuring "Grand Adventures" such as whitewater rafting, mountain biking and backcountry skiing.

GRAND COUNTY AMPLIFIED THE USER-GENERATED CONTENT VIDEOS THROUGHOUT AN INTEGRATED MARKETING CAMPAIGN, INCLUDING:

- Facebook & Instagram
- YouTube
- Digital campaigns via Trip Advisor & Sojern
- Grand County's Website: VisitGrandCounty.com

GRAND COUNTY'S CORE BRAND ATTRIBUTE IS ITS VARIETY OF MOUNTAIN ACTIVITIES FOR ALL AGES AND SKILL LEVELS.

PIVOTING IN A PANDEMIC

As 2020 developed into a year like nothing experienced before, we were challenged to adapt messaging to appeal to unexpected travel trends and safety requirements. Fortunately, Grand County offers the rural areas, wide-open wilderness and stunning natural beauty that pandemic travelers were seeking. Leveraging nimble UGC-enabled reactions to support a "Future is Grand" campaign that leaned more toward inspiration during lockdown phases — and could adjust as needed — was critical to delivering the right message at the right time.

MESSAGE

Grand County is home to a variety of uniquely "Grand" Colorado adventures, but don't take our word for it. Here's how our loyal visitors **GO GRAND**

See more at **visitgrandcounty.com/go-grand-ugc**

@THISJESS.WANDERS

@SARAHWIECK

@FULLCIRCLECYCLERY

@SNOWMOUNTAINRANCH

@JASONSONG86

@COOPERCREEKSQUARE

@MEGGS_N_BACON

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RESULTS

THE IMAGES FROM OUR GRAND COUNTY TRAVELERS TELL AN IMPRESSIVE STORY... HERE'S HOW WE QUANTIFY IT:

224 PHOTOS ADDED TO WEBSITE GALLERIES

76,000 PHOTO VIEWS IN GRAND COUNTY'S WEBSITE GALLERIES

7 NEW DIGITAL VIDEOS SUMMER FUN, FOUR-LEGGED FRIENDS, SCENIC VIEWS, ACTION & ADVENTURE, FALL COLORS, WINTER WONDERLAND, GO GRAND FAVORITES

20,738 THRUPLAYS ON THE SOCIAL MEDIA UGC VIDEOS SINCE MAY

18,316 LANDING PAGE VIEWS

$56:1 RETURN ON AD SPEND FOR SOJERN CAMPAIGN FEATURING UGC BANNER ADS

1:41 AVERAGE TIME ON PAGE FOR THE NEW UGC VIDEO GALLERY WEB PAGE

WITH THE SUCCESS OF THIS PROGRAM, WE PLAN TO CONTINUE AND EXPAND THE INTEGRATION OF USER-GENERATED IMAGES AND VIDEOS INTO ORGANIC AND PAID PROMOTIONAL STRATEGIES IN 2021 AND BEYOND.