

Adrian Award Entry: Special Projects

“STAY CLOSE. GO FAR.” CAMPAIGN

Recovery Strategies



Kentucky
UNBRIDLED SPIRIT



CHALLENGE

In the summer of 2020, COVID-19 travel restrictions in Kentucky were starting to ease. Businesses across the state that had been crippled by the pandemic needed support to survive, and residents needed encouragement to venture beyond their homes in a safe, socially distant way.

Research made an overwhelming case that in-state travel would be the first to resume. Close-to-home travel felt much safer to consumers than getting on an airplane for a cross-country trip. Those ready to travel would be looking for road trips, safe outdoor spaces and uncrowded areas where they could escape their cooped-up lives back home.

Kentucky's invitation to those ready for travel was simple: Stay Close. Go Far.





OBJECTIVES

With a divisive election and social unrest dominating public attention, we knew our campaign would have to navigate a crowded marketplace to make a strong impression. Striking visual content, a simple-yet-powerful message that nailed our sentiment — that you don't have to travel far to truly get away — and a smart media strategy would be critical to success. Our objectives were to:

- Generate awareness of Kentucky as a state that offers a wide variety of vacation options for everyone — even in these challenging times
- Reach potential travelers and inspire them to start planning their vacations
- Develop stronger and deeper engagement with visitors
- Increase in-state travel through day and weekend trips, with the goal of increased spending and tax revenue

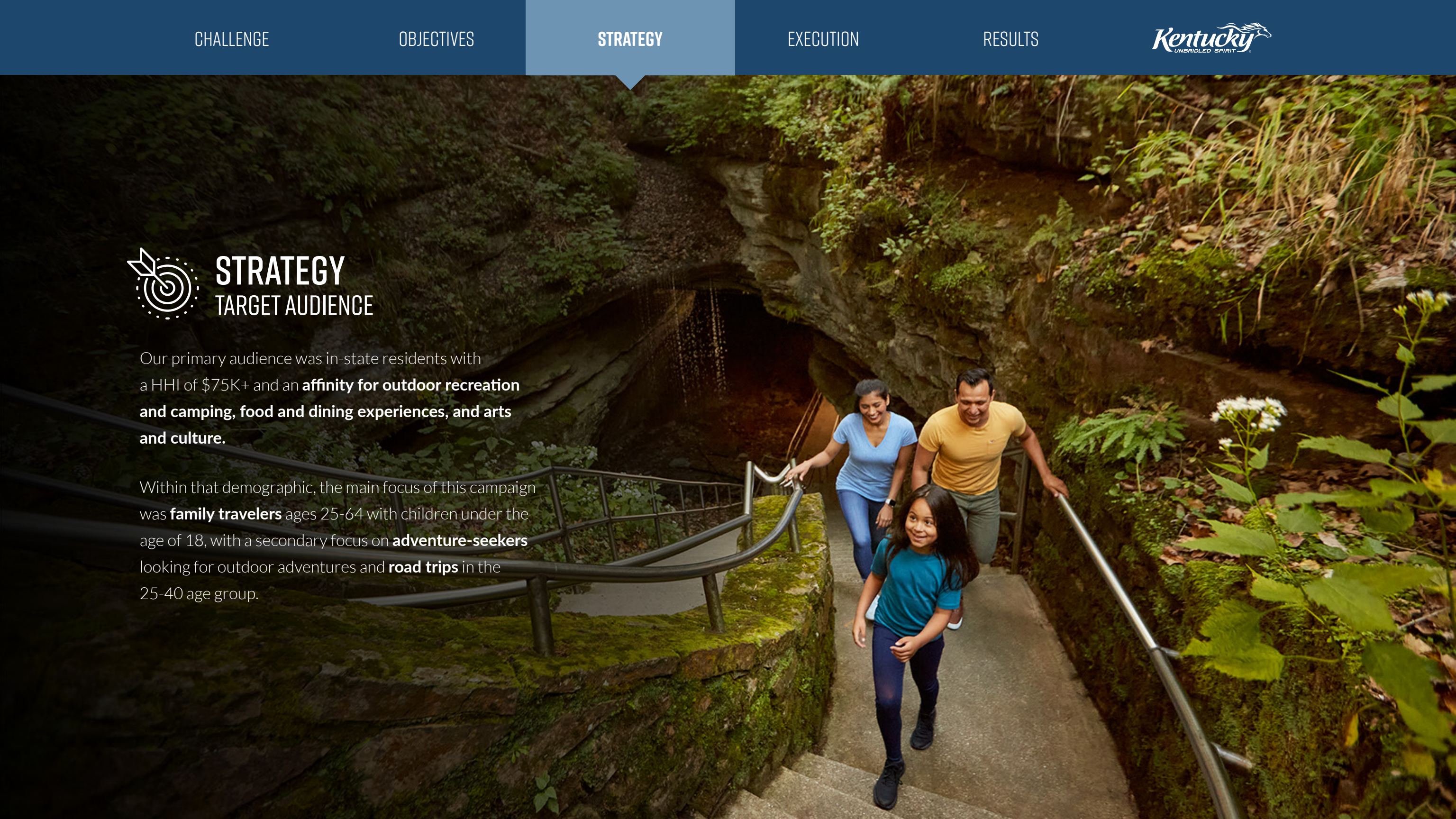


STRATEGY

TARGET AUDIENCE

Our primary audience was in-state residents with a HHI of \$75K+ and an **affinity for outdoor recreation and camping, food and dining experiences, and arts and culture.**

Within that demographic, the main focus of this campaign was **family travelers** ages 25-64 with children under the age of 18, with a secondary focus on **adventure-seekers** looking for outdoor adventures and **road trips** in the 25-40 age group.





STRATEGY MESSAGING

Nature escapes, wide-open spaces, safe social connections? Kentucky IS that place, offering spaces that help us relax the mind, soothe the soul, reconnect with loved ones and, yes, escape the worries of an uncertain world. We wanted to shine a spotlight on those places and invite residents to get out and experience them. Safely.

Our creative message to them was clear: Kentucky's wide-open spaces mean you don't have to travel far to be transported a world away. The Bluegrass State is full of surprises, even to those who call it home. In other words ...

Stay Close. Go Far.

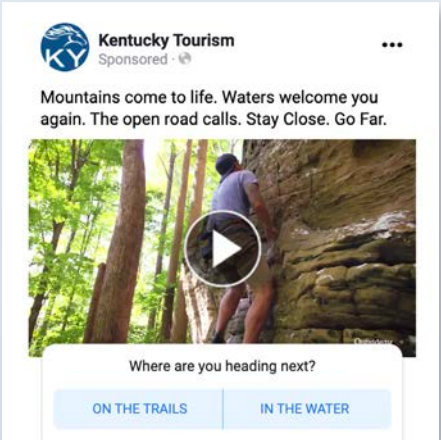
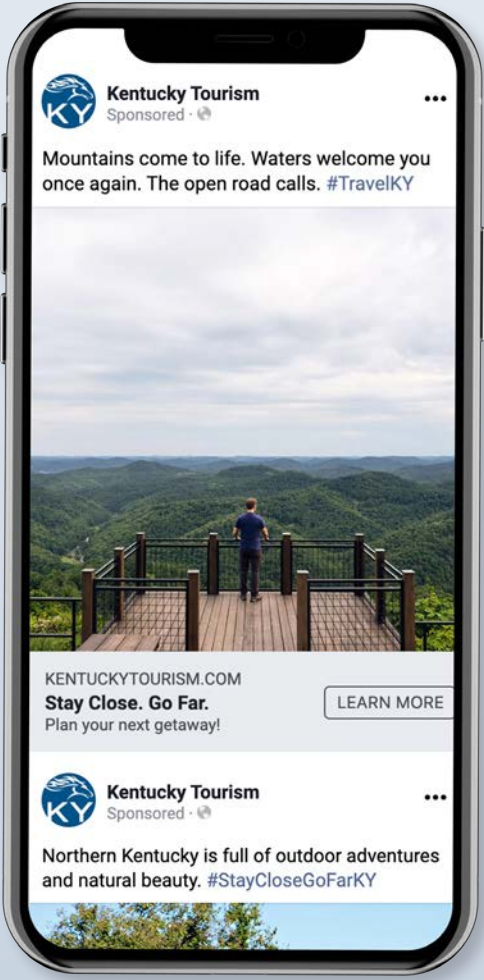


EXECUTION

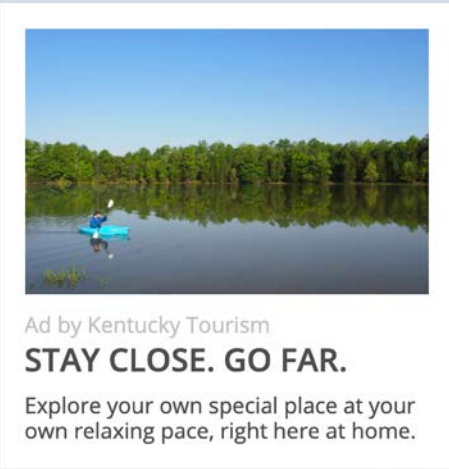
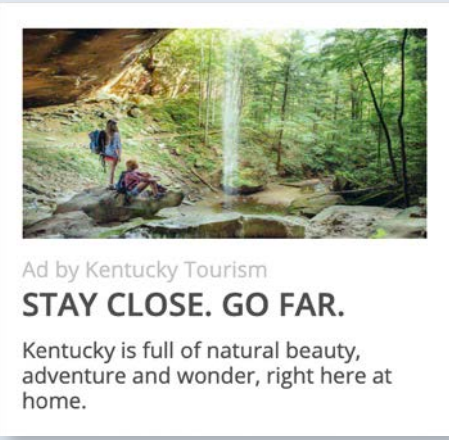
To support this campaign, we deployed a fully integrated media strategy. Our full-funnel approach utilized a mix of digital banner, rich media and native ads, as well as print executions, social ads, SEM, CTV/OTT, digital video, streaming audio and local radio to reach consumers at multiple touchpoints.



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PRINT



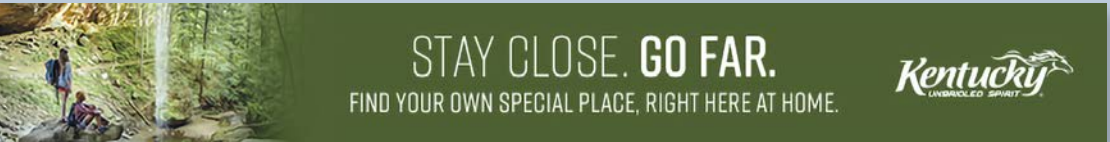
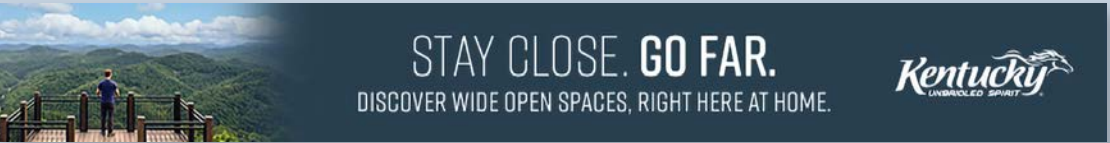
SOCIAL



NATIVE ADS



RICH MEDIA



←
DIGITAL BANNERS



PRE-ROLL VIDEO / CTV / CABLE





RESULTS

The “Stay Close. Go Far.” campaign ran from Aug. 20-Oct. 31, 2020, and has already influenced **8,929** actual arrivals throughout the state of Kentucky, according to Arrivalist data.

A Nielsen brand-lift study found that 5% more of respondents who were exposed to this campaign said they “definitely will” or “probably will” vacation in Kentucky within the next six months, versus the respondents not exposed to the campaign.

In addition, all of our primary conversion goals showed significant gains.

29 MILLION
digital
impressions

3,663
new email
subscribers

1,530
Visitor's Guide
requests

6 MILLION
social media
impressions

225,900
website visits

87%
video completion
rate (78%
benchmark)

TOTAL MEDIA SPEND:
\$537,867

PRODUCTION COSTS:
\$68,445