


Choose your **LOUISIANA**
adventure



INTERACTIVE VIDEO SERIES



When most people
think of Louisiana,
Mardi Gras, New Orleans, Baton
Rouge and Cajun food are
probably the first things that
come to mind

– but we know that today's
travelers are looking to go
beyond the “known.” And
in today's crowded travel
marketplace, destinations need
to do all they can to promote
what makes them

unexpected,
unusual &
unique.



OVERVIEW

TACTICS

VIDEOS

BUDGET

RESULTS

OBJECTIVE: The Louisiana Office of Tourism set out to take travelers off the beaten path and encourage deeper exploration into unexpected — and, in many cases, unknown — places throughout the state.

STRATEGY: Selected two influencers from each of the state's five regions. Next, selected unique locations that were lesser known. Then combined the visual appeal of lesser-known areas + the power of local influencers + cutting-edge video technology = content-rich video series with a user-experience drive by each traveler's own curiosity.

TARGET AUDIENCE: We focused on harnessing the curiosity and active engagement of organic traffic to the site, promoting the Choose Your Louisiana Adventure Interactive Video Series within the site and sharing it on Facebook, YouTube and Google posts.

THE BEST PART?

We let them choose their own path. Our custom-made video player features different “adventures” that the user can literally pick and choose within the video. Each time they interact with the video is a new adventure and a new introduction into seldom visited — but still exceptional — areas of Louisiana.

Time Frame of Campaign

July 2019 - Current

** Read the full submission for all the enticing details*



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CHOOSE THE BEST INFLUENCERS: We considered influencers location, social media following and their on-screen presence. The final pool was diverse mix — angler, TV anchor, chef, food expert, musician and more — that offered unique perspectives on what makes the state so incredible.

CHOOSING LOCATIONS: We focused on the outdoors, interesting Louisiana attractions and lesser-known businesses. We worked closely with each influencer to understand their ideal off-the-beaten path experiences and harness their love and knowledge of those areas.

DEVELOPING INTERACTIVE VIDEOS: Our development team was coding an interactive video player from scratch. Netflix may have paved the way with interactive video, but we wanted to harness this trend in an only-in-Louisiana way: We developed technology that gives users the freedom to follow their own curiosity when deciding where to explore — rather than being fed static trip choices that may or may not appeal to them.

By allowing active choice, a user discovers Louisiana trip ideas that are truly relevant to their interests.



GOING LIVE: The video portal page featuring five regional videos, each with four to six activity choices — off-the-beaten-path museums, restaurants, outdoor activities and attractions to explore. Custom articles accompany each video so that, after a user watches, they can read more about the experiences they just saw (and be led further down the trip-planning funnel).

PROMOTION TACTICS: We focused our promotion efforts on organic website traffic and social promotions from Facebook, YouTube and Google Posts. Within the website, we placed strategic calls to action across certain pages and implemented personalization tools to create fly-in promos shown to users who hadn't yet visited the Choose Your Louisiana Adventure portal. Since the full videos were not housed in YouTube but rather in custom players within our website, we also created standalone :30 second videos promoting the interactive Choose Your Louisiana Adventure videos — further driving people from YouTube, Facebook and Google posts to our video portal page.



Choose Your Adventure in Shreveport and Monroe

Discover the unique cultures of Northern Louisiana with ambassadors Jada Durden and chef Cory Bahr.

LOUISIANA ADVENTURE SERIES

CHOOSE YOUR #OnlyLouisiana EXPERIENCE



SHARE



User Experience of the interactive videos



Choose your **LOUISIANA**
adventure

CLICK HERE TO
View All Videos 



INTERACTIVE VIDEO SERIES



NATCHITOCHES



SHREVEPORT



LAKE CHARLES



BATON ROUGE



NEW ORLEANS

The Choose Your Louisiana Adventure Video Series

brought previously unexplored areas of the state to life and introduced potential visitors to a wider range of activities the state has to offer. By curating these **off-the-beaten path** and lesser-known activities and layering them with interesting and engaging technology, we not only promoted travel to different areas but gave travelers unexpected and unusual trip ideas to truly make their trips **memorable & unique.**

BUDGET:
\$50,000

Video production and development
of the custom video player





Results show
that travelers truly do want to
explore beyond the known:

Video Portal Engagements:

- Organic traffic visits to the portal: **30,211 visits** and counting
- Videos were watched **15,747 times** and counting
 - **16%** of viewers further researched trip ideas by clicking on related content displayed at the end of the video experience

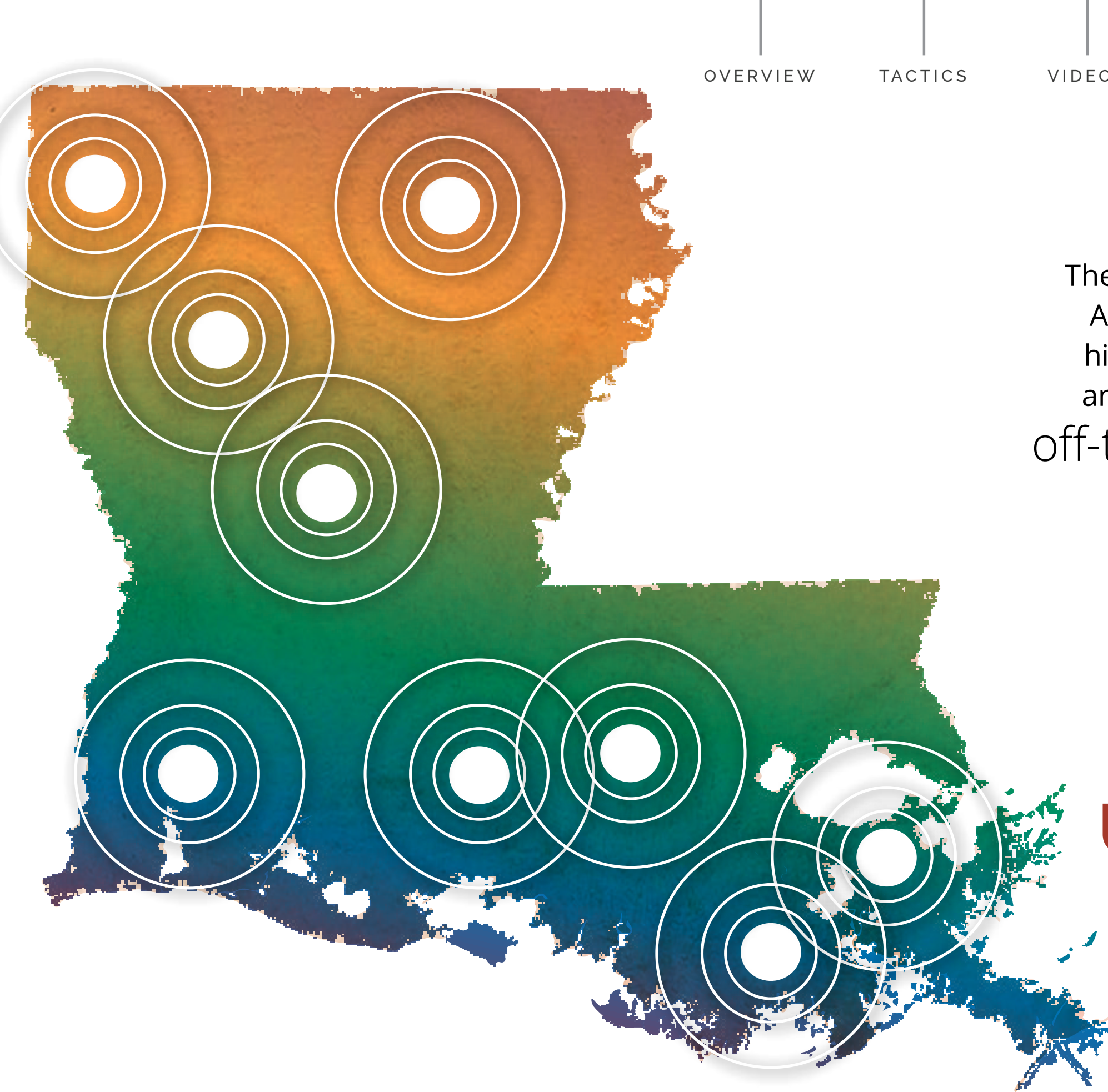
Onsite Promotions with Personalized Messaging:

Personalized fly-in messages were served to users who had not already visited the Choose Your Louisiana Adventure Portal within LouisianaTravel.com.

- The first 6 months of the fly-in campaign delivered **362K impressions** and **7,231 clicks** to the video portal

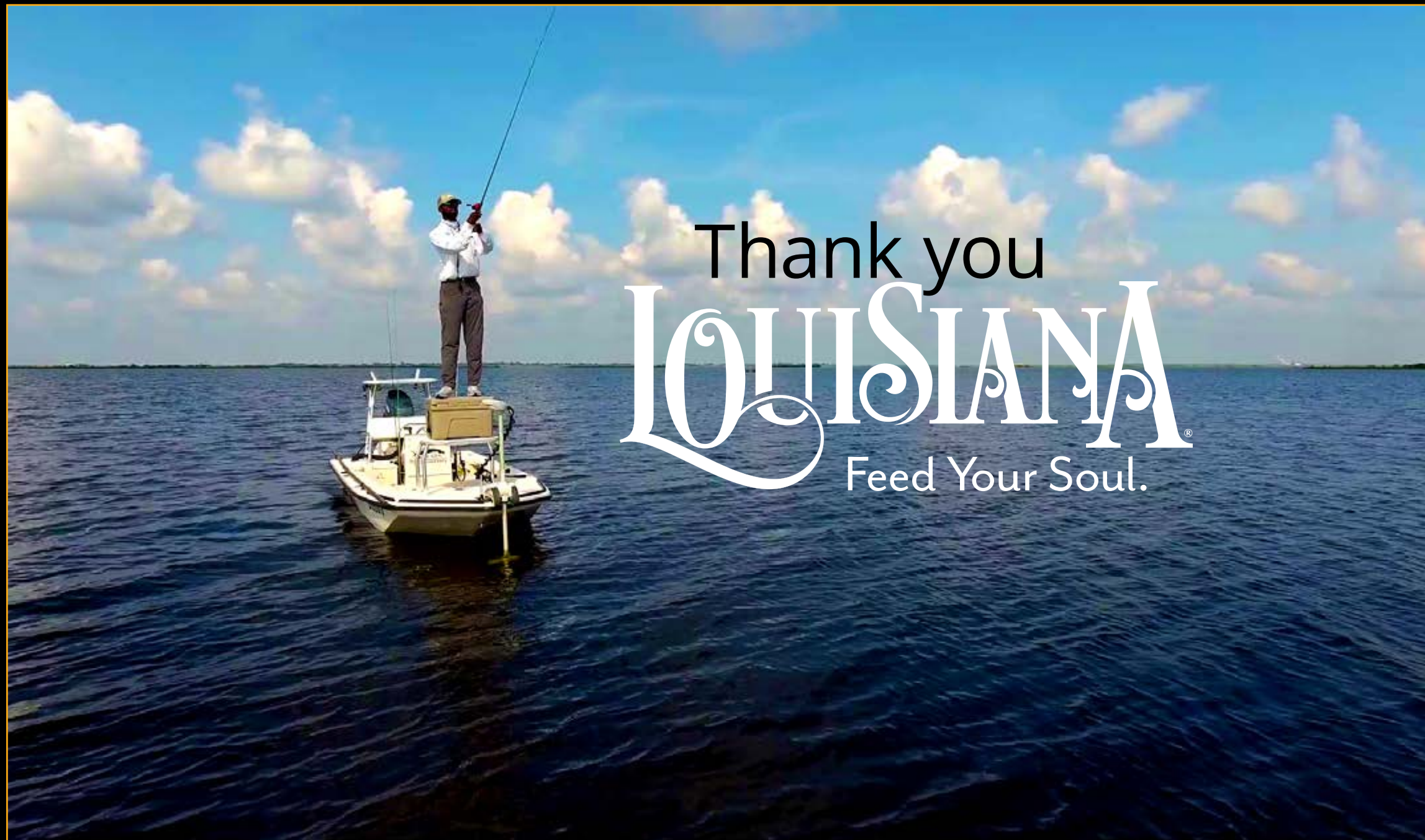
Facebook, YouTube & Google Posts:

- YouTube the video teasers = **474,850 views**
- Facebook = **86,270 views** = 22,095 minutes of view time
 - Engagements = **3,132** *includes comments and shares
- Google posts = 3 posts received **380,773 views**, with an average engagement of 3.2% traffic referring back to the Choose Your Adventure Portal



The Choose Your Louisiana Adventure Video Series highlighted **28 locations** and 25 of them featured off-the-beaten-path locations that don't receive regular marketing mentions – covering more than **587 square miles of Louisiana** that travelers didn't know about.

Until now.



LouisianaTravel.com/ambassador