

ADRIAN AWARD

EXPERIENCE

DIGITAL MULTIMEDIA (VIDEO, ANIMATION) MULTIPLE CHANNEL



GOALS

TACTICS

Experience Kissimmee's overall goals for this campaign were to promote and drive accommodations bookings to the destination during the fall shoulder season months (Aug – Oct) along with Partner Referrals and Newsletter opt-ins.

Specifically, for this 2-month campaign (July 18 – Sept 16)

- Exceed 20K Partner Referrals
- Generate more than 2K new leads
- should come from paid media campaigns

With the media executions, Experience Kissimmee was looking for users to feel inspired to click on the website and explore the destination by clicking on a partner link and then booking.











ADGENUITY

Goals

• Generate more than 30 million campaign impressions • More than 25% of all web traffic during advertising window











The campaign media strategy paired our target audiences (FL personas: Insta-Worthy Vacationers, On-the-Go Suburbia, and Non-Family Vacationers) and markets (Miami/Ft. Lauderdale, West Palm Beach, Tampa/St. Petersburg, Orlando/ Daytona Beach/Melbourne/Kissimmee) with carefully selected advertising partners and platforms that carried Experience Kissimmee's message to qualified and engaged prospective visitors. Creative across all vendors and executions was aligned with Experience Kissimmee's summer messaging and assets.

EK aimed to accomplish their goals by:

Leveraging partnerships with media vendors

Developing visually stunning creative along with custom content

ADGENUITY

Tactics



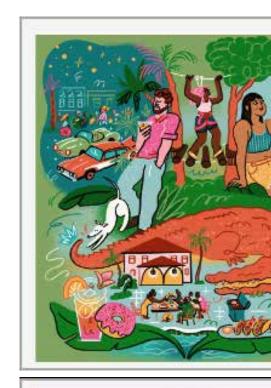


Tapping into content formats that are most engaging



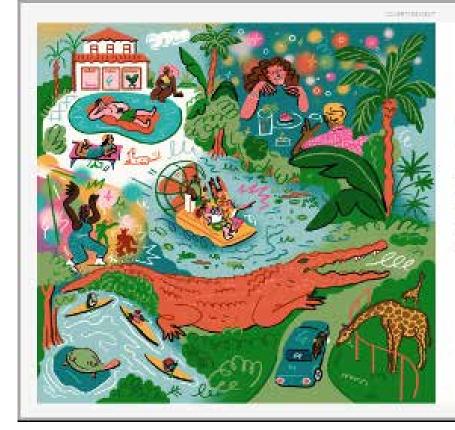
New York Times

Experience Kissimmee collaborated with the New York Times team to develop a custom five-slide Mini Story with original illustrations that features powerful quotes from three Kissimmee locals, revealing enticing tips to make New York Times readers from other parts of Florida want to visit the destination. This custom mini narrative series also included complementing banner ads and lived in-stream on NYTimes.com, strategically targeted utilizing proprietary targeting capabilities. This was more of a brand awareness tactic, however traffic coming from NYT had the **highest engagement rate of all tactics at 40%**.









Kessimme

It's Time To Experience Kissimmee Firsthand

Just minutes from legendary theme parks lies the charming town of Kasimmer. Often, the talker creater publics and season pars holders find Xitaimmee first, in need of respite after lively days at the parks. With its exciting outfloor advertures and abundance of vacation homes, this town has achieved a destination states of its own. What issites discover: A delightful eaceps, boarding everything from eitboats and allighturs to ruisiae and codetail tors.

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The New York Times

OPINION GUEST ESSAY

Installing Rooftop Solar Can Be a Breeze. Just Look at Australia.



Solar panels on the roof of the Australian National Maritime Museum in Sydney. Mark Metcalle/Getty Images

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By Saul Griffith Dr. Griffith is the author of "Electrity" and the founder and chief scientist of Rewiring America, Rewiring Australia and Otherlab.

WOLLONGONG, Australia — I recently moved back here to my home country partly because I believe Australians can show the world how much money households can save through simple climate solutions like rooftop solar.

How is it that Australia, a country that historically has been a coalburning climate pariah, is leading the world on solar? The fourbedroom house we recently bought provides a hint: It came with two rooftop solar systems of 11 kilowatts of combined capacity and a battery with 16 kilowatt-hours of storage. This system should produce more than enough to power my family's home, one electric car and both of our electric bikes with some left over to send back to the grid.

Solar is now so prevalent in Australia that over a quarter of households here have rooftop panels, compared with roughly 2.5 percent of American households.

Kissimme

It's Time To Experience Kissimmee Firsthand

Just minutes from legendary theme parks lies the charming town of Kissimmer. Often, the roller-coaster junkles and season pass-holders find Kissimmer first, in need of respite after lively days at the parks. With its exciting outdoor adventures and abundance of vication homes, this town has achieved a destination status of its own. What visitors discover: A delightful escape, boasting everything from airboats and alignetics to currier and cocktail bers.



Do your next trip differently. Kissimmee's vacation homes nature and nightlife await.



Kessimmee

When the Florida Sun Sets, the Night Heats Up

Kiximmer's walkable treets and burgesning restaumat scene pr a mphilife oppmende that is unique to Central Plenda.

"> hosted my sister's bachdonette party at the Sonset Walk Promeno few months ago, We did a drag brunch, which was incredible," and b Johnson, on founder of the travel blog Find Us is Pacades. "Kestim Old from comes alive at right, teo. They have a vintage car show we little food alives and live mudic."

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Kessimmee

Here, the Outdoors Are a Whole New Theme Park

Central Florida's remarkable array of ecological diversity can be experienced in its full glory around Kissimmee.

"There aren't that many places in the world with these options — who you can go to an amountain park or a hot air balloon ride, or go to the aquarism and there was a Samarithe corresp, co-founder of the travel blog. Our Travel Passport. "There are so many through to do that many feel have travel as port of travel interval."

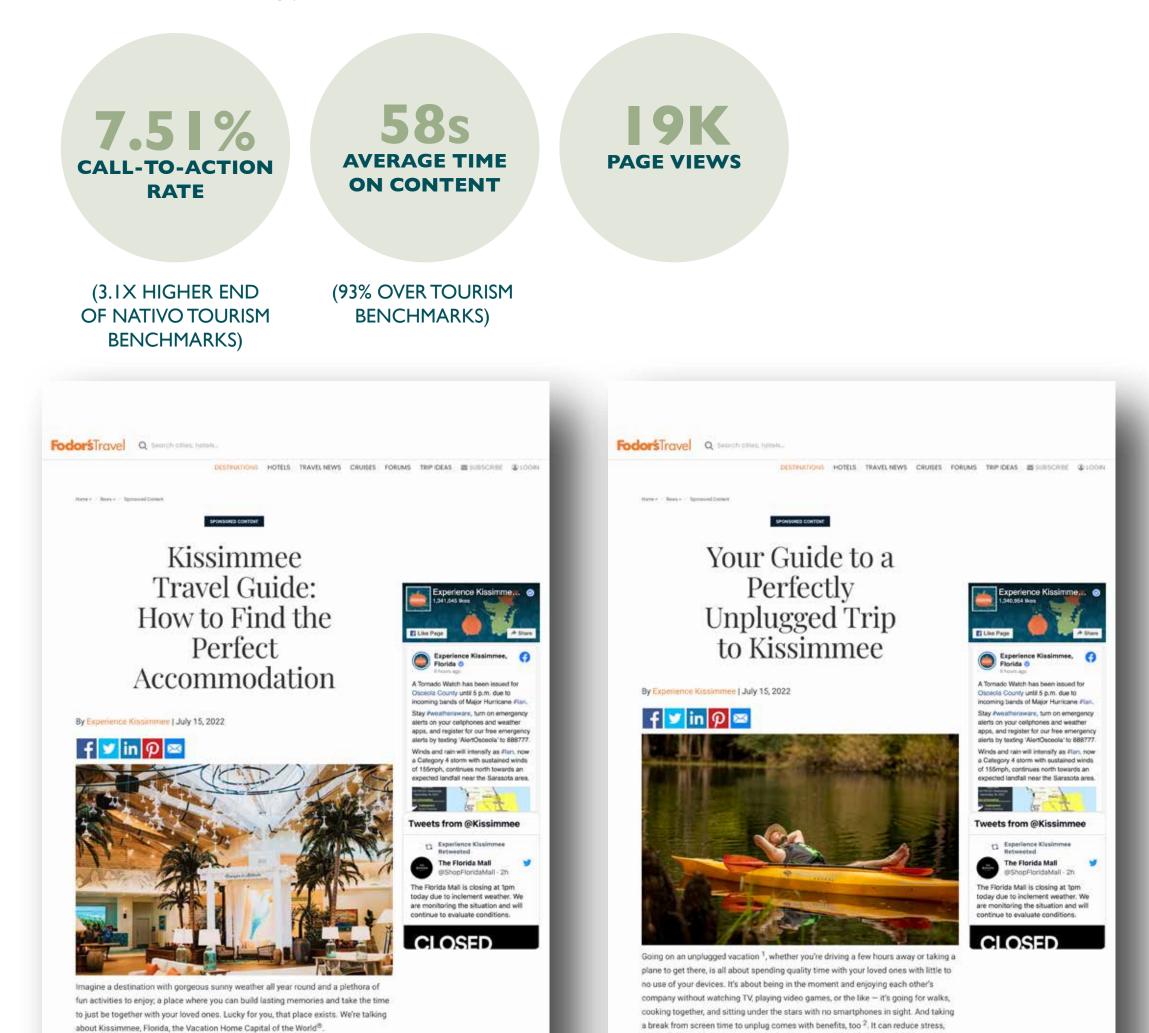


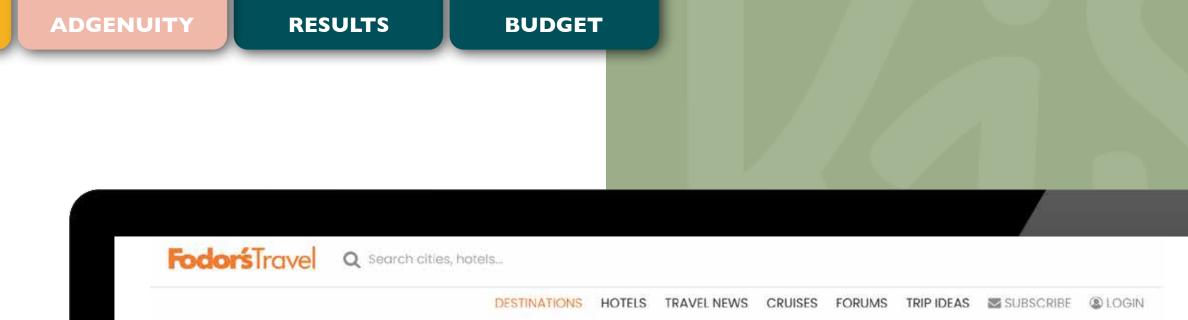




Nativo

Experience Kissimmee collaborated with the Nativo team to develop 3 custom-produced articles including complementing banner ads. Nativo's proprietary Native Article format is the only format that delivers infeed and lives on-site of premium publisher environments — delivering a true editorial experience for Kissimmee's audiences. Another top engagement performer with a **38.83% engagement rate**. The articles were strong performers with additional metrics below:





Home > / News > / Sponsored Content

Kissimmee Nightlife: 5 Entertainment Districts You Need to Check Out

SPONSORED CONTENT





A Tornado Watch has been issued for Osceola County until 5 p.m. due to incoming bands of Major Hurricane #lan.

Stay #weatheraware, turn on emergency alerts on your cellphones and weather apps, and register for our free emergency alerts by texting 'AlertOsceola' to 888777.



Experience Kissimmee Retweeted

> The Florida Mall @ShopFloridaMall · 2h

The Florida Mall is closing at 1pm today due to inclement weather. We are monitoring the situation and will continue to evaluate conditions.

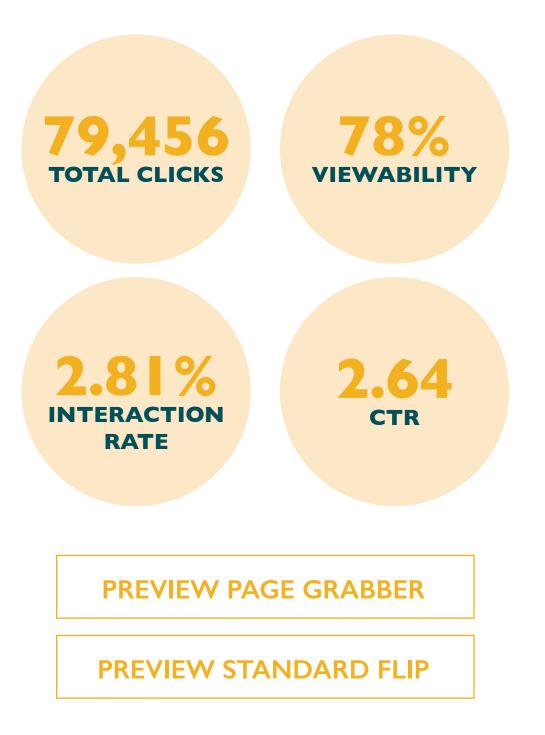


Visiting Kissimmee, Florida in the summertime with the whole family is an unparalleled experience. There are so many recreational activities to take part in: family amusement



Undertone

Experience Kissimmee collaborated with the Undertone team to provide the needed assets for Undertone to build a custom page grabber, high-impact unit. Attention was captured by utilizing an awareness driving, click producing full screen interstitial ad unit that employs powerful creative and encourages audiences to keep Kissimmee top of mind as the vacation destination of choice. Most of the engagement is done in unit as it only has a **5.95%** engagement rate. However, Undertone drove the highest volume of traffic to the website of all tactics with **79K+ clicks**. Overall performance overview in the unit is also strong with additional metrics below:







Outdoor Adventures

Discover the natural wonders of Florida by hot air balloon, airboat, kayal zip lining and more.

Explore More

BUDGET

Click below to plan your week in Kissimmee, Florida

Vacation Homes

Nightlife & Entertainment

Vacation Homes

Experience all the comforts of home by staying in one of Kissimmee's many varieties of vacation home rentals.

Explore More

Nightlife & Entertainment

Enjoy an energizing night out exploring the myriad of shops, restaurants, bars, and entertainment venues.

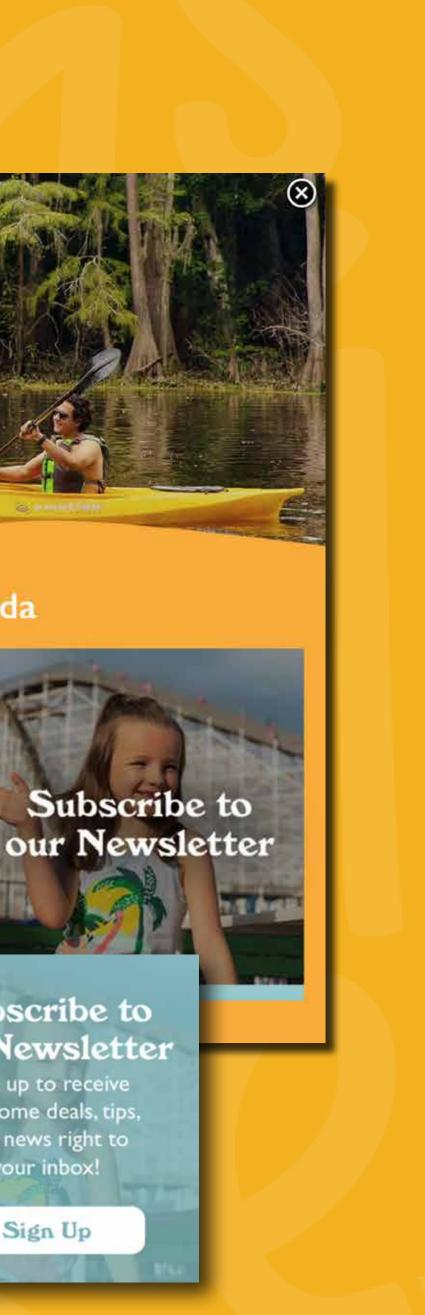
Explore More

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Sign up to receive awesome deals, tips, and news right to your inbox!

Sign Up



AdGenuity + Adara Cortex

Experience Kissimmee utilized programmatic ads on premium publisher sites with the ability to layer on Adara Cortex travel data which gains efficiency over the duration of the campaign. Both standard display sizes and native creative were developed and provided by the Experience Kissimmee team. A/B tests were run for creative among the various sizes and produced a **25.38% engagement rate**.







Top 5 Spots in Kissimmee to **Reconnect with Nature** April 21, 2022 by Experience Kissimmee Explore these top 5 spots in Kissimmee where you can

reconnect with nature!

Continue Reading -

NATIVE AD UNITS:

DISPLAY AD UNITS:

0.28% CTR ABOVE GOAL OF 0.25%

0.11% CTR

> ABOVE GOAL OF 0.10%

THIS SHOWS STRONG CONSUMER INTEREST IN OUR TARGET AUDIENCE AND GOOD **ENGAGEMENT WITH OUR AD CREATIVE.**

25.38% **ENGAGEMENT** RATE ABOVE 20% THRESHOLD BENCHMARK

COST PER ENGAGEMENT LOWEST COST PER ENGAGEMENT

ADGENUITY

RESULTS

BUDGET



GOALS

TACTICS

NEW YORK TIMES

NATIVO

UNDERTONE

29,362 TOTAL CLICKS

The 2-month campaign exceeded our goals across all 4 media vendor executions, from 7/18 – 9/16:

Generated

40.5M+ IMPRESSIONS

.32% **OVERALL CPC**

at \$3.72 CPC

The campaign contributed, along with other EK marketing efforts, to increased occupancy for the months of August and September, showing a positive impact.

2022 YOY

ADGENUITY

RESULTS

BUDGET

Results

Generated

90K+ PARTNER REFERRALS

Exceeding 20k by 4x

Generated over

2.2K+ **NEW LEADS**

Accounted for

36.4% **OF ALL WEB** TRAFFIC

from paid media campaigns

AUGUST

202 | YOY

12% increase

SEPTEMBER





19% increase



Budget

Since the assets were all created in collaboration with each media vendor and in-house by the Experience Kissimmee team, a majority of the budget was spent on media for this campaign.

Total budget was \$517,540 with just under \$6,000 in ad serving and just over \$51,000 used for media management and the rest (\$460,000) for actual media spend, broken down by vendor in table below:

VENDOR	TACTIC	TOTAL SPEND
New York Times	Custom Content	\$200,000
Nativo	Custom Articles/Stories	\$100,000
AdGenuity	Programmatic Display	\$45,000
AdGenuity	Programmatic Native	\$40,000
Undertone	Rich Media Page Grabber	\$75,000
Total Media Spend		\$460,000

The campaign delivered a strong return on this investment with measurable results that demonstrated significant audience reach, awareness building and engagement along with conversions through leads and partner referrals.

