



Visit Savannah: Incremental Winter Campaign



2022 ADRIAN AWARDS ENTRY | ADVERTISING > INNOVATION

Our Story

Although Savannah is a popular year-round destination for many, visitation during the first quarter months (January-March) is typically lower, with mid-week travel and bookings especially sluggish. Using additional marketing funds available during the final quarter of 2021, we wanted to craft an actionable campaign to help generate travel during those first slow months of 2022.

What we didn't want, however, was to go the traditional advertising route with a campaign that would just play it safe.

We needed this effort to make a significant impact for our local hotels and partners, so we knew we had to come up with a highly strategic plan to deliver our message through laser-sharp targeting in our designated top markets: New York City, Boston, Washington DC/Baltimore, Chicago and Toronto.

The result was a first-of-its-kind campaign built on targeting tactics that – to our knowledge – have never been done before by any destination anywhere, regardless of size or budget.



Our media objectives for this campaign were threefold:

1

**AWARENESS:
FILLING THE FUNNEL**

We needed to build demand through media that would keep Savannah top-of-mind as an ideal destination for holiday, winter and spring vacations.

2

**ENGAGEMENT:
STARTING THEIR JOURNEY**

Once we had their attention, we would need to show consumers why Savannah is right for them through personalized content that would turn lookers into bookers.

3

**VISITATION:
GETTING FEET ON THE GROUND**

We would measure the success of our campaign through actual visitation and spending by analyzing log files, third-party tools and visitation lift in the markets targeted.

Tactics

We crafted our strategy by leveraging a previous large investment with Adara, which had helped us identify custom audiences based on key geographic and psychographic criteria.

For this campaign, we were able to use cutting-edge Identity Resolution Software to take Adara's already high-quality audience profiles for Savannah and – get this – through special access courtesy of our AOR partner, push them into Amazon's DSP platform, where they were then matched up with actual Amazon customers we could target with Visit Savannah messaging.



We repeat: This is a true “first” that no one in the tourism industry has tried before. It also was an incredibly effective tactic that allowed us to be more efficient with our media dollars, while still accessing CTV/OTV inventory, which typically have very high CPMs.



Tactics

Our messaging was delivered through a dynamic media mix that included:

VIDEO

We adopted a “video-first” mentality with ads across Amazon, Hulu, YouTube TV and select DV360 publishers, running across all devices where users were engaging with content, including PCs, mobile, tablets and Connected TVs.

amazon.com

hulu

YouTube

Google Display & Video 360

DIGITAL

Utilizing digital and native tactics through partners like Nativio, Centro and Adara, we reached consumers at all points throughout their day, while also reinforcing our OTT/CTV video messaging via retargeting.

Nativio centro

ADARA

OUT-OF-HOME

We partnered with best-in-class OOH vendors like Accretive Media, using a proprietary methodology that allowed us to showcase our message during consumer commutes in Boston, Washington D.C., Baltimore and Chicago, and then use geolocation technology to retarget to (and monitor the behaviors of) those who engaged with it.

ACCRETIVE
MEDIA

Results

Going into this campaign, we knew our “first-of-its-kind” approach could go one of two ways – either missing the mark but providing key learnings for next time, or delivering even stronger results than we ever thought possible. We’re thrilled to report it was the latter.

For a campaign that lasted just over 45 days, it delivered:

88,999,886
impressions

52,842
clicks



6,281,701
completed video
views

7,032,384
video starts

89.3%
completion rate



53,571
sessions on the
campaign website

59,407
pageviews

37,874
direct links to the
booking site



Results

And not only that, it also delivered actual measurable spending in Savannah:



All told, this campaign resulted in a remarkable
1,056% Return on Ad Spend!



Insights

As an added bonus, the campaign's performance also provided **valuable new insights** to help craft future campaigns to further maximize our marketing dollars.

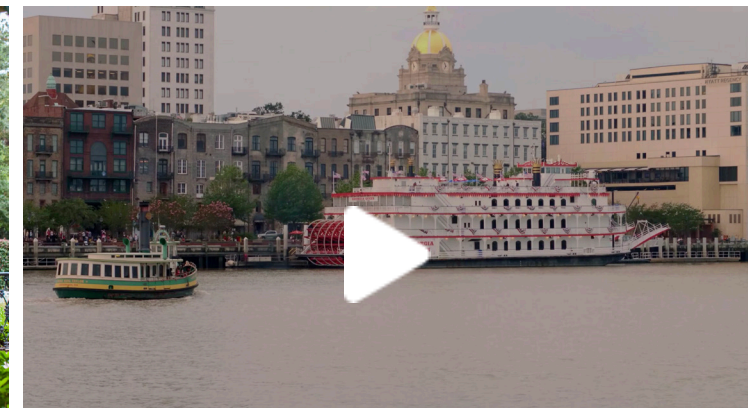
For example, one of the largest takeaways we learned is that Florida (not a priority market before and not part of this campaign) proved to be a very fruitful new market based on Visa spending reports. Insights from Basis also showed a Disney-heavy influence among those who engaged in our campaign. Together, these two findings indicate that not only those who live in Orlando – but perhaps others just visiting there – are prime targets for Visit Savannah messaging. As a result, we are now running campaigns in this **newly tapped market**.

Campaign Dates & Creative

Visit Savannah's Incremental Winter Campaign
ran from Nov. 8 – Dec. 31, 2021.



OOH



Digital Banners

Native

:15 OTT and CTV