

DESTINATION
DOOR COUNTY

2023

ADRIAN AWARD SUBMISSION

FEELINGS CAMPAIGN

DIVISION - ADVERTISING | CATEGORY - BRAND CAMPAIGN

DESTINATION DOOR COUNTY



/awe/

Wonder that is inspired by the sacred or sublime

DESTINATION
DOOR COUNTY

Beginning the Feelings campaign.

As the agency of record for Door County, Wisconsin, we partner with the destination to promote its collection of 19 communities. For this project, we collaborated with Destination Door County to develop a strategic campaign focused on travel intent and designed to employ messaging and imagery that prompted travelers to envision themselves in Door County.

The goal was to create a versatile, multiyear campaign that differentiated Door County's communities by bringing awareness to the many different experiences while sustainably managing visitors to the destination.

We wanted to turn Door County's messaging into an aspirational and inspirational brand lifestyle experience, touching all seasons and experiences the 19 communities have to offer.

With this, the Feelings campaign was born.

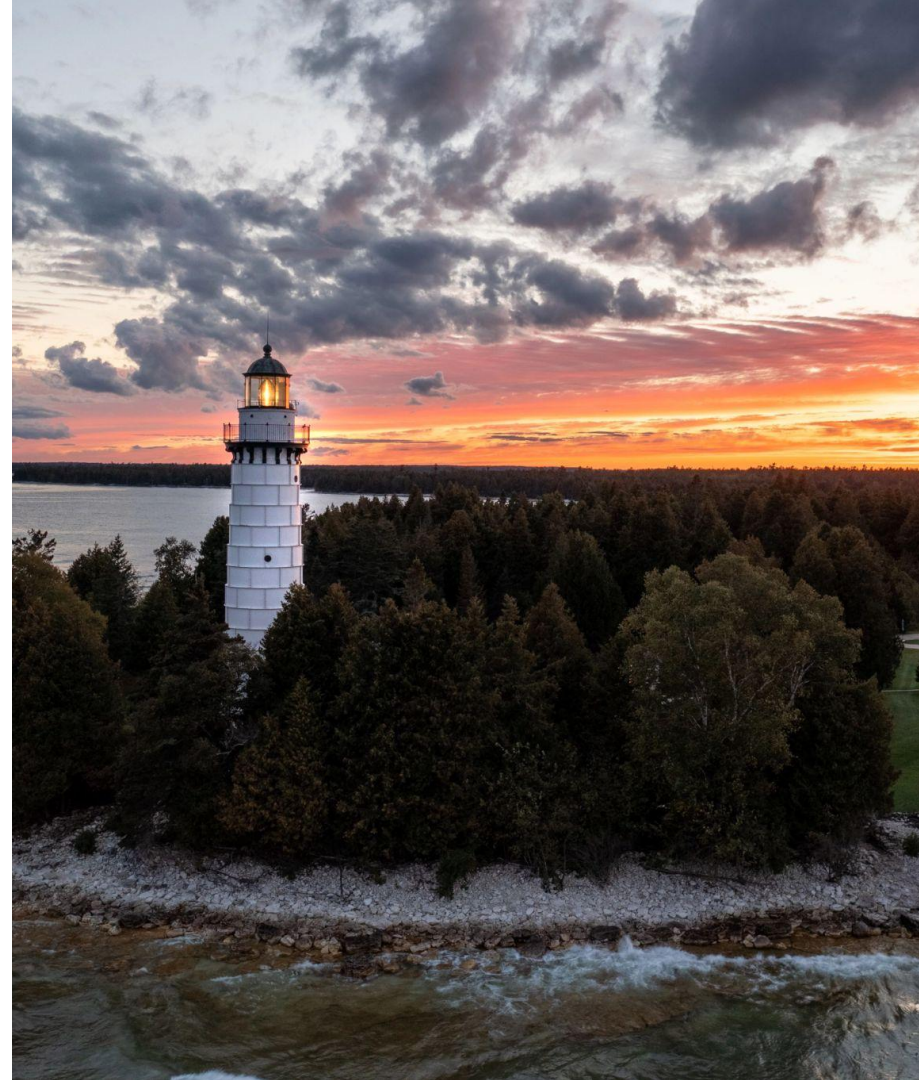
DESTINATION
DOOR
COUNTY
WISCONSIN



This feeling brought to you by..

To develop the campaign, the creative team immersed themselves in the Door County experience alongside our partners. This invaluable trip helped us synthesize the emotions a visitor might feel while traveling from community to community along the peninsula.

This exercise highlighted the unique emotional experience of Door County. While the exact feelings are unique for everyone, it was clear the destination elicits a strong positive reaction. And we captured this essence with a clean, minimal aesthetic that successfully reached audiences with powerfully minimal creative.



Those Door County Feelings.

Awe, enchanted, serene.

These emotive terms are just a few we used to bring the feeling of Door County to life and entice travelers to explore Door County—piquing their curiosity through tablets, cell phones, computer monitors, print ads, and train cars, and more—and directing them toward a journey that led to Door County, Wisconsin.





Bringing Feelings to Life.

The essence of the Feelings campaign has been translated across digital media with animated banner ads, social media campaigns and email campaigns, as well as in print, out-of-home, and video advertising.



A woman with long dark hair, wearing a bright red zip-up jacket, black leggings, and white sneakers, is walking along a dirt path in a forest. The forest consists of many tall, thin, vertical tree trunks, likely pines or firs, which create a rhythmic pattern of light and shadow on the ground. Sunlight filters through the trees, creating a dappled effect on the path. The woman is looking slightly to her left with a thoughtful expression.

/re·new·ed/

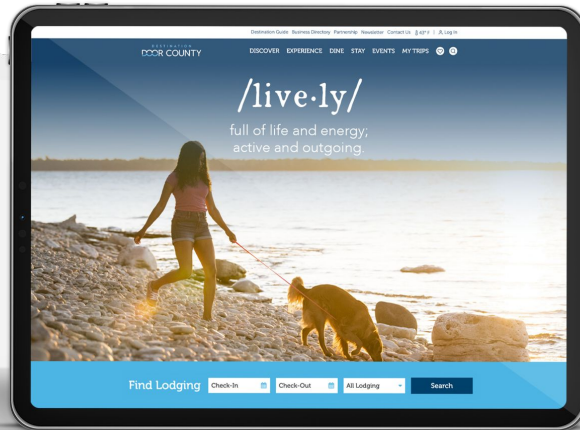
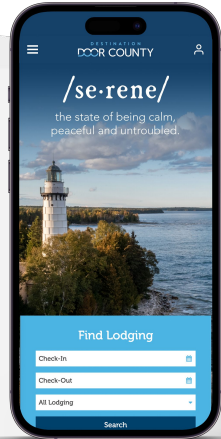
To restore to freshness, vigor, or perfection.

DESTINATION
DOOR COUNTY

Campaign assets featured breathtaking scenic shots along with diverse lifestyle photography, to create a sense of inclusion for everyone.

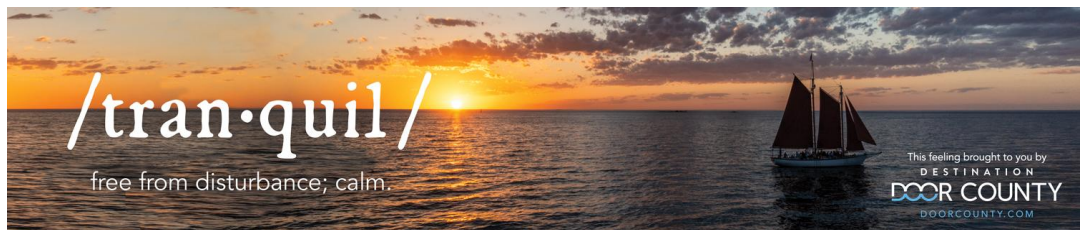
The digital life.

To combat the cluttered digital ad space, our digital advertisements capitalized on subtle animation paired with stunning imagery of captivating Door County destinations to draw the attention of the users.



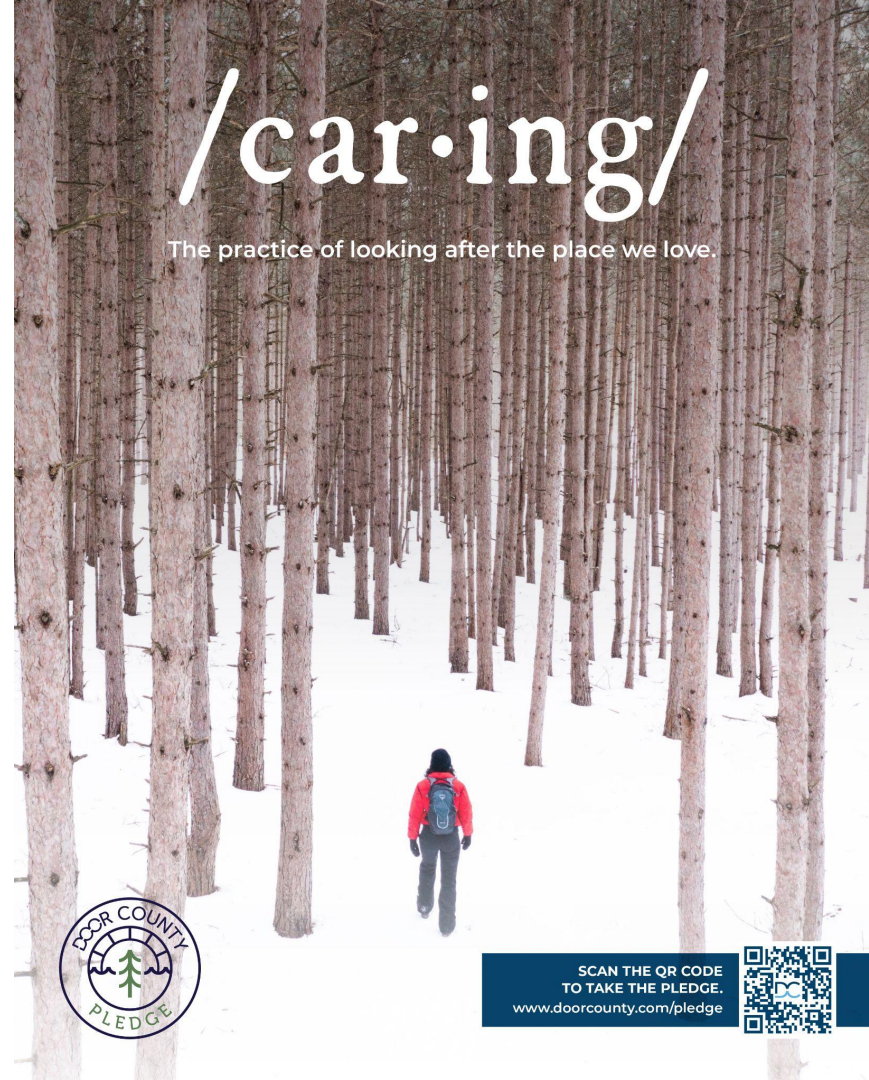
Going out of home.

Our out of home advertisements were strategically placed in busy urban environments. Gorgeous images were paired with inviting outdoorsy definitions to inspire city dwellers to leave their chaotic daily lives behind to explore Door County.



Print isn't dead.

Our print ads utilize large format ad spaces that allow for gorgeous vista shots and illustrations paired with the eye-catching feelings definitions to tell the story of Door County. Our intentional use of ample white space allows the advertisements to stand out from the clutter and capture the attention of people by keeping the message succinctly tied to the visual. The addition of QR codes provides stronger call to actions, inviting people to scan to learn more about this amazing destination along Lake Michigan and Green Bay.





Let's bring it to life.

Each video advertisement begins with a feeling, telling the story of each Door County destination through a single word, compelling cuts, and music that amplifies the one-of-a-kind experience.



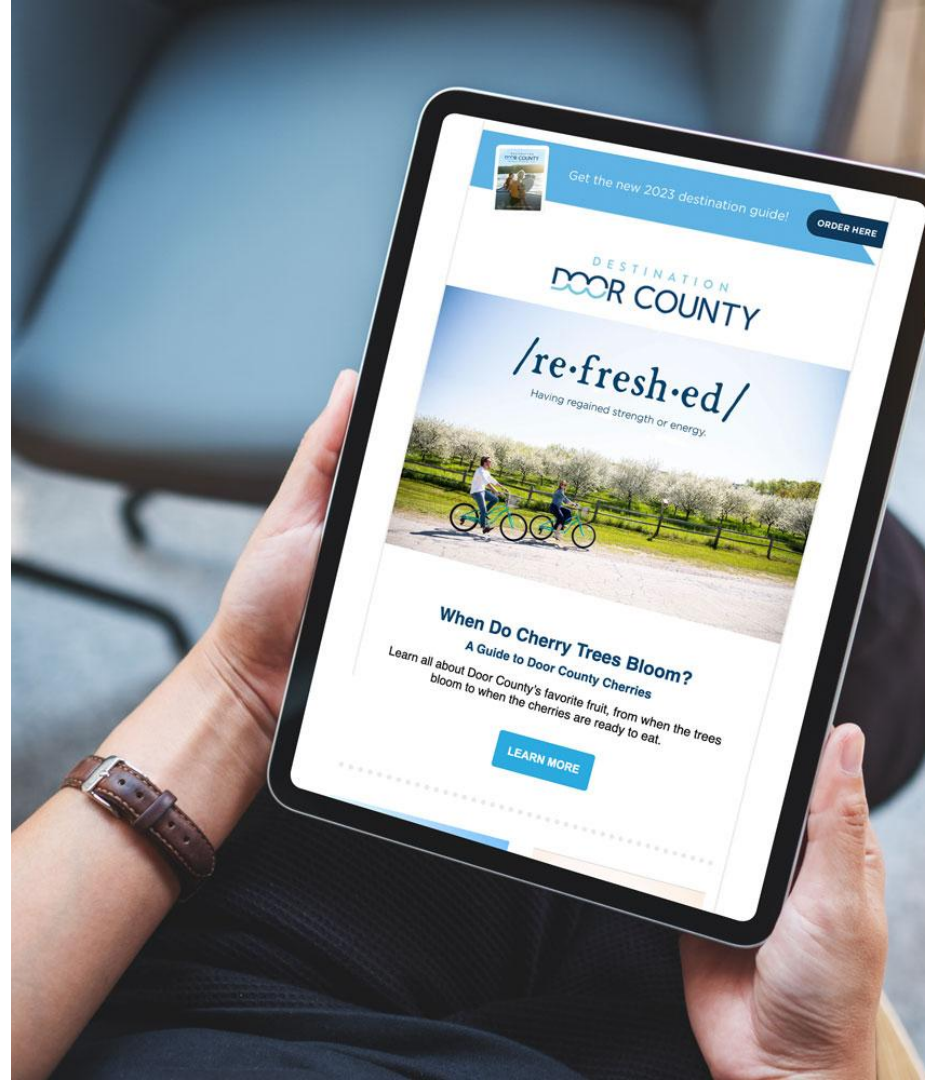
SCAN OR
CLICK TO
CHECK OUT
THE VIDEOS.

Reinventing the emails.

After careful analyzation of the email campaigns from the previous year, our team used data to reimagine the messaging to increase open rates and engagement. We streamlined the information included in each monthly email to get the information higher on the page and to the viewer faster.

Using SEO data gathered from Google Search Console and SEMRush, we went a step further to create a content calendar that featured the right type of content when website users were searching for it, The email campaigns gave us the added opportunity to push the content to their thousands of email subscribers.

To enhance engagement, it's crucial to refine and streamline our content, focusing on what truly resonates with the audience. We strategically pruned low-performing emails to create a more focused and effective communication experience.



Reinventing the emails. (con't)

Understanding the performance metrics is crucial because it allows us to gauge the overall effectiveness.

A Guide to Washington Island email delivers.

Above industry standard **open rate of 37.7%** and **click-through rate 2.9%** indicate a 27% increase for engagement, which can drive more site traffic, purchases, or participation in events.



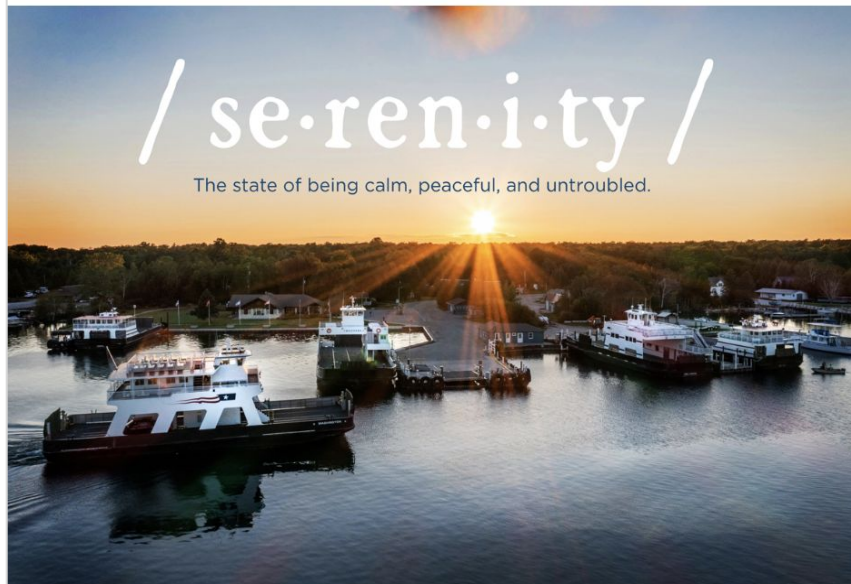
Get the new 2023 destination guide!

ORDER HERE

DESTINATION
DOOR COUNTY

/ se · ren · i · ty /

The state of being calm, peaceful, and untroubled.



A Guide to Washington Island

The core markets.

- Strongest and most stable markets are Green Bay, Milwaukee, and Chicago.
- Green Bay/Appleton provides greatest number of visitation, while Milwaukee provides highest visitor spend.
- Saw some dips in overall market share from these areas from 2021 to 2022, likely due to national visitation trends of trips closer to home with outdoor attractions in 2021, while 2022 is seeing an increase in trips with further distances.
- One city that is seeing a growth in market share is Minneapolis/St. Paul.





OVERALL PERFORMANCE

GOOGLE SEARCH ENGINE MARKETING

OVERALL
PERFORMANCE
250,938 CLICKS

CAMPAIGN PERFORMANCE



250,938
Clicks



Top Ad Group: Discover



1,361,120
Impressions



Top Keywords:

1. door county
2. things to do in door county
3. door county calendar of events



18.44%
CTR

\$0.24
CPC



INSIGHTS

Discover is the top performing ad group with over 100k clicks, and a CTR of 21.87%, The Events ad group also performed strong with a 35.57% CTR.

There is strong interest in event related keywords; "things to do in door county", "door county events", "things to do in door county wisconsin" and "door county festivals 2023"

Top metros: Green Bay-Appleton, Milwaukee, & Chicago.

Ad · www.doorcounty.com/discover

Explore our Communities | Discover Something Incredible

Start Packing Your Bags for Door County - a Midwestern Getaway Unlike any Other. Visit Today & Explore, Revel & Roam Responsibly by Taking the Door County Pledge. Arts & Culture. Outdoor Adventure. Explore Family Fun. Pet...

[Destination Guide](#)

[Event Calendar](#)

[Lodging in Door County](#)

[Eco-Friendly Travel](#)

GOOGLE SEARCH ENGINE MARKETING

OVERALL
PERFORMANCE
59,506 CLICKS

CAMPAIGN PERFORMANCE - "NEAR ME"



59,391
Clicks



321,023
Impressions



18.50%
CTR

\$0.69
CPC



Top Ad Group: Events



Top Keywords:
1. door county calendar of events
2. washington island
3. events this weekend



INSIGHTS

Events is the top performing ad group with over 28k clicks, and a CTR of 24.01%. All ad groups in this campaign had CTRs of 12% and higher.

As expected with geo targeted SEM campaigns, there is a strong interest in events related keywords such as: "events this weekend", "local events", & "events near me."

Top cities: Sturgeon Bay, Fish Creek, & Green Bay, WI.

Ad · www.doorcounty.com/experience

[Check Out Local Events | Unique & Unusual Trips | An Active Outdoor...](#)

Slow Down, Relax & Lose Yourself in the Beauty of Door County's Sunrises & Sunsets. Immerse Yourself in the Vibrant & Robust Arts & Cultural Scene of Door County. Arts & Culture. Outdoor Adventure. Explore Family Fun...

[Destination Guide](#)

[Event Calendar](#)

[Lodging in Door County](#)

[Eco-Friendly Travel](#)

GOOGLE SEARCH ENGINE MARKETING

OVERALL
PERFORMANCE
77,296 CLICKS

CAMPAIGN PERFORMANCE - RLSA



76,860
Clicks



1,109,105
Impressions



6.93%
CTR
\$0.38
CPC



Top Ad Group: Stay



Top Keywords:
1. things to do in wisconsin
2. lake front cabins
3. places to stay

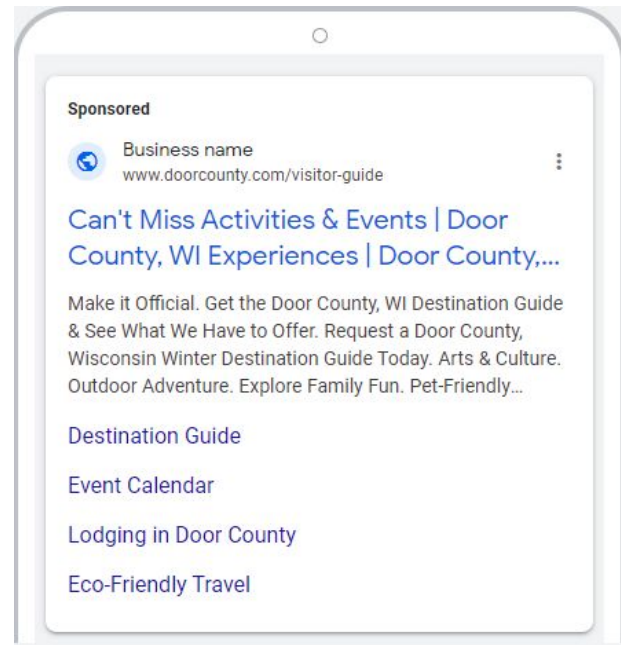


INSIGHTS

Stay is the top performing ad group with over 38k clicks, and a CTR of 7.30%, The Visitors Guide ad group also performed strong with a 14.01% CTR.

The top performing keywords including "lake front cabins", "places to stay", "best hotels", and "pet friendly lodging" are aligned with the top ad group of Stay.

Top metros: Green Bay, Milwaukee, & Seattle-Tacoma



GOOGLE VIDEO DISTRIBUTION

OVERALL
PERFORMANCE

668,796 VIEWS

CAMPAIGN PERFORMANCE



1,537

Clicks



2,683,033

Impressions



1,581,873

Views

59%

View Rate



INSIGHTS

The 0:15 Summer ad 'Blissful' has received the majority of the views at 666,785, and a 57% view rate - both incredibly strong metrics.

The overall view rate of 59% is almost double the industry average of 30%.

71% of impressions have been served on TV screens which is considered a premium placement

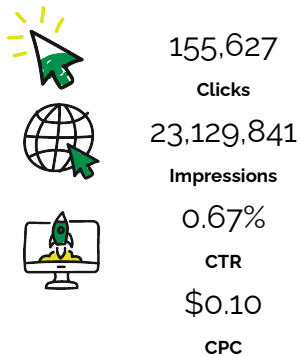
Top metros: Chicago, Minneapolis-St. Paul, & Denver



GOOGLE PROSPECTING & RESPONSIVE

OVERALL
PERFORMANCE
23M IMPRESSIONS

CAMPAIGN PERFORMANCE (TO DATE)

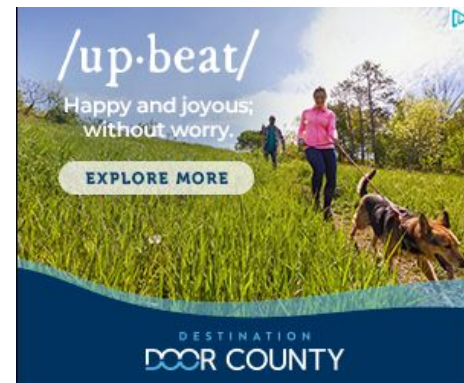


INSIGHTS

Outdoor focused ads have served the majority of impressions for this campaign as the targeted audience gets to experience the feelings of Door County.

Over 23M impressions have been served, and 155k clicks have been delivered to the Door County website.

Top metros: Chicago, Minneapolis-St Paul & Milwaukee



META REMARKETING

**OVERALL
PERFORMANCE**
42,106 CLICKS

CAMPAIGN PERFORMANCE



42,106

Clicks



5,816,670

Impressions



0.72%

CTR

\$0.33

CPC



Top Performing Ads:

1. Summer Enhanced Carousel
2. Enchanted Single Image



INSIGHTS

This campaign has performed strong with over 42k clicks delivered to the Door County website by way of the engaged remarketing audience.

The Summer enhanced carousel ad is the top performer with 10,409 clicks and a CTR of 0.52%, followed by the Enchanted ad with 7,287 clicks and a 0.97% CTR.

Destination Door County Sponsored

Some places just feel right. Explore Door County's 19 communities this summer to see what we mean.

[Find Your Feelinas](#) [Learn more](#) [Find Ad](#)

Like Comment Share

Destination Door County Sponsored

Where you set sail is as important as what you're sailing. Door County's marinas are your gateway to some of the best boating in Wisconsin.

[Learn more](#)

doorcounty.com
Plan Your Trip
Door County's marinas ar...

Like Comment Share

META VIDEO DISTRIBUTION

**OVERALL
PERFORMANCE**
1,586,491 VIEWS

CAMPAIGN PERFORMANCE



25,880

Clicks



3,685,221

Impressions



1,581,706

Views

43%

View Thru Rate



Top Performing Videos:

1. Summer 00:30
2. Spring 00:15



INSIGHTS

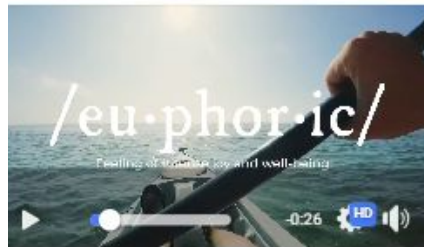
This campaign has performed strong with these ads having received over 1.5 million views.

The Summer 00:30 ad is the top performer with 843,390 views, followed by the Spring 00:15 ad with 154,757 views.

Destination Door County   

Sponsored · 

There's something extra special about Door County, Wisconsin, in the summer. Make your plans to explore it all this year.



doorcounty.com
Find Your Feeling

Learn more

 Like  Comment  Share

Destination Door County   

Sponsored · 

Discover Door County's thousands of miles of wilderness and reconnect with the ones you love in serene landscapes this spring.



doorcounty.com
Find Your Feeling

Learn more

 Like  Comment  Share

META PROSPECTING

OVERALL PERFORMANCE
101,473 CLICKS

CAMPAIGN PERFORMANCE (TO DATE)



100,447

Clicks



18,978,892

Impressions



0.53%

CTR

\$0.53

CPC



Top Performing Ads:

1. Revived Single Image
2. Nostalgic Single Image



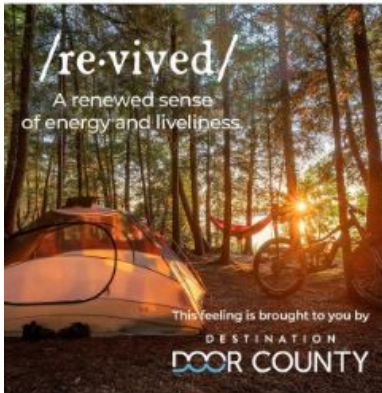
INSIGHTS

This campaign has performed strong with over 19M impressions served, and 101k clicks delivered to the Door County website.

The Revived ad is the top performer with 20,683 clicks and a CTR of 0.51%, followed by the Nostalgic ad with 13,974 clicks and a 0.72% CTR.

Destination Door County Sponsored

Reconnect with nature in Door County, Wisconsin, and pledge to protect these magical landscapes for future generations.




doorcounty.com
Find Your Feeling Summer in Door County, ... [Learn more](#)

Like Comment Share

Destination Door County Sponsored

Soak up the sun in Door County this summer, where you'll feel like you've returned to simpler times spent with family and friends.



doorcounty.com
Find Your Feeling Summer in Door County, ... [Learn more](#)

Like Comment Share

META SUSTAINABLE DEV PROSPECTING

OVERALL
PERFORMANCE

32,355 CLICKS

CAMPAIGN PERFORMANCE



32,355

Clicks



5,663,243

Impressions



0.57%

CTR

\$0.77

CPC



Top Performing Ads:

1. Peaceful Single Image
2. Mindful Single Image



INSIGHTS

This campaign has performed strong with over 5M impressions served, and 32k clicks delivered to the 'Pledge' page of the Door County website.

The Peaceful ad is the top performer with 14,387 clicks and a CTR of 0.66%, followed by the Mindful ad with 4,731 clicks and a 0.50% CTR.

doorcounty.com
Destination Door County
Sponsored · 🌐

Before you start exploring Door County's 300 miles of shoreline, find out how to preserve, protect and care for the area.

/peace-ful/
Free from disturbance; calm.

doorcounty.com
Take the Pledge
Care for Door County is th... [Learn more](#)

👍 Like 💬 Comment ➦ Share

doorcounty.com
Destination Door County
Sponsored · 🌐

Embrace Door County's wild spirit and help us protect the natural environment for generations to come.

/mind-ful/
Inclined to be aware.

doorcounty.com
Take the Pledge
Care for Door County is th... [Learn more](#)

👍 Like 💬 Comment ➦ Share

MOBILEFUSE

**OVERALL
PERFORMANCE**
2,741,781 IMPRESSIONS

CAMPAIGN PERFORMANCE



6,280

Clicks



2,741,781

Impressions



0.23%

CTR



INSIGHTS

This campaign has delivered over 2.7M impressions, & 6k clicks.

The interstitial ad unit has had 5,032 engagements & 730 of those engagements were dedicated to the 'Return to Trip' callout.

The expandable ad unit has had 1,644 engagements & 761 of those engagements were dedicated to the 'Southern Door County - Learn More' callout.



MOBILEFUSE SUSTAINABILITY

OVERALL
PERFORMANCE
2,902,213 IMPRESSIONS

CAMPAIGN PERFORMANCE



17,476

Clicks



2,902,213

Impressions



0.60%

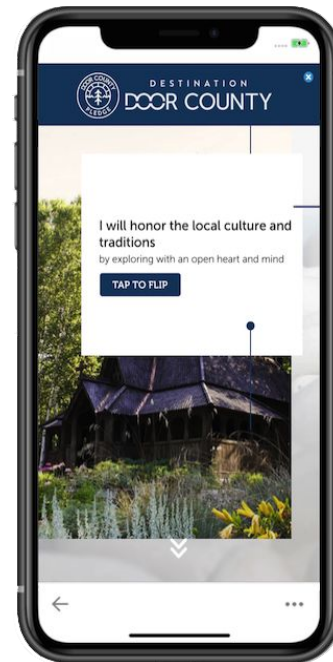
CTR



INSIGHTS

This Sustainability campaign with Mobilefuse has delivered over 2.9M impressions, & 17k clicks.

The interstitial ad unit has had over 19,454 engagements & 3,386 of those engagements were dedicated to the pledge callout.



CONNECTED TV

OVERALL
PERFORMANCE
748,457 IMPRESSIONS

CAMPAIGN PERFORMANCE



4,072

Clicks



748,457

Impressions



0.54%

CTR



INSIGHTS

Connected TV saw solid impression performance with over 748K impressions delivered.

Top performing placements include: Pluto TV, Philo TV, & Warner Media placements including CNN, TBS & TruTV.



Where My Moms At? - PODCAST

OVERALL
PERFORMANCE
42,370 IMPRESSIONS

CAMPAIGN PERFORMANCE



42,370
Impressions



\$25
CPM

Where My Moms At?

Christina P. is a comedian and exhausted mother of two young boys. WMMA explores all thing parenting - from colossal mom fails to the quiet rage you feel when your toddler won't nap.

We recommended this podcast because it emphasizes a family-focused audience and would reinforce Door County as a destination must for parents with kids under 18.

Audience:

73% Female
51% with children under 18
220,000 impressions/month



The Deck - PODCAST

OVERALL
PERFORMANCE
362,000 IMPRESSIONS

CAMPAIGN PERFORMANCE



362,000

Impressions



\$25

CPM

The Deck

The Deck, is hosted by Ashley Flowers and takes true-crime listeners through a deck of playing cards that is unlike any other.

We recommended this podcast because with 1,900,000 monthly impressions it reaches a large audience. With a large percentage of travel being planned and booked by women, they are heavily targeted.

Audience:

96% Female

46% with children under 18

1,900,000 impressions/month



Overall Media Performance

Overall Totals

Branded Impressions

69,140,599

Branded Clicks

772,969

	SEM - National	SEM - Geo-targeted	RLSA	Google Video	Google Display	Meta Remarketing	Meta Video	Meta Prospecting	Meta Sustainability Prospecting	MobileFuse General Leisure	Mobilefuse Sustainability	Connected TV
Clicks	250,938	59,391	76,860	1,537	155,627	42,106	25,880	100,447	32,355	6,280	17,476	4,072
Impressions	1,361,120	321,023	1,109,105	2,683,033	23,129,841	5,816,670	3,685,221	18,978,892	5,663,243	2,741,781	2,902,213	748,457
CTR	18.44%	18.50%	6.93%	1,581,873 Views	0.67%	0.72%	1,581,706 Views	0.53%	0.57%	0.23%	0.60%	0.54%
CPC	\$0.24	\$0.69	\$0.38	59% View Rate	\$0.10	\$0.33	1,006,004 Video Plays 95%	\$0.52	\$0.77			
				\$0.01 CPV			43% View Rate					

KPI

Clicks

Clicks

Clicks

Views

Impressions

Clicks

Views

Clicks

Clicks

Impressions

Impressions

Impressions

Benchmark

4.68% CTR

4.68% CTR

4.68% CTR

30% View Rate

0.47% CTR

0.9% CTR

0.10% CTR

0.10% CTR

GOOGLE ANALYTICS BREAKDOWN

OVERALL
PAID TRAFFIC

PAID CAMPAIGN SITE TRAFFIC

Campaign	Source / Medium	Users	Sessions	Goal Completions
Google SEM National	Google / CPC	210,516	286,222	96,082
Google SEM Near Me	Google / CPC	46,463	62,339	10,647
Google SEM RLSA	Google / CPC	66,545	79,307	32,172
Google Video	Google / CPC & Google / Video	588	597	24
Google Display	Google/CPC	43,654	103,812	4,121
Meta Prospecting + RM	Meta/Paid	109,350	126,750	9,021
Meta Video	Meta / Video	11,551	13,145	266
Choozle Video	Choozle / Video	730	775	7
Mobilefuse	Mobilefuse / Display	15,437	19,911	769

GOOGLE ANALYTICS CONVERSIONS

OVERALL
CONVERSIONS

11,898

Newsletter Sign Ups

5,521

Interest Profile Completion

46,948

Booking Widget Submissions

15,020

View Guide Online

8,533

Trip Planner Quiz

2,485

Register For Account

289,629

Quality Engagement
Session Duration >3

537

Pledge for Door County

78,231

Business Directory
Visit Site Click