

A photograph of the Aurora Borealis (Northern Lights) in a snowy, mountainous landscape. Two people are standing in the snow, holding hands and looking up at the green lights in the sky. The scene is illuminated by the aurora and a low sun on the right side of the frame.

AKA

ALSO KNOWN AS
ALASKA

▲▲
— TRAVEL —
ALASKA®

2023 HSMAI Adrian Awards
Advertising Brand Campaign:
Large Budget: \$501,000 – Above

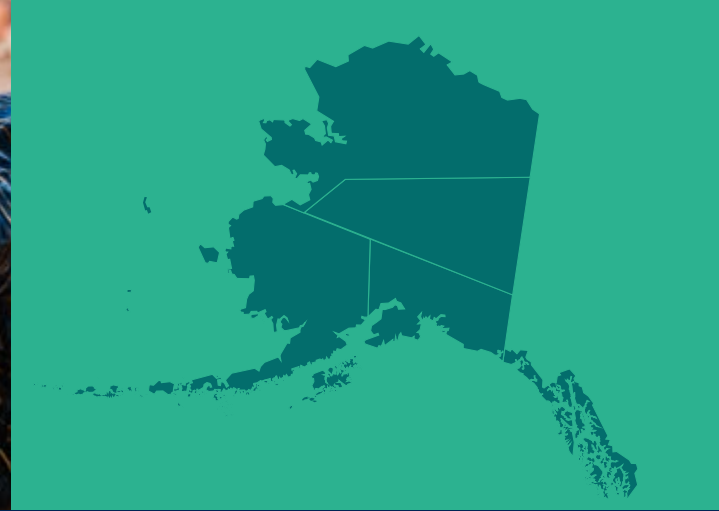
→ Situation

In Fiscal Year 2023, Travel Alaska/Alaska Travel Industry Association, Alaska’s statewide destination marketing program, started with a clean slate, set new baselines, and marked new priorities. Travel Alaska needed to develop new brand messaging and an inspirational creative campaign to reenforce the destination’s position and keep Alaska top of mind for visitors. From this, the multi-media “AKA” campaign was born.

The marketing program is data driven, with statistics employed from our Visitor Profile Survey, data platforms measuring advertising efficiency and conversions, economic stats and travel trends, and reports from US Travel and other leading authorities. Travel Alaska is utilizes new technology, best practices, and strong analytics to deliver Alaska’s brand message.

Alaska is an awe-inspiring place rooted in living culture where memorable experiences are an everyday occurrence. The goal was to develop messaging to emphasize Alaska’s rich cultural heritage and outdoor product which makes it one of the most beautiful places on Earth, with endless opportunities for epic experiences year-round.





→ Objectives

1. Position Alaska as a destination that is desirable to visit year-round, with natural beauty and outdoor activities available in all seasons.
2. Increase representation of Alaska Native Culture as a significant asset to the state – and one that visitors would be remiss to not experience firsthand.
3. Encourage visitation in all regions of the vast state of Alaska.



→ Strategy

Brand Promise

Euphoric experiences, wild beauty, a refreshing sense of realness. Alaska is like nothing you've ever experienced, yet there's a comfort and familiarity to it that makes you feel like it's where you've always belonged.

Brand Personality

Sincere and unassuming, yet bold with undeniable beauty. The type of person who should be intimidating, but instead is warm, relatable and puts you at ease.

Brand Attributes:

ABOUNDING · APPROACHABLE
AWE-INSPIRING · ADVENTUROUS

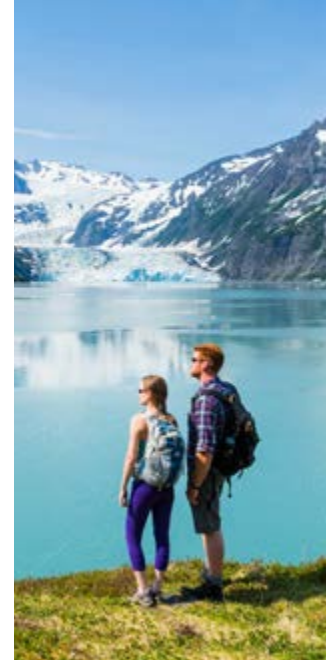


→ Strategy

The Concept

Enter the “AKA Also Known As” campaign. Born out of the juxtapositions across the brand, “Also known as” (a common phrase that offers a visual nod to the Alaska abbreviation AK) became a clever way to identify imagery and educate our audiences.

The goal of Travel Alaska’s messaging ad campaign is to inspire travel to Alaska in 2023, showcasing all-weather activities as well as educating consumers about Alaska Native culture. It combines the beauty of Alaska with the cultural significance of the people who live there, inviting all to experience the 49th state’s natural beauty and outdoor experiences year-round, encouraging them to easily visit all regions of the state on their journeys.



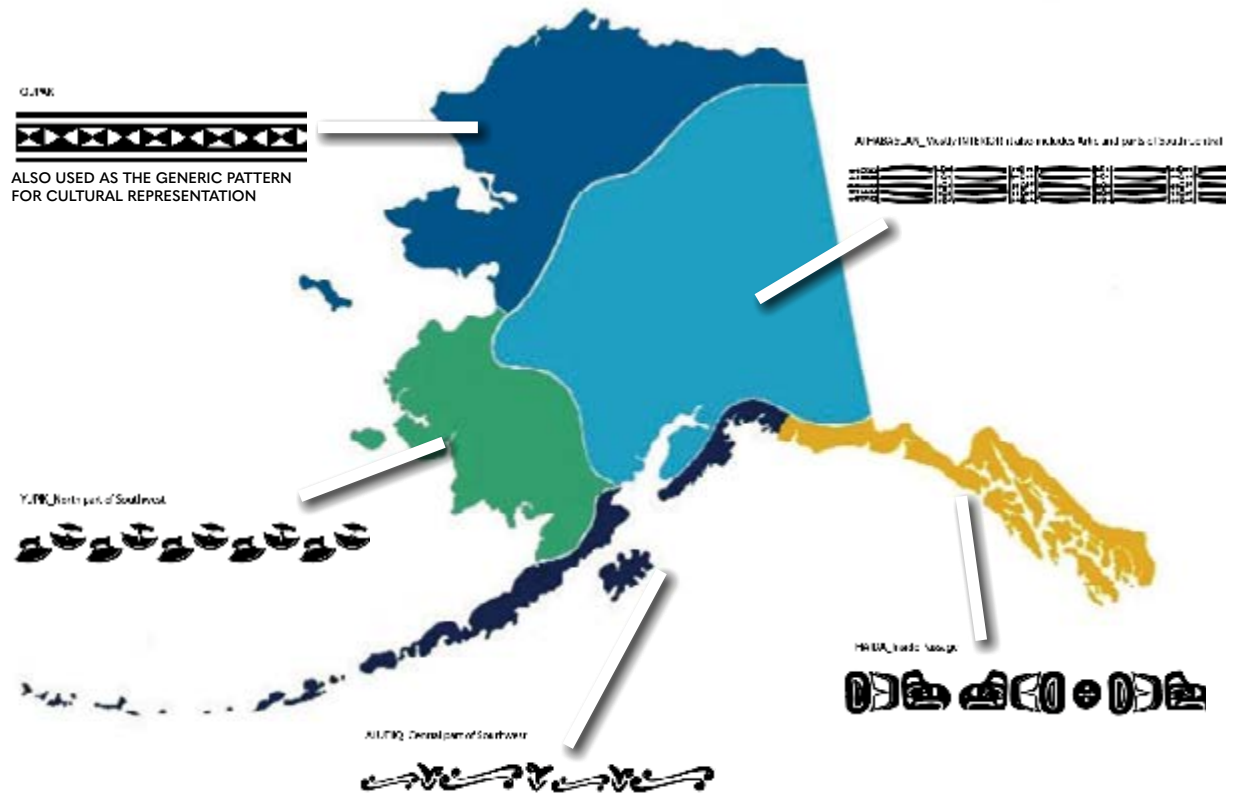
CAMPAIGN TIMELINE
 Brand Creative launch: August 2022
 Cultural tourism creative launch: October 2022



→ Strategy

To continue to build on the campaign strategy of educating travelers on Alaska Native culture, as well dispersing travelers throughout the entire great state, custom illustrations were created to highlight specific cultural patterns that are associated with the appropriate regions. These patterns are used in advertising assets and beyond to highlight which region of the state and Alaska Native Culture is being featured or highlighted.

CULTURAL PATTERNS ALIGNED TO REGIONS



→ Execution

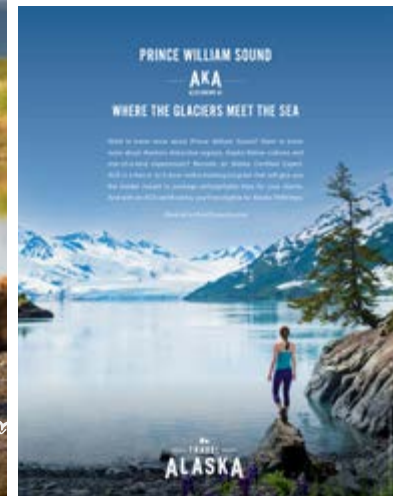
Creative was distributed across multiple channels in various formats. Video was dispersed in traditional broadcast television and connected tv, as well as being the first destination to utilize addressable tv on Hulu with Innovid, which allowed the consumer to interact with video and imagery from all regions of the state. Content partnership campaigns with National Geographic, Smithsonian, AARP, Tripscout, and Matador Network included published articles, email campaigns, social posts, and on-site digital advertising. New social campaigns were launched on Travel Alaska's owned platforms.

Three styles of programmatic campaigns were launched using video, native, and display advertising to audiences matching recent visitor research.

All campaign creatives linked to either an AKA landing page or Alaska Native Culture landing page on TravelAlaska.com, capturing all traffic from ads and leading the visitor to other call to actions on the website, including eNews sign-up, vacation planner requests, itineraries, and partner travel deals.



→ Execution



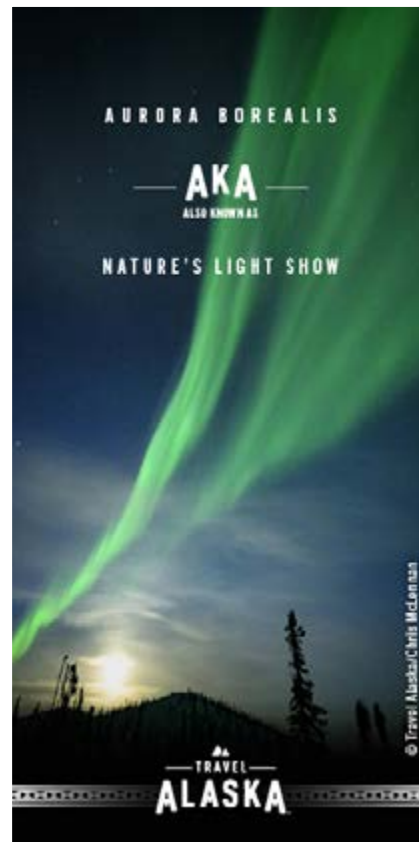
→ Execution



Click to view spot.



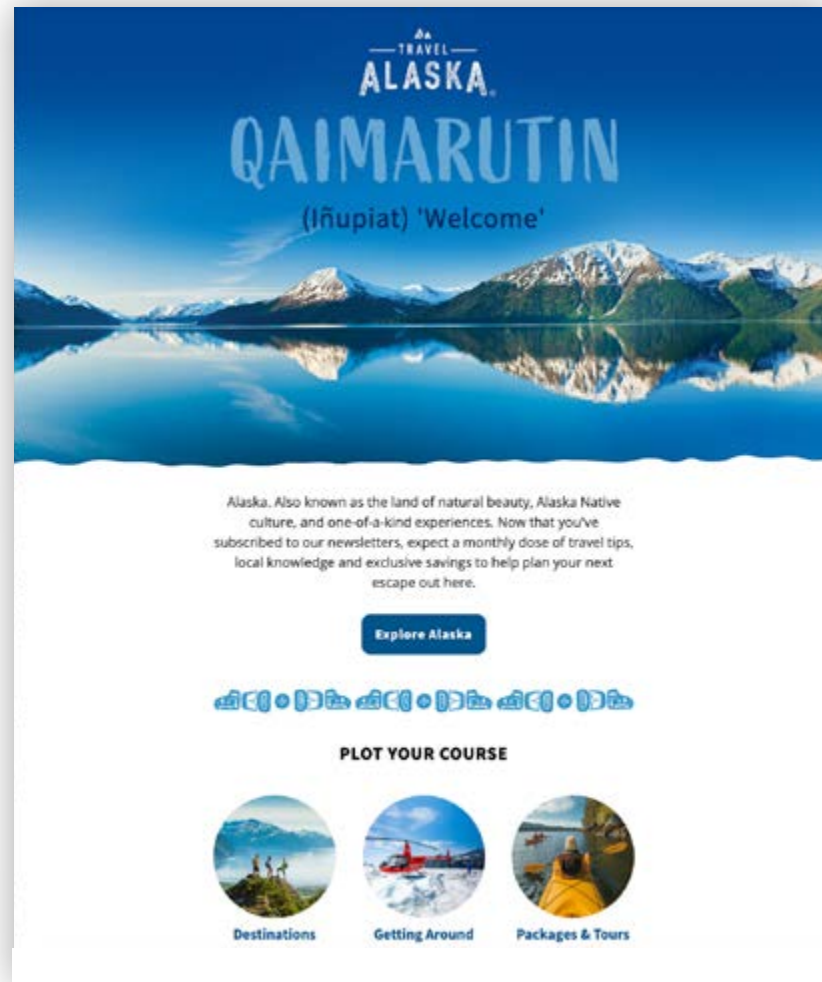
→ Execution



→ Execution



<p>Alaska is a world of seasons. And some seasons equal savings. As in, or as we like to say, "AKA—also known as," big savings.</p>	<p>AKA. "Also Known As." Think of it as the definition to this vast land of contrast and wonder.</p>	<p>Nature's light show. Also known as the northern lights. And there are few places in world to see them better than Alaska.</p>
<p>Go Big. Go Less. TravelAlaska.com</p>	<p>Find Your AKA TravelAlaska.com</p>	<p>Aurora Borealis TravelAlaska.com</p>



→ Media

To amplify Alaska's brand story, a robust media campaign was developed to accomplish the following:

Campaign Media Objectives

- Increase brand awareness of Alaska as a destination through precise audience targeting and reach while providing relevant content
- Engage with our audience through content on TravelAlaska.com
- Increase awareness and knowledge of Alaska's Native Culture

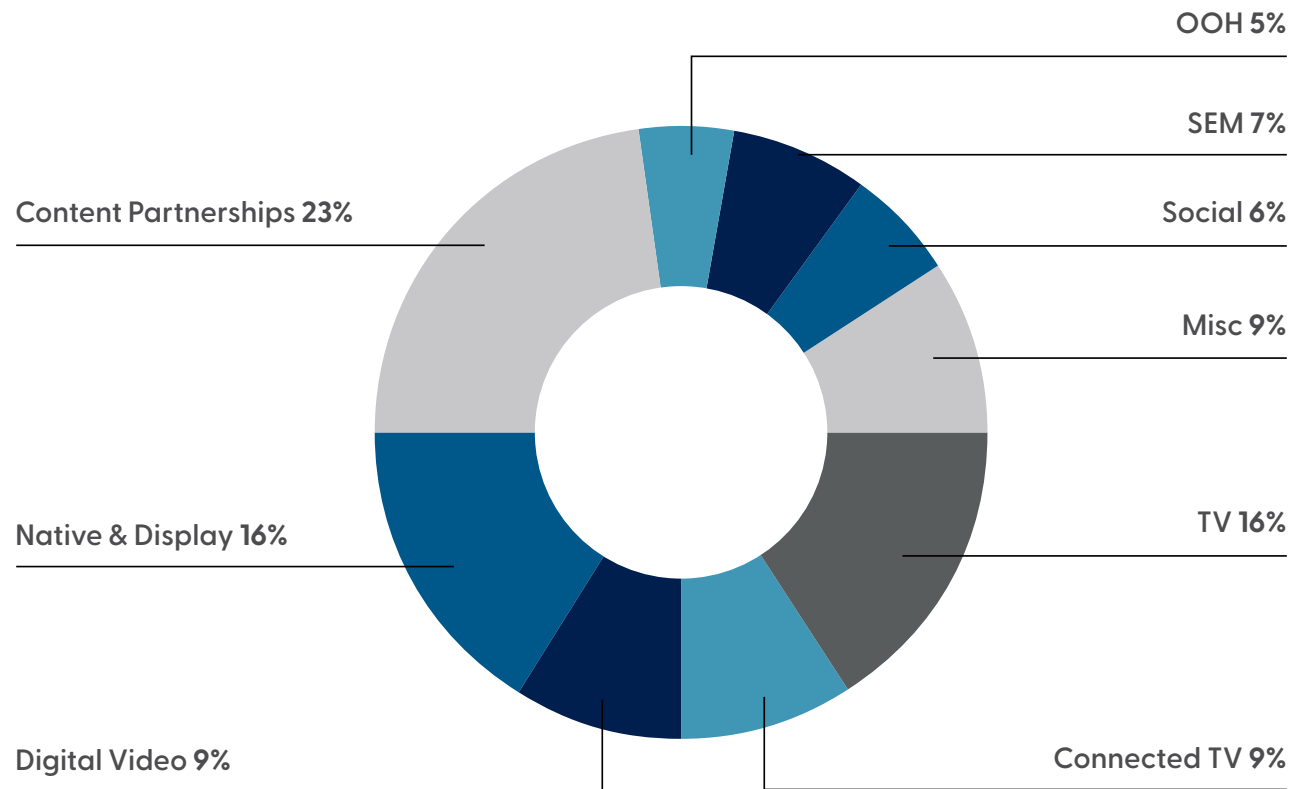


→ Media

\$5.75M

FY22-23

Media Plan



→ Media

Audience Targeting

Overall Approach

1. **Prioritize Travel Intenders Overall**
2. **Layer on geographic targeting:**
 - a. Heavy-up in primary markets
 - b. Evaluate test markets
 - c. Expand Nationally
3. **Layer on behavioral attributes**
 - a. When necessary, layer in additional audience segments (campaign + season specific)

Overlays

Activities

- Cruising
- Fishing
- Boating
- Hiking
- Biking
- Wildlife Viewing
- Dog Sledding
- Skiing
- Snowboarding
- Experiencing Alaska
- Native Culture
- Northern Lights Viewing



Targeting

Primary

- Los Angeles, CA
- San Francisco/Oakland/San Jose, CA
- Seattle/Tacoma, WA
- New York, NY
- Miami/Ft. Lauderdale, FL
- Orlando/Daytona Beach/Melbourne, FL
- Dallas/Ft. Worth, TX
- Tampa/St. Petersburg/Sarasota, FL
- Houston, TX

Emerging Markets

- Chicago, IL
- Phoenix, AZ
- Portland, OR
- Minneapolis, MN



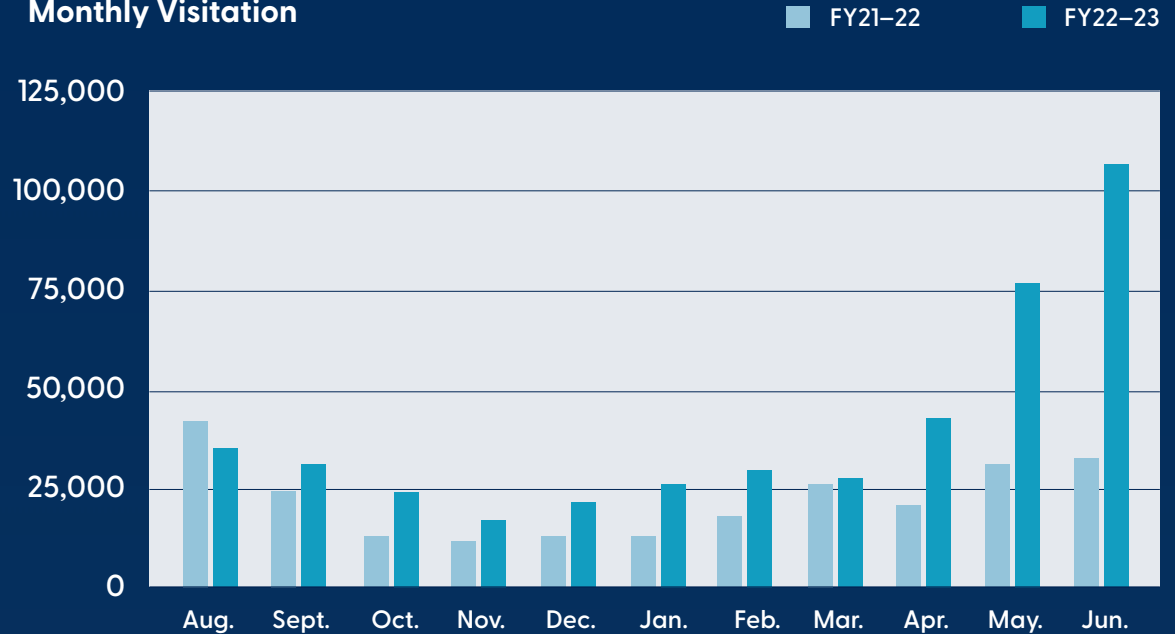
→ Results

Since launch, the campaign so far is achieving...

↑ 80.3%
 increase in visitation year over year.
 *Zartico data
 *Campaign started end of month August 2022

↑ 10.2%
 increase in visitor spending from the start of the campaign compared to the prior fiscal year.
 *Zartico data

Monthly Visitation



A Visitor Profile study shows that **25%** of visitors experience cultural tourism attractions while in state since campaign launch.

The Cultural tourism landing page on TravelAlaska.com is now consistently in the **top 10** pages viewed since campaign launch.



→ Results

Among the selection factors for choosing Alaska as a travel destination, six in ten Leisure visitors came for:

- scenic beauty (64%)
- nature/outdoors (60%)
- wildlife (57%)

This was followed by:

- adventure (41%)
- rest/relaxation (39%)
- bucket list trip (36%)



Scenic Beauty



Nature/Outdoors



Wildlife



Adventure



Rest/Relaxation



Bucket List Trip





QUYANA

(Central Yup'ik)

Thank you!

▲▲
— TRAVEL —
ALASKA