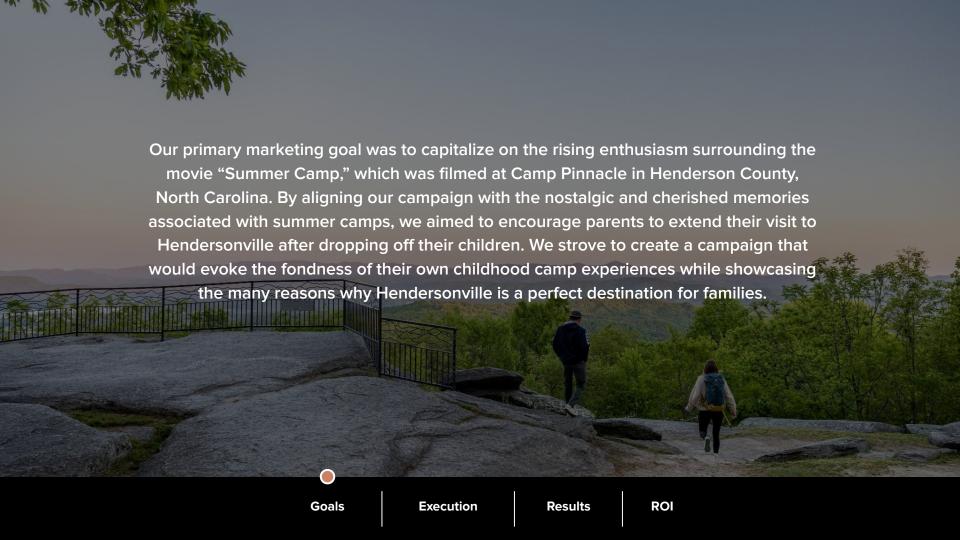
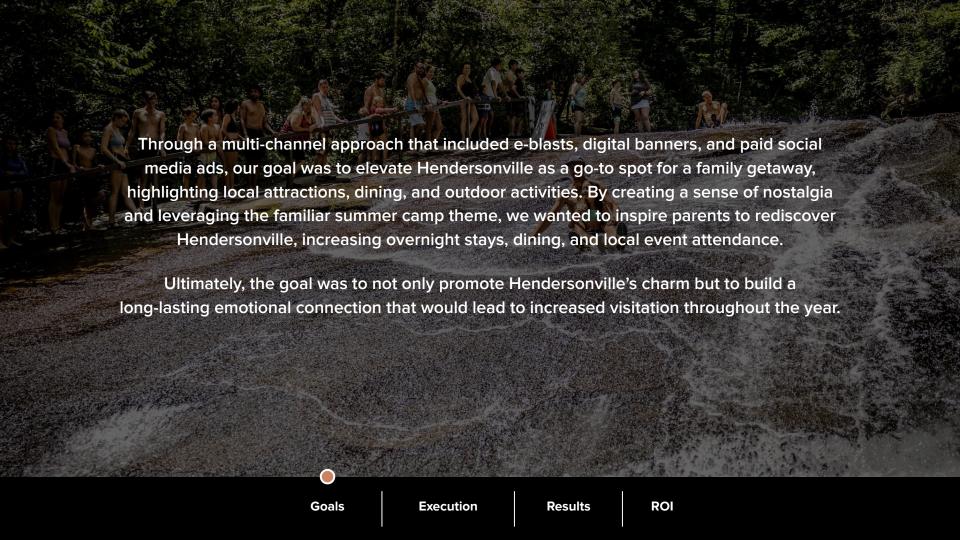


2024 ADRIAN AWARD ENTRY: Brand Campaign

Hendersonville Summer Camp Campaign







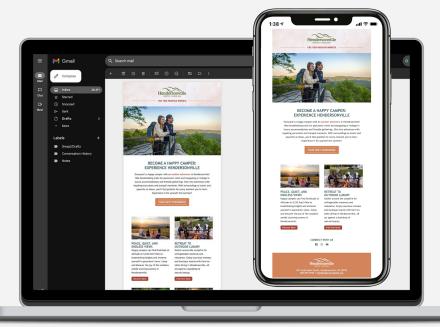




Hendersonville NORTH CAROLINA

> FEEL THE GRATITUDE

















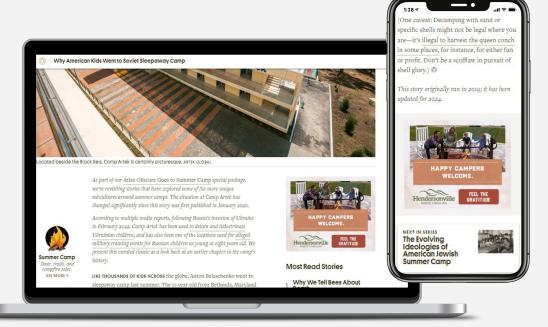
Goals

Execution

Results

ROI





Results: We successfully achieved the primary goals of our campaign, capitalizing on the nostalgia surrounding the "Summer Camp" movie filmed at Camp Pinnacle and inspiring families to experience Hendersonville. Through strategic partnerships with DigDev, Atlas Obscura, and paid social media, we drove significant awareness and engagement.

Paid Social Results (5/29 - 6/21):

Impressions: 543,865

Post engagements: 10,106

Clicks: 21,730

CTR: 4.00% (surpassing Meta's benchmark CTR of 0.9%)

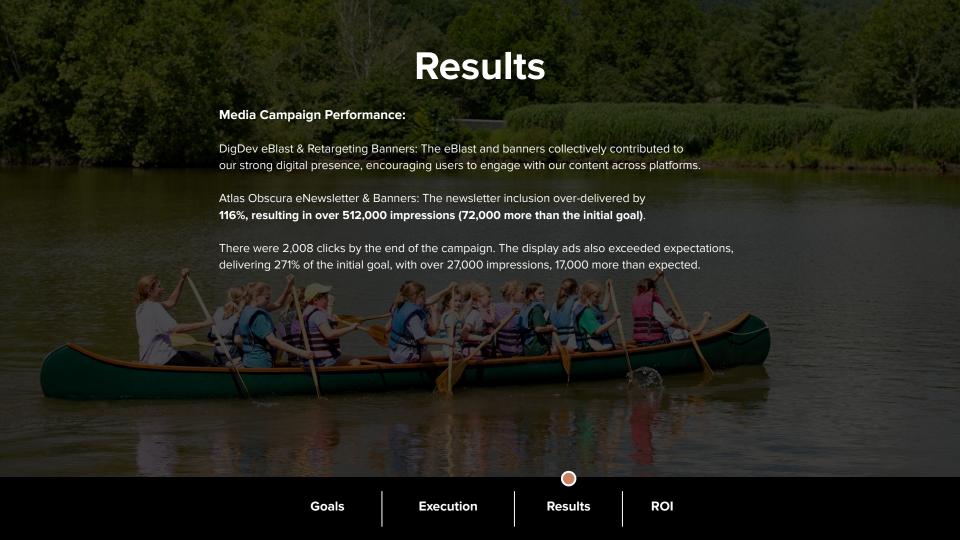
 The high engagement rates on social media indicate that our messaging resonated with the target audience, successfully invoking nostalgia and interest in visiting Hendersonville.

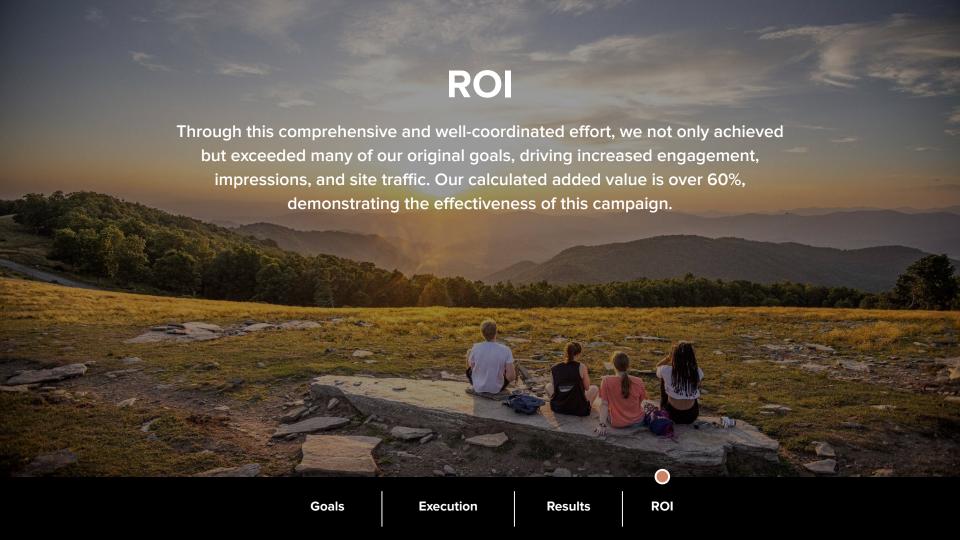
Landing Page Performance:

 The dedicated landing page ranked as the 3rd most visited page on the Henderson County TDA website for June, generating over 10,000 views—demonstrating a strong connection between our messaging and the audience's desire to learn more about Hendersonville.











2024 ADRIAN AWARD ENTRY: Brand Campaign

Thank you