



“Discover Your New” Integrated Brand Campaign



THE CHALLENGE

New Hampshire (NH) offers four distinct seasons and ample outdoor activities. However, so does every other state in New England! With every tourism destination gunning for their share of the pre-pandemic visitation pie, it's never been harder to compete for attention.

Visit NH needed to find a way to set the Granite State apart in preparation for its top visitation season of the year – summer – and achieve the following goals:



**FIND A NEW WAY TO
SET NEW HAMPSHIRE
APART FROM ITS
NEIGHBORS TO DRIVE
VISITATION AND
ECONOMIC IMPACT**

- 1) **Fuel awareness of NH as a premier summer vacation destination** – capturing eyeballs that might otherwise turn to neighboring competitors like Maine or Vermont.
- 2) **Increase visitation and in-market spend** – encouraging consumers to come, stay, and spend.
- 3) **Drive NH State Meals & Room Tax revenue.**
- 4) **Secure return on investment** – ensuring we maximize every marketing dollar.



THE STRATEGY

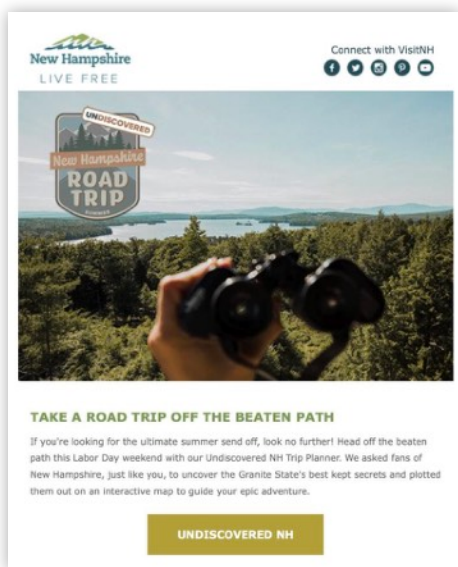
NH has one significant advantage over its neighbors: while it has a relatively small footprint, there's a vast range of outdoor activities and natural beauty to choose from – something we refer to as “Variety within Proximity.” This insight would serve as the lynchpin of our brand strategy.

By combining this sentiment of choice with the notion of freedom from the state's “Live Free or Die” motto, we could authentically challenge people to explore this variety and freedom of choice, from sea to sky. And all within a day's road trip.

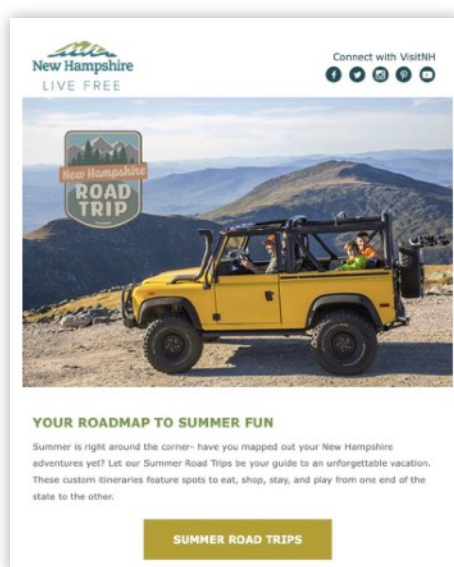
THE CAMPAIGN

Beneath our “Live Free” brand platform, we built a fully integrated campaign that ran from Mar. 21-Aug. 31, 2023, and hit nearly every consumer touchpoint, encouraging prospective visitors – particularly outdoor enthusiasts – from MA, RI, CT, ME, NH, NY, NJ, PA, Montreal, and Quebec City, to **“Discover Your New.”**

To reach our goals, we'd surround our audiences with wanderlust-inspiring advertising and content to keep NH top of mind. Between OOH, TV, display, streaming audio, social, email, influencers, and more, we'd meet visitors on the road, online, at home, and everywhere in between.



Emails targeting subscribers



Below: Billboard series blanketing highways

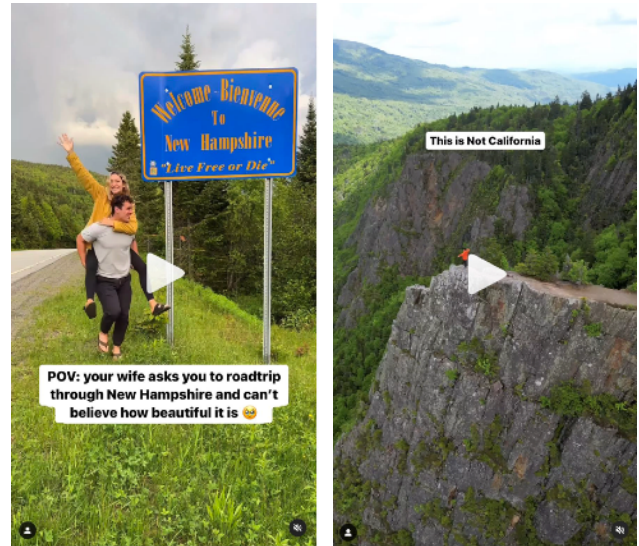
5-MILLION-STAR ACCOMMODATIONS

DISCOVER YOUR NEW



CAMPAIGN COMPONENTS

- To reinforce “Variety within Proximity” we created road trip-inspired content:
 - On streaming audio, we sponsored road trip-themed stations and made audio spots with the sounds of a NH summer getaway.
 - On social, we made an Instagram poll about NH hidden gems, then turned those inputs into an interactive map on visitnh.gov where users could curate itineraries to those destinations.
 - We partnered with several influencers, asking them to design their own itineraries using the map, then capture and share their travel experiences with followers.

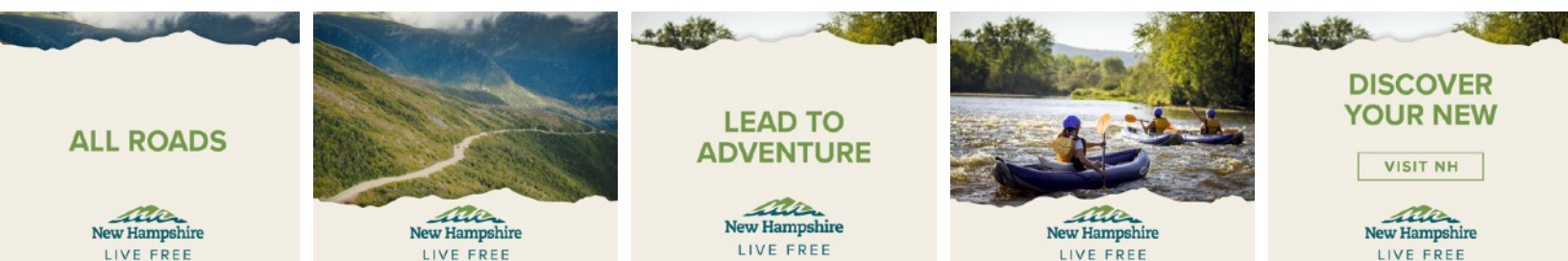


Influencer partnerships: record-setting 3M IG accounts reached

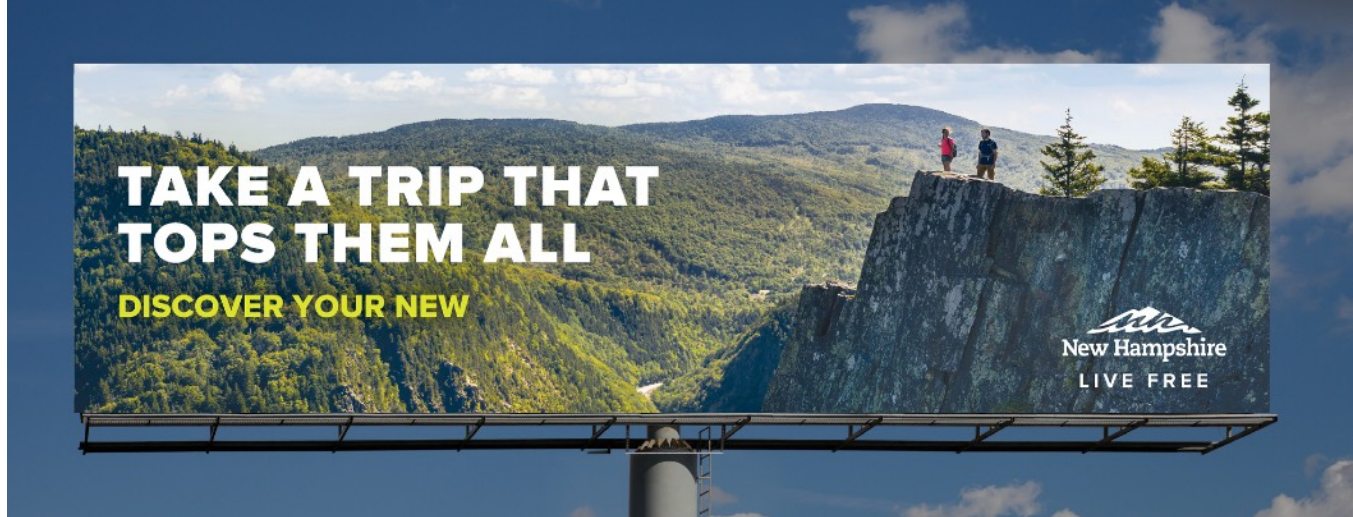


OOH takeover across Philly highways

- We created high-impact OOH, from billboards blanketing major highways, to takeovers across Philly, to immersive 3-D video billboards highlighting NH outdoor experiences.
- TV spots hit highly populated DMAs in our target markets.



HTML5 display ad frames

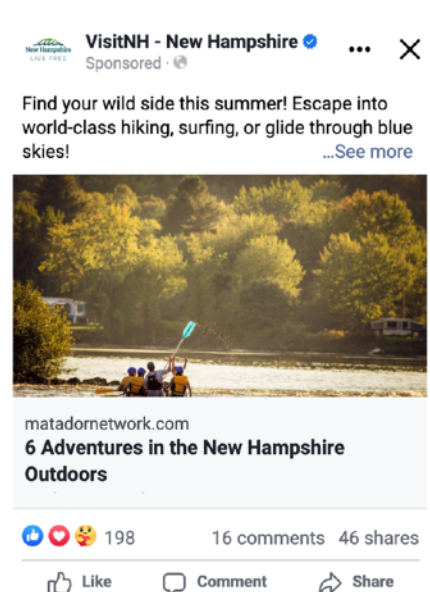
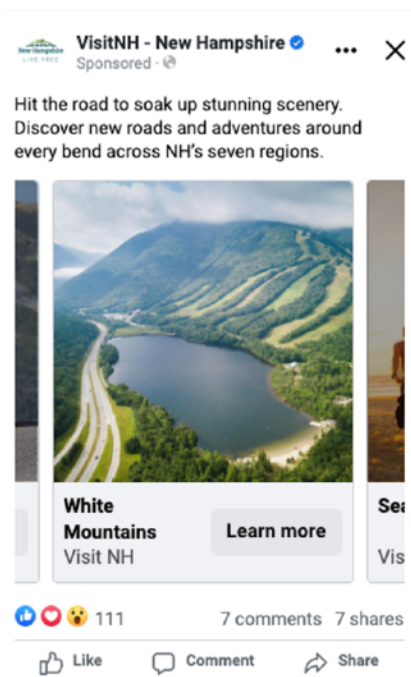


Billboard

THE RESULTS

Our summer campaign set records for the season. According to research firm SMARI and AdTheorent's Destination Sales Lift study, "Discover Your New" achieved the following results:

1. **Fuel awareness of NH:** NH had a 6.8% increase in awareness, costing \$.28 per Aware Household (\$.51 is the industry average).
2. **Increase visitation and in-market spend:** The state welcomed 4.5M visitors, up 3.3% YoY; visitors spent \$2.3B, up 3.3% YoY; and the campaign generated \$22MM+ in observed in-market sales.
3. **NH State Meals & Room Tax:** Revenue grew 2.38% YoY.
4. **Drive ROI:** The campaign achieved \$560 million in influenced visitor spending, which equates to a return on investment of \$228 for each \$1 invested in media.
5. **Exposure:** The campaign delivered 438.6M impressions, 26M video views, 6.4M social engagements, and 1M link clicks.



Road-trip themed social ads