



THE GIFT OF THE HOLIDAY TRAVEL ESCAPE

A Central Pacific tourism board was looking to increase brand awareness of its destination amongst top-tier travelers located in specific parts of the country to consider visiting their warm-weather destination over others in the U.S., as an escape from the cold weather during the holiday season.

SOLUTION

AccuWeather used a mobile-first approach featuring impactful creative to increase brand awareness and engagement through a robust targeting strategy using geo-targeting and demo-targeting amongst top-tier travelers who were in select parts of the country. AccuWeather used its proprietary weather-triggering capabilities to capture this audience when there was precipitation and/or cold weather conditions, maximizing exposure to the proper audience at the right time.

RESULTS

The high-impact campaign garnered 3MM+ impressions, over delivering by 125%. The top performing unit was the mobile background integration, whose CTR was 4x the benchmark, at 0.39%. The success of the campaign led to renewed advertising business with AccuWeather for their winter 2018 campaign.

Call +1.814.235.8600 today to request your free consultation about AccuWeather's Travel Partnerships.