

Case Study

For travel brands and destinations, reaching the drive market with appropriate messaging was essential to achieving success throughout the coronavirus pandemic. Digital marketing agency, Madden Media, looked to create an awareness strategy for Luzerne County, a destination a short drive from New York City and Philadelphia, that made them stand out among larger or more established travel brands or destinations.

The Objective

- Accurately target outdoor and travel enthusiasts within key drive markets
- Leverage top-of-funnel strategies to drive interest

The Solution

Madden Media's client, Visit Luzerne County, was looking to drive awareness for the travel destination that made them stand out among larger or more established travel brands or destinations. They wanted the Choozle campaign to increase awareness and aid in an additional touch point to work in tandem with social media and search campaigns.

Using third-party data audiences, Madden Media built a campaign strategy that reached consumers interested in outdoor activities or travel enthusiasts within their key drive markets for New York City and Philadelphia. This audience layered with connected tv was able to drive the awareness they needed by opening up the eyes of consumers that otherwise never would have considered Luzerne County beforehand.

As a result of the Choozle campaign and other tactics, Luzerne County saw a 97% completion rate of their CTV ads which helped drive a 686% increase in website traffic. More importantly, Madden Media was able to turn those website visitors into highly engaged visitors by sharing information about annual events or destination details for Luzerne County to get them to visit the destination.

Key Results

97%
completion rate
with CTV ads

686%
increase in
website traffic