

Success Story

promotion

Over 26K People Enter in the Island Getaway Sweepstakes



BACKGROUND

[REDACTED] a tourism website, was looking for ways to drive traffic to their site and promote the area and it's businesses to tourists throughout the region.

OBJECTIVE & GOALS

- Drive Website Traffic
- Increase Brand Awareness
- Collect New Email Addresses
- Provide Widespread Exposure and Email Addresses to Contest Sponsors: [REDACTED]

CHALLENGES

Creating a high engagement campaign with widespread reach to engage potential tourists outside the [REDACTED] area.

SOLUTIONS

The "Island Getaway" sweepstakes was created, encouraging people throughout the region to enter. The sweepstakes ran for several weeks across 13 states. Weekly prizes were awarded to encourage people to keep entering. A fully-integrated, targeted campaign - featuring high-impact digital ads, print, social and direct email - was developed to provide multiple opportunities to reach their intended target audience.

PRODUCTS

- Digital Display Ads
- Print Display Ads
- Direct and Custom Emails
- Social Media Posts
- Cross Promotion from Sponsors

RESULTS

- 58,359 Total Entries
- 26,865 People Entered
- Over 13,500 people signed up to receive promotional Emails from destin.com and contest sponsors.

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