



2021

ESTO Award Submission

Visit Idaho: "Cool Times, Warm Memories" –

Digital Campaign

By Madden Media and Visit Idaho



Situation

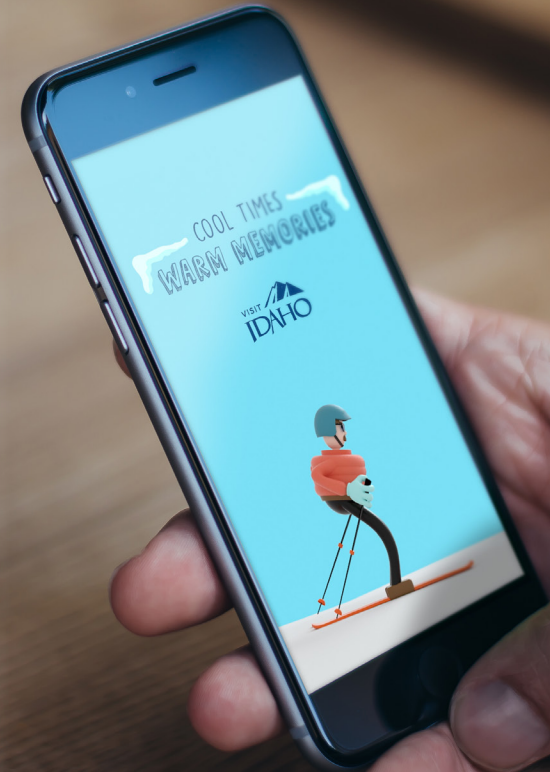
Visit Idaho was looking for a way to share real stories about the state's cool winter experiences and warm memories visitors can make there. Idaho has numerous cold weather activities and attractions. Visit Idaho wanted to create videos to showcase winter stories while breaking the mold of traditional promotional videos.



Approach

To create an emotional connection with prospective Idaho travelers, Madden Media in partnership with Minus Plus Studios created the “Cool Times, Warm Memories” campaign concept, highlighting the best winter stories from four Idaho residents.

These stories were showcased in a video series that highlighted the different things to do during an Idaho winter. To make the videos unique, they paired the locals’ stories with colorful and dynamic animation. This accomplished two goals for Visit Idaho—whimsical, original videos and a safe production atmosphere, a must during the pandemic.



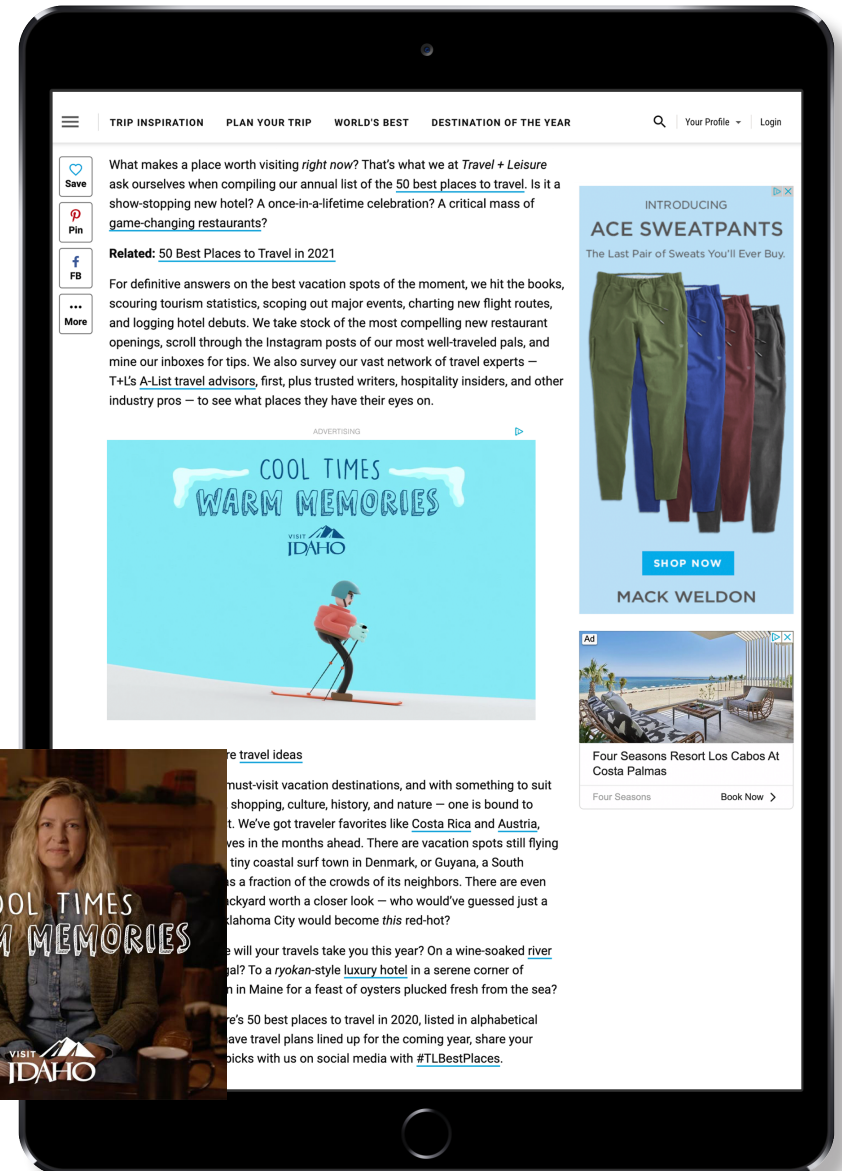
Execution

Strategy

Visit Idaho deployed a multi-channel strategy to present and share the videos online. The videos would feature colorful and fun animated stories that brought the residents' stories to life. A longform video was created for a VisitIdaho.org landing page, a 30-sec video was produced for Connected TV, and 15-sec horizontal and vertical videos were developed for Facebook, Instagram, Spotify, and Tik Tok.

Videos

Blending first-person storytelling from four residents, located in a warm and cozy location in Tamarack Resort in Donnelly, Idaho, and whimsical animation, the videos bring to life fun experiences four locals had in the state. The bright colors and funny illustrated stories, with stop motion and 2D animation giving viewers a window into the storytellers' minds, pull viewers in as the videos show the unique attraction of Idaho. The joy-inducing stories and bright animated representations show Idaho in a completely unexpected and fun way.



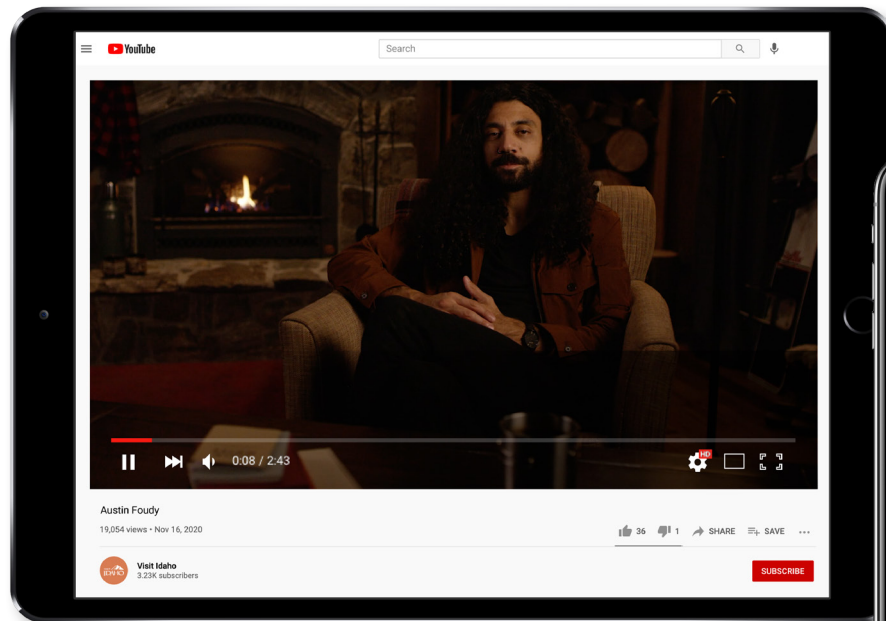
Execution

Landing Page

The landing page features the four webisodes as the main attraction while helpfully sharing recommended content to users looking for more stories about Idaho winter experiences and itineraries to help them plan their travel.

Promotion

The videos were distributed on Broadcast TV, Connected TV, Facebook, Instagram, Spotify, TikTok, and YouTube.



Results

The strategy for video distribution emphasized Connected TV to maximize the impact of video completions for the 30-sec ad, and took advantage of high impact Broadcast TV opportunities:

Choozle Ads

The videos generated over **15,096,235 impressions** with an average **completion rate of 97%**.

Broadcast Ads

The videos generated over **600,000 impressions** in the Seattle DMA during a Super Bowl pre-show commercial.

Online distribution was used to amplify the campaign by generating video views for 30-sec and 15-sec videos:

Facebook & Instagram

The videos have generated over **875,000 impressions** and over **1,500 clicks**.

YouTube Ads

The videos have generated over **431,088 views** and just over **700 Clicks**.

THE BIG PICTURE

Winter (December 2020, January 2021, February 2021) lodging tax collections down just -2% in 2020 versus 2019 and up 9% versus 2018 collections.

Samsung Ads

The videos generated over **437,000 impressions** with an average **completion rate of 98%**.

Tik Tok

The videos have generated over **907,000 impressions** and over **3,200 clicks**.

Spotify Ads

The videos generated over **71,000 impressions** with an average **completion rate of 89%**.

The long-form videos were housed on YouTube and generated over 95,000 views, and the landing page received over 19,000 page views.

134% YOY increase in website users

150% YOY increase in web sessions

148% YOY increase in page views

127% YOY increase in publication requests

107% YOY increase in digital publications downloads

291% YOY increase in number of sessions with more than three pageviews

99:1 Return on Ad Spending (ROAS) on Epsilon

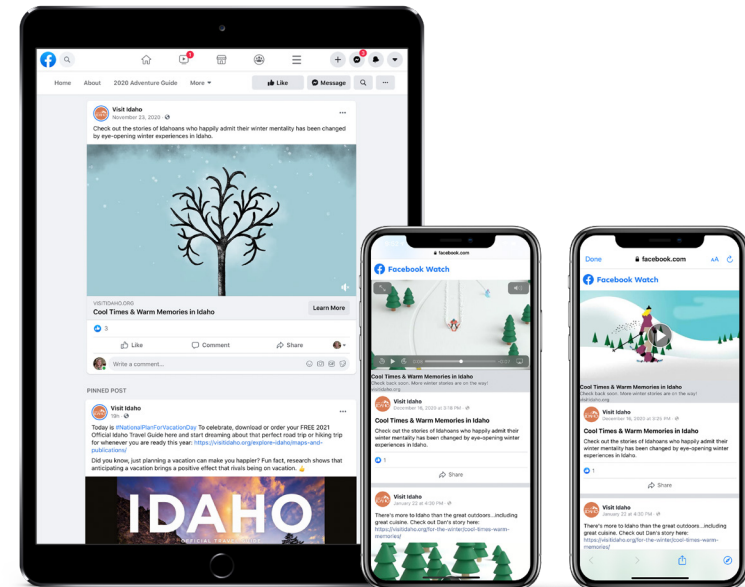
29:1 ROAS on Expedia

15:1 ROAS on Tripadvisor

15:1 ROAS on Priceline

14:1 ROAS on Sojern

4:1 ROAS on Adara



VISIT 
IDAHO



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CONNECT PEOPLE TO PLACES