

Limitless

REWARDS

AN INTEGRATED CAMPAIGN BY VISIT MESA.



IN FISCAL YEAR 2016/2017, Visit Mesa launched a revolutionary digital campaign utilizing 360° videos in a new and innovative way. The campaign, Limitless Rewards, exceeded all expectations.

360° videos provide immersive experiences that work especially well on mobile devices and can engage people in new and unique ways that current mobile ads cannot.



360° VIDEOS ARE NOT A REVOLUTIONARY IDEA.

However, Limitless Rewards took 360° videos a step further by embedding coupon codes within the videos. The coupon codes rewarded viewers for looking a little more deeply into our brand, helping to convert video impressions into actual sales. Click the following links to see the 360° videos. Be sure to look for the coupons.





360° MOBILE VIDEO: HORSEBACK RIDING
CLICK HERE: https://www.youtube.com/watch?v=Gz18uKI_FL4

*May not work on all browsers.



360° MOBILE VIDEO: AGRITOURISM

CLICK HERE: <https://www.youtube.com/watch?v=ppWJAMlwNYM>

*May not work on all browsers.



360° MOBILE VIDEO: OUTDOOR ADVENTURE
CLICK HERE: <https://www.youtube.com/watch?v=DOdQ7UOUCvs>

*May not work on all browsers.

THE COUPON CODES had offers at various Mesa businesses, everything from hotels to restaurants to entertainment venues and more, allowing users to experience the limitless activities in Mesa. Users could type it into a portal on the Visit Mesa website to unlock special offers throughout the City. While the videos drove traffic to our website, the coupon codes helped turn impressions into conversions.

COUPON CODES:

Limitless Fun

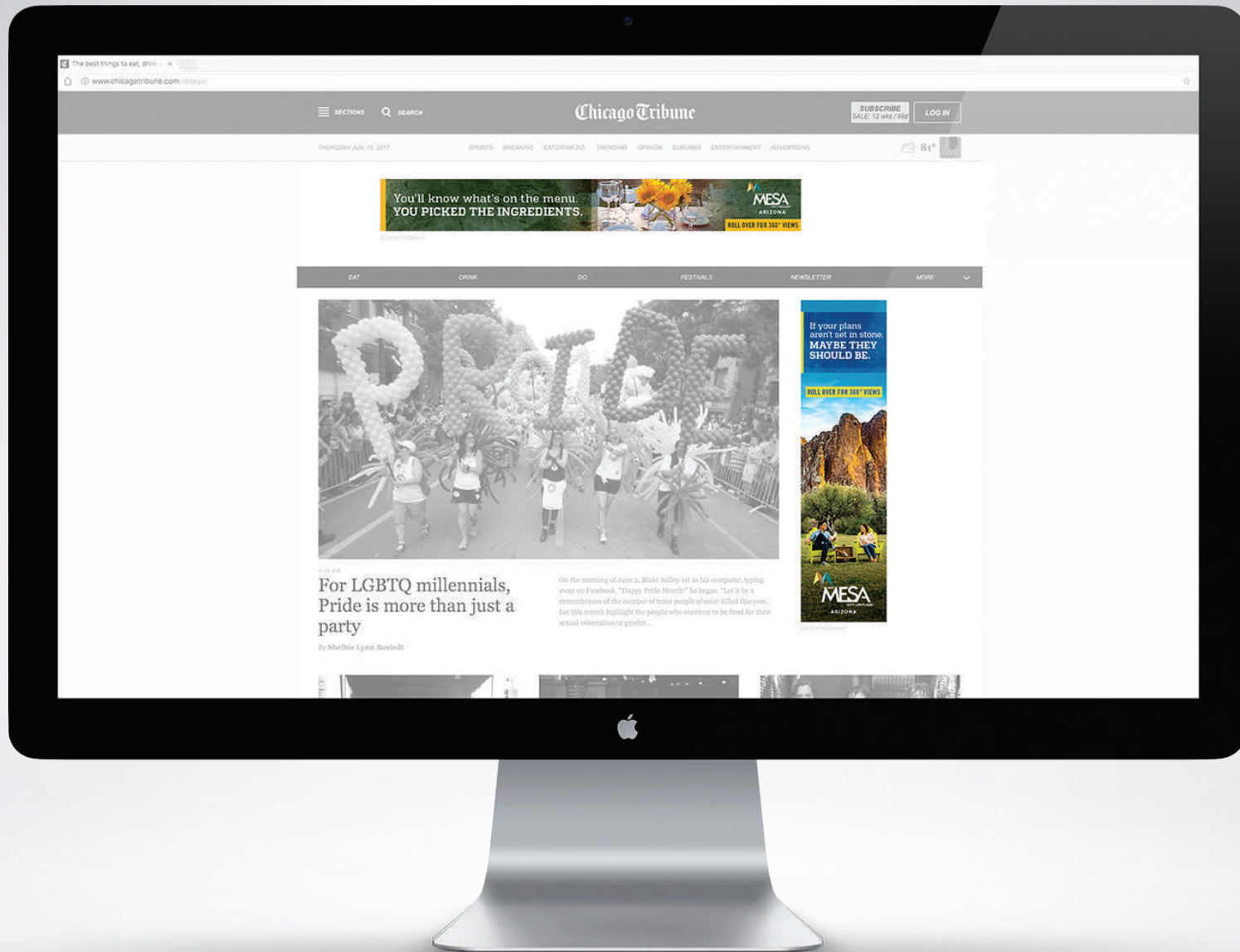
Fresh Foodie Trail

Family Fun



LIMITLESS REWARDS WAS ONE OF THE VERY FIRST campaigns to utilize 360° videos in new digital technology called a Contobox. The Contobox looks like a regular banner ad but opens a window that shows 360° videos, regular videos and banner ads. Click on the link to see it.





CLICK DIGITAL BANNERS TO OPEN CONTOBOX:

<http://srv1.contobox.com/v3/preview.php?id=12952>

<http://srv1.contobox.com/v3/preview.php?id=12951>



Chicago Tribune

360° VIDEO | PHOTO GALLERY | HOTEL ROOMS FROM \$65 THROUGH MARCH

INTRODUCING MESA'S

Limitless

REWARDS

FIND THE HIDDEN CODE.
USE IT FOR A HOTEL DISCOUNT.

PLAY VIDEO

MESA CITY LIMITLESS

BOOK NOW

WE SUPPLEMENTED LIMITLESS REWARDS through an integrated campaign consisting of drone videos and display banner ads. The campaign was promoted through paid Facebook, Instagram and YouTube/Google ads, and display banner ads, and we only advertise in feeder markets with direct, nonstop flights to Sky Harbor and Mesa Gateway Airport.





CLICK LINK TO SEE OUTDOOR ADVENTURE VIDEO:
<https://www.youtube.com/watch?v=bLH8MzM1Hkc>



CLICK LINK TO SEE GENERAL TRAVEL VIDEO:
<https://www.youtube.com/watch?v=oSEg4qVa5ms>

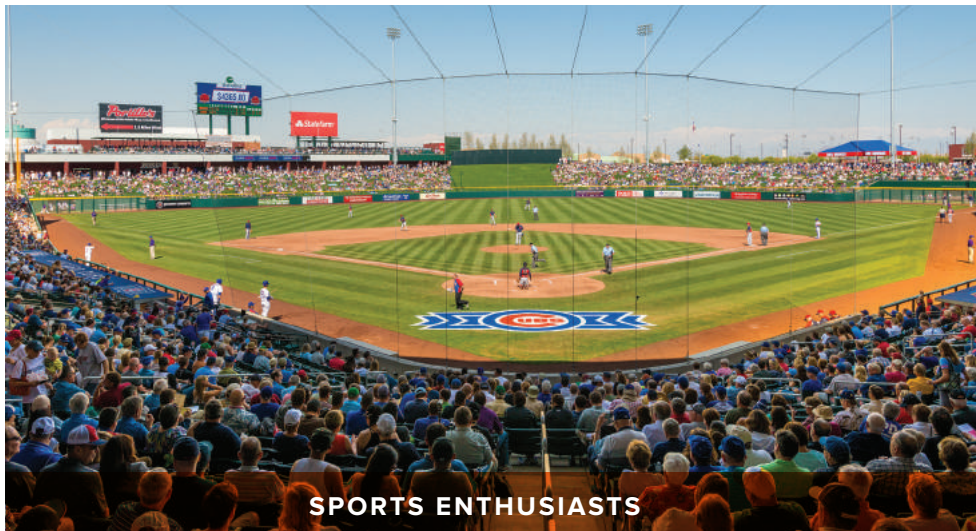


CLICK LINK TO SEE AGRITOURISM VIDEO:
<https://www.youtube.com/watch?v=x7MODZm5ITg>



CLICK LINK TO SEE HORSEBACK RIDING VIDEO:
<https://www.youtube.com/watch?v=PidvhuCSP30>

STRATEGICALLY, Limitless Rewards videos aligned with Mesa's five target audience profiles:



Limited Rewards: Results

CAMPAIGN TIMING: 2/14/17 - 3/31/17

VIAV CONTOBOX 360° VIDEO REPORTING

IMPRESSIONS	2,272,768
VIEWS	62,574
VTR	2.75%
UNIQUE ENGAGEMENTS	61,584
UNIQUE ENGAGEMENT RATE	2.71%
CLICKS	256
ENGAGEMENT CTR.....	0.42%



YOUTUBE 360° VIDEO REPORTING

IMPRESSIONS	40,426
VIEWS	10,126
VTR	25.04%

FACEBOOK 360° VIDEO REPORTING

IMPRESSIONS	244,772
VIEWS	62,667
VTR	25.6%
CLICKS	1,577
CTR	0.64%



Overall Campaign Results:

**HELPED INCREASE YEAR-OVER-YEAR
GROSS BOOKINGS BY 32%**



Limitless

REWARDS

