



## CAMPAIGN CASE STUDY: #ExploreMore

Two CVB's Join Forces To Produce  
Unprecedented Success

### THE OBJECTIVE

Louisiana's Cajun Bayou, Lafourche Parish and Tangipahoa Parish Tourism recognized each other's tourism assets just one hour apart from each other. The realization sparked the two parishes to team up to create a new joint tourism initiative aimed at driving tourism between Lafourche and Tangipahoa parishes, each of which makes an excellent weekend escape or staycation for the other's residents.

Driven in part by a challenge issued by Lieutenant Governor Billy Nungesser for Louisiana's tourism entities to find innovative ways to partner with each other, the Explore More campaign truly came to fruition because of the creativity of the two tourism offices' directors and staffs. The two offices decided that collaboration works a lot better than competition, especially when the tourism businesses within each parish – hotels, restaurants, attractions and festivals -- are the big winners. Another important draw was that both of the universities in each destination, Nicholls State University and Southeastern Louisiana University play each other every football season.

### SUCCESS IN NUMBERS

- 481 Sweepstakes Entries
- 362 Visitor Guide Downloads
- 336,939 Campaign Impressions
- 3,471 Ad Clicks
- 2,915 Landing Page Views
- Extremely Low Average \$0.41 Cost Per Action
  - (Industry AVG CPA is \$21.99 per [WordStream](#))
- National Coverage In The New York Times, et al



## THE PLAN

The stats were clear – in the last year, Louisiana’s Cajun Bayou saw a 50% increase in website visitors from the Hammond and Ponchatoula areas, cities in Tangipahoa Parish. Likewise, Tangipahoa Parish Tourism saw immense potential from the Lafourche Parish area. With the idea of staycations in mind, both destinations, while similar but vastly unique, decided to work together on a social media campaign to drive awareness and visitation together.

## THE CAMPAIGN

Both Louisiana’s Cajun Bayou and Tangipahoa Parish Tourism knew the right partner would be needed for the campaign and chose to collaborate with Von Mack Agency.

The Facebook and Instagram campaigns were targeted to current residents in Lafourche Parish and Tangipahoa Parish. The messaging of #ExploreMore was strategized to inspire visitation from residents to the other parish- exploring more of their state that is in their own backyard.

The campaign used a fun, explanatory video, showcasing the personalities of the tourism office’s director and president. From that point, single image and carousel ads depicting things to do from both areas were deployed. Ads were driven to landing pages on each parish’s website that housed the video creative. Two itineraries were also included to highlight ways visitors could spend their time in the parishes. These included 24 hours in each destination and a two-day itinerary that can be followed year-round. Each website also included a sweepstakes package, featuring a two-night stay at a local hotel, gift cards to restaurants, and vouchers for local attractions.

Following the initial launch, additional single image ads rolled out on social media to further drive awareness and promote conversions, and an Instagram takeover was deployed on both parish’s accounts to further develop the message.

The finale of the campaign ended with a joint tailgate hosted by Lafourche and Tangipahoa Parishes at the Nicholls State University versus Southeastern Louisiana University game in Hammond on November 21. Both teams have a long-running, friendly rivalry and the tailgate was a great opportunity to bring the campaign together while visiting with fans about what each parish has to offer. The winners of the sweepstakes were also announced.

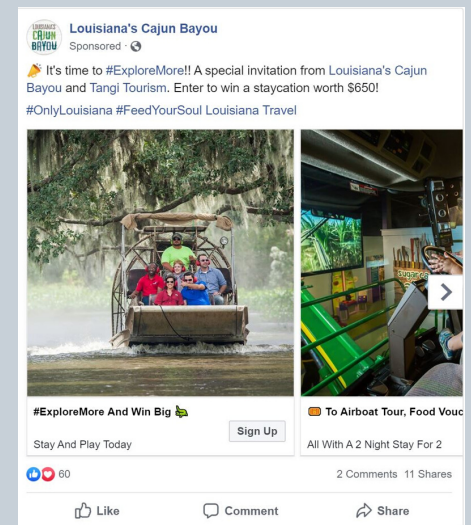


## CAMPAIGN ELEMENTS

- Video
- Two Landing Pages: LA Cajun Bayou and Tangi Tourism
- Ads From Both Pages
- Instagram Takeover
- Sweepstakes Winners Announcement At Game

## TARGET KPI'S

- Achieve 550 interested leads which include giveaway entries and visitor guide requests for each parish
- ↑ 20% increase of website traffic to each destination from respective areas for the duration of the campaign (4 weeks)
- ↑ 20% increase of engagement on each parish's social media for the duration of the campaign (4 weeks)



## THE RESULT

The #ExploreMore campaign was a new one for Louisiana, and in “breaking the mold” it delivered growth in both markets.

The campaign delivered by producing the following:

- 843 Interested Leads (Sweepstakes Sign Ups + Visitor Guide Downloads)
- ↑ of 117.11% in Tangipahoa Parish traffic on LaCajunBayou.com (vs Period Prior)
- ↑ of 800% in Louisiana's Cajun Bayou traffic on TangiTourism.com (vs Period Prior)
- Superior Engagement: 73,323 Video Plays, 692 Post Reactions, and 125 Post Shares
- A press release submitted to regional press was shared nationally and internationally garnering more than 180 stories in publications such as the New York Times, ABC News, and the Washington Post. The story reached over 200 million people in the top 15 outlets alone.

